Today’s Presenter

George Needham
Director,
Delaware County
District Library (OH)
Successful Libraries for Uncertain Times

A WebJunction Webinar
Presented by George Needham
Director, Delaware County District Library
Delaware, Ohio
October 12, 2016
Not today…

Image credit: https://www.flickr.com/photos/infowire/21523294814
Useful advice on fortune telling

“Never make predictions, especially about the future.”

Casey Stengel
Baseball Hall of Famer
(Probably apocryphal)

Image credit: https://www.flickr.com/photos/bootbearwdc/3262429953
So how do we plan for the future?

Image credit: https://www.flickr.com/photos/aloha75/4605051691
Successful libraries:
Successful libraries:

- Align with their communities
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- Question the orthodoxy
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- Manage their message effectively
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- Stay focused
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- Align with their communities
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- Manage their message effectively
- Stay focused
- Make mindful choices
Successful libraries align with their communities.

Image credit: http://tinyurl.com/TopherHoward Photo by Topher Howard
Successful libraries…

Develop bone-deep community understanding

Successful libraries…

Know the community self-image

Successful libraries…

Are relentlessly local

Successful libraries…

Join the community conversation

All logos are the property of their respective brand owners.
Successful libraries…

Create mutualistic relationships

Image credit: https://www.flickr.com/photos/124330160/23764566/
Successful libraries question the orthodoxy.
Successful libraries…

Take risks

Image credit: https://www.flickr.com/photos/brizzlebornandbred/11887879094
Successful libraries…

Don’t depend on old assumptions

Image credit: Photo taken by George Needham
Successful libraries…

Adapt to any situation

Image credit: https://commons.wikimedia.org/w/index.php?curid=20224699
Successful libraries…

Experiment with new services

Image credit: http://tinyurl.com/pixabaylab
Successful libraries…

Encourage cross-training

Image credit: https://www.flickr.com/photos/wustllibraries/6186524567
Successful libraries…

Practice technology agnosticism

Successful libraries…

Let the customers take the lead

Image credit: https://www.flickr.com/photos/manchesterlibrary/3128145925
Successful libraries manage their message effectively.
Successful libraries…

Evangelize learning as well as reading

Image credit: https://commons.wikimedia.org/w/index.php?curid=2520313
Successful libraries…

Emphasize abundance

Successful libraries…

Share their community-rooted vision

Image credit: https://www.flickr.com/photos/pong/480476598
Successful libraries…

Know how to edit themselves

Image credit: https://pixabay.com/en/etc-boring-bored-waiting-list-682613/
Successful libraries stay focused.

Successful libraries…

Start with the end in mind

Image credit: https://www.flickr.com/photos/andrewhurley/6254409229
Successful libraries…

Are disciplined

Image credit: https://www.flickr.com/photos/brizzlebornandbred/1188789094
Successful libraries…

Avoid mission dilution

Image credit: By Laaabaseball - Own work, CC BY-SA 4.0, https://commons.wikimedia.org/w/index.php?curid=40817226
Successful libraries…

Leave the twiddly bits alone

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BLANK LINES UNLESS AN EXTENSION CARD WOULD RESULT

| MARC Institution code | User Data | Pack Symbol | LCCN |

Image credit: https://www.oclc.org/support/services/worldcat/documentation/cataloging/cards.en.html
Successful libraries…

Eliminate frustrating policies

Image credit: https://commons.wikimedia.org/wiki/File:Pictofigo_Frustration.png
Successful libraries make mindful choices.
Successful libraries…

Choose their people carefully

Image credit: https://commons.wikimedia.org/wiki/File:Sarnia_Shinny.jpg
Successful libraries…

Choose optimism

Image credit: http://www.pikiwiki.org.il/?action=gallery&img_id=7673
Successful libraries…

Choose civility

Successful libraries…

Choose generosity

Successful libraries…

Choose flexibility

Successful libraries…

Choose teamwork

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Successful libraries…

Choose laughter

Image credit: https://www.flickr.com/photos/cheriejphotos/6019067180
Successful libraries…

Choose relationships over transactions

Image credit: https://wondersinthedark.wordpress.com/2008/12/29/casablanca-no-19/
Successful libraries…

Choose action

Questions and Discussion

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Let’s continue the conversation…

George Needham
gneedham@delawarelibrary.org
740-362-3861

Thanks!