**Engaged Planning: Ask What You Can Do For Your Rural Community**

**Learner Guide**

<http://www.webjunction.org/events/webjunction/engaged-planning.html>

**Event Description**: Your community needs the library, and planning for the future of your library begins with understanding the community and their aspirations. Once you understand what your rural community wants and needs, you can assess how the library can help them. In this webinar, understand the important steps of this engaged planning process, including internal assessment, data collection and analysis, trustee involvement, and community conversations. Learn what it means for your library to “turn outward” to secure its place at the heart of your community.

**Presented by:** **Cindy Fesemyer**, Director, Columbus (WI) Public Library, population 5,000

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| **What are your goals for viewing this webinar?** | |
| **Personal Goals** |  |
| **Team Goals** |  |
| **Activity 1** | |
| What communities do you **currently serve** at your library?  1.  2.  3.  4.  5. | |
| **Activity 2** | |
| Brainstorm and make a list of at least **five additional communities** that you perhaps have not identified in the past as part of your planning and assessment efforts.Why do you think you haven’t considered them as core communities in the past? Why are they important now?  1.  2.  3.  4.  5. | |
| **Discussion/Reflection Question** | |
| Using the Aspirations activity in the [Turning Outward guide](http://www.ala.org/transforminglibraries/sites/ala.org.transforminglibraries/files/content/LTC%20digital%20workbook%206-12-15-incl%20new%20tools.pdf) (pdf), assess the aspirations, challenges, and the new conditions of one of the above communities you identified. (Consider doing this as a part of an upcoming Board of Trustees meeting, with everyone participating. Doing this as a group helps create buy in and definitely creates a terrific internal conversation.)  My **aspirations** for this community are:  The **challenges** we face in reaching these aspirations are:  The **changes needed** in my community to reach our aspirations are:  Once the three questions have been answered and the responses recorded, summarize what your participants have said by telling a story.  We began by saying that we wanted a community where \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (aspirations) but we face \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (challenges). So if we want to reach our aspirations, we need to create \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (new conditions/change). | |
| **Activity 3 for Discussion/Reflection** | |
| Take the [Turn Outward Quiz](http://www.ala.org/transforminglibraries/sites/ala.org.transforminglibraries/files/content/HarwoodHalfHour_TurnOutward_FINAL.pdf) (pdf) from Libraries Transforming Communities. Discuss the results and implications for the work of the library and your community partners. | |
| **Action! Plan a Community Conversation** | |
| Using the [Community Conversation Workbook](http://www.ala.org/transforminglibraries/sites/ala.org.transforminglibraries/files/content/LTC_ConvoGuide_final_062414.pdf) (pdf – see pages 5-8, from Libraries Transforming Communities), plan your first community conversation.  **Focus on first steps:**   * Who to invite * Where to have it * Who will facilitate * Other steps | |