



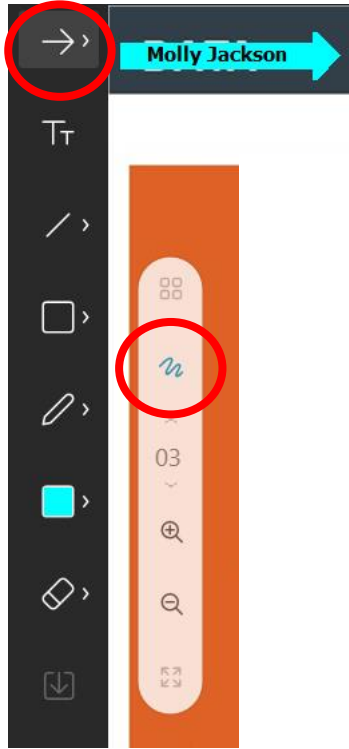
Betha Gutsche

WebJunction Program Manager, OCLC

Getting to the Heart of the Community Through Discovery

Betha Gutsche, WebJunction Program Manager, OCLC

Annotation tools



1. Mouse over slide to find **small pill menu** at far left
2. Select top **squiggle icon** to open annotation tool panel
3. Select the top **arrow** icon
4. Click on slide **to practice**

DATA

Where do
you live?

Place your
arrow
on the map



What do you
appreciate most
about the
community you
live in?

What is Community Discovery?

Gaining a deep understanding
of people and community

COMMUNITY DISCOVERY

THE
COMMUNITY
IS THE
EXPERT



Surveying Community Members by [Car Martin](#) on [Flickr](#). CC BY-NC 2.0

It all begins
...and
continues
with
community

"**Engaging with people directly** reveals a tremendous amount about the way they think and the values they hold.

...A deep engagement can **surprise** both the designer and the designee by **unanticipated insights.**"

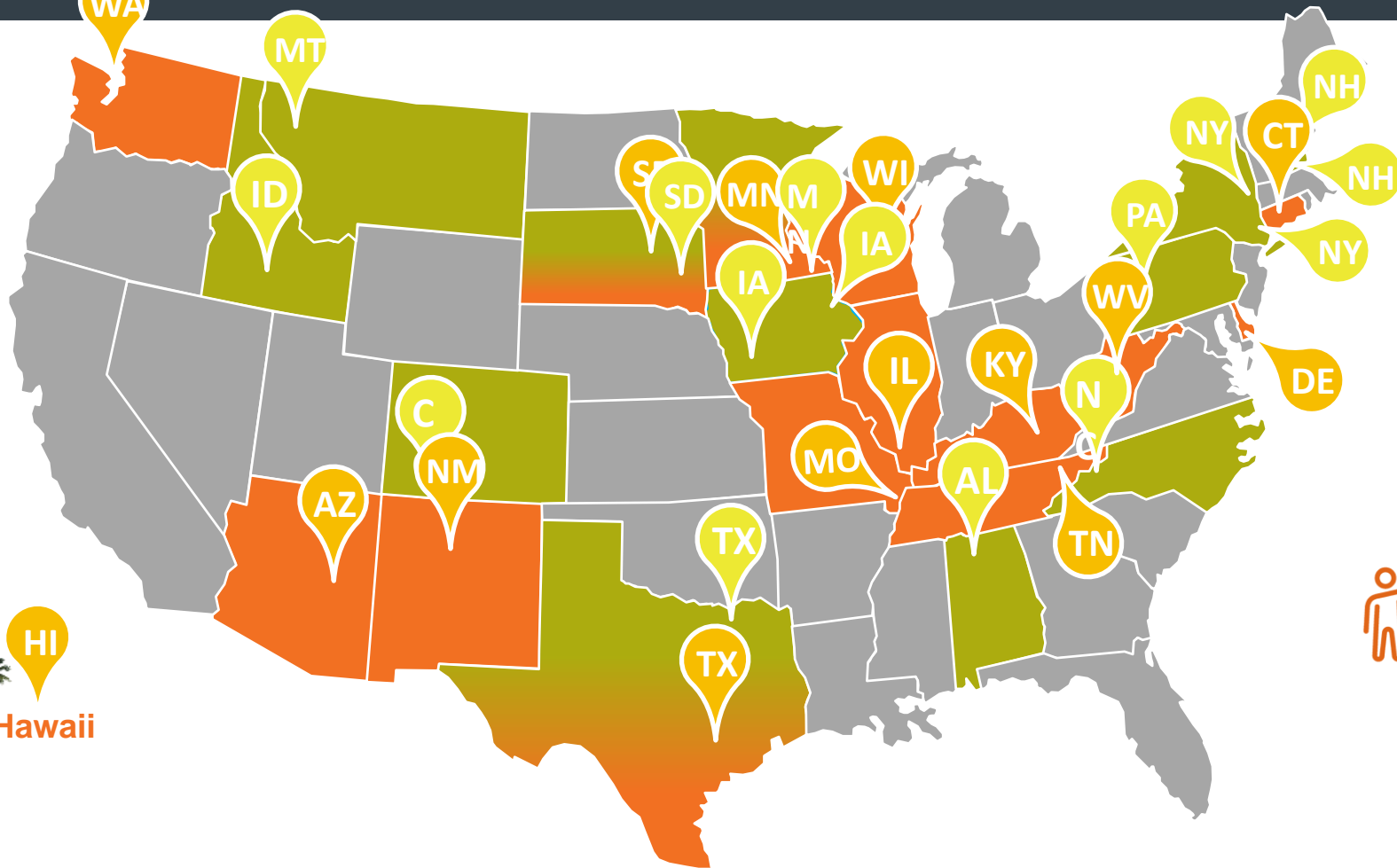
Interaction Design Foundation, <https://www.interaction-design.org/>

Observations through the lens of *Small Libraries Create Smart Spaces*

Project Funders and Partners



Small Libraries Create Smart Spaces –Round 1 and 2 participant locations



Design Challenge

How might we work with our community to co-create a space in (or around) the library where community members engage in participatory, active learning and strengthen social connections?

How well do you think you know your community?



Image by [Ricinator](#) on [Pixabay](#)

**“Before this project started, I was sure of
what my community needed.**

**After going through the steps of the
community discovery, I was able to find some
things out about my community that I
didn't know before.”**

—Smart Spaces 2017 participant

Fresh Strategies and Tools for Discovery

The Survey

SWA Cornog Plaza Survey Ft Myers

4. What time of day do you usually come to Library's Cornog Plaza? (Please select all that apply)

- ☐ Early morning
- ☐ Midmorning
- ☐ Lunchtime
- ☐ Late afternoon / early evening
- ☐ Evening / nighttime
- ☐ For special events only

5. How long do you usually spend in Library's Cornog Plaza? (Please select one)

- ☐ 30 min or less
- ☐ 30 min - 1 hour
- ☐ 1-2 hours
- ☐ 2-4 hours
- ☐ 4+ hours

6. With whom do you usually go to Library's Cornog Plaza? (Please select one)

- ☐ Friends
- ☐ Family
- ☐ Alone
- ☐ Classmates
- ☐ Class/organized group

Other (please specify):

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- Broad dissemination
- Quantifiable data
- Anonymity for survey takers
- Impersonal
- Survey fatigue
- Survey intimidation



Yay!



Yawn

Community discovery is
connection and conversation.



It's a two-way connection

“I’ve made a lot of connections and explored our community in a different way than I have before, so I feel more able to get feedback now that I’m a known entity.

It was hard to get out at first but once you start reaping the benefits, it’s rewarding to put yourself out there.”

—Smart Spaces 2017 participant

The bigger basket of discovery tools

1. Interviews and focus groups
2. Visual tools
3. Interactive workshop tools

oc.lc/discovery-tools



1. Interviews and focus groups

- Stakeholder meetings/
group interviews
- Topical focus groups
- Intercept surveys
- Happy Hour
brainstorming



Community Group Meetings at Hot Springs Library, NC

2. Visual tools

- Pop-up spaces
- **Wish Trees**
- Dot boards
- Observation

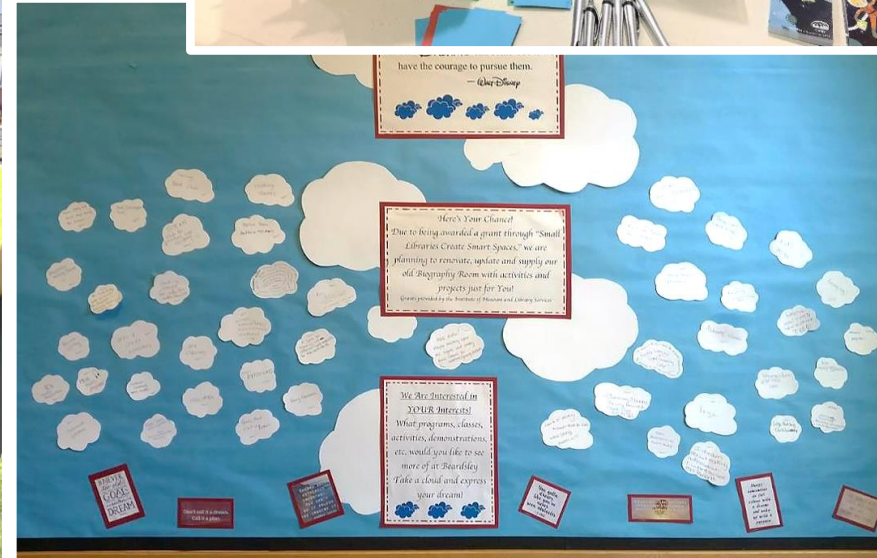


WISH TREE

- Grab a leaf and answer these questions:
 1. What do you like about Madison?
 2. What do you think would make it better?

VARIATIONS ON A WISH TREE

- Wish upon a star
- Pursue your dreams on a cloud
- Fuel the rocket with your ideas
- Think a think for the library



2. Visual tools

- Pop-up spaces
- Wish Trees
- **Dot boards**
- Observation



DOT BOARD

Choices

- Exercise, Fitness, Health, & Wellness
- Fine Arts
- Performing Arts & Movies
- Food & Culinary Arts
- STEM programs
- Upcycling & Recycling
- Hobbies & Crafts
- Gardening & Outdoor Activities



3. Interactive workshop tools

- Visioning workshops
- Participatory design workshops
- Photo essays

Community Speaks; Board Listens



Two questions:

- What do we (your library) do really well?
- What would you do to build a better library?



The Hall-Voyer Foundation Board turned community input into a wall of ideas.

The Board decided to:

- Change the name to Honey Grove Library and Learning Center
- Write a new mission statement
- Create a new logo and new website
- Start a capital campaign, with an initial goal of \$300K

**\$649,000 raised
by Dec 31!!!**

“Involving my board in these discussions gave them a **whole new insight** into what I had been trying to convey to them - **hearing it from the people directly** made a huge difference!”

Pattie Mayfield, Director of Honey Grove Library and Learning Center

The most
important thing



Listening

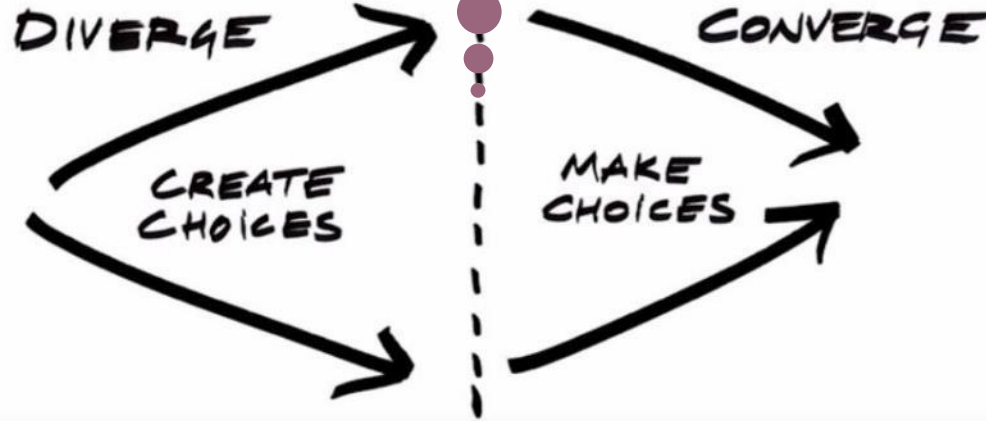


Dog by [sweetlouse](#) on [Pixabay](#)

What to do with all that community input?

Ideation

Community
input

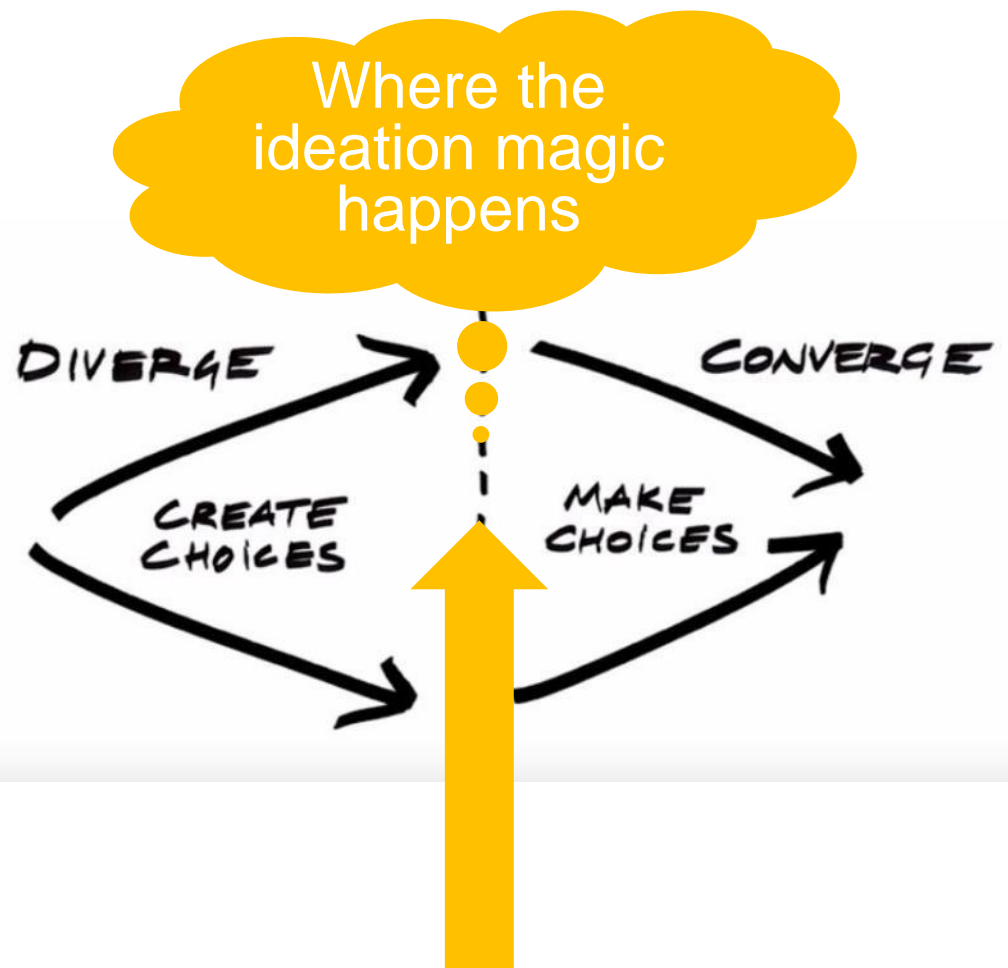


Ready to
prototype

Select 3-4 items from
community input to
explore further

Expand the possibilities
of those items through
brainstorming

EXPANDING THE POSSIBILITIES



- Dissect the wish/idea
 - What is at the core of the idea?
 - What is the essential experience behind it?
 - What activities are related to it?
 - What are people's feelings about it?
- Think beyond the obvious

Brainstorm rules

Defer judgement

Encourage wild ideas

Build on the ideas of others

Stay focused on topic

One conversation at a time

Be visual

Go for quantity





IDEATION ACTIVITY

Community feedback:
We want a swimming pool

How might your library create *active learning* opportunities around this wish?

Take the quick wins



Image by [mohamed_hassan](#) on [Pixabay](#)

Finding ~~Partners~~ Collaborators

Cornwall Public Library, NY

A local designer plans the layout and chooses colors and furnishings



A carpet layer made a 3-hour round-trip commute on a Sunday to install the carpet because "... libraries have been good to me in my life."



An electrician installed the lights, hung and wired the monitor, and ran data and electrical hook-ups to the "plug-in" seating



Two talented sisters were inspired to paint a mural on the walls

The finished community-built space enlivened by the community teen group



Teens Stage a Harry Potter Party

Secret entry to 9³/₄
through a brick wall



Teens fabricated Little
Snitches as
prizes for the games.



Party participants
avidly pursue the
Hunt for Horcruxes
scavenger hunt.



Teens are designing
and delivering most of
the programming

Teens now *own* the programming for their space.





It's about

sharing
power

“We have developed **more partnerships** with individuals and organizations.

We have **more 'local experts'** to call upon for assistance and the **flow of ideas from the community just keeps coming.**”

Smart Spaces 2017 Participant

“Asking the community to get involved in
co-creating space was a win-win for us
and we will utilize this community buy-in perspective
with all future projects.”

Smart Spaces 2017 participant

For more information on how Small Libraries
Create Smart Spaces and more case studies
please visit **oc.lc/SmartSpaces**.

- Smart Space Videos
- Transformation Stories
- Making Space for Active Learning Course

Email me: gutscheb@oclc.org

