



# ARSL

The Association for Rural & Small Libraries

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# Lori Juhlin

Director of the Hawarden Public Library (IA), and  
Chair, ARSL Marketing & Communication Committee

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# LIBRARIAN AS VERB: ACTIVATE YOUR RURAL COMMUNITY

Lori Juhlin  
Hawarden Public Library





## WHERE WE WERE

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- In December 2016, Lori started as Library Director, taking over for a Director who had been there 34 years, and was from outside the state and immediate area.
- Library patrons consisted of mostly older residents, and a few families.
- Little to no outreach was being done. (Sporadic visits to one childcare facility)
- Facebook fans in June 2017 were 660, February 2019 we were at 853.
- Monthly programming consisted of story time, and movie showings for adults, and once monthly Lego Club.





## SUMMER 2017

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- Expanded Summer Library programming by offering programs twice each day. Met with excitement from kids and parents. Focused on Fun experiences over inexpensive craft projects.
- Expanded Adult Program offerings during summer.
- Instituted an end of summer reading inflatable party.





Photos by Hawarden Public Library, used with permission

Fall 2017—The start of something NEW!





## SPRING & SUMMER 2018

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- Maddy was hired as Children's Librarian.
- Julie was hired as our first ever Summer Intern.
- Summer Planning was underway, we added a little outreach, and offered some extra programs in July that were less structured.
- Inflatable Party was again held at end of summer.



## 2018-2019 SCHOOL YEAR

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- Maddy and Julie stayed on as co-Children's Librarians, working at the school all day, and doing after school and Saturday programs. Attendance grew dramatically.
- Kids and Parents loved the expanded programs.
- Huge improvement over Lego Club each week from last school year.
- Plans started developing for our 2019 Summer Program, which would undergo a major change.
- Adult programming was expanding also, coordinated by Lori, the Library Director.





Photos by Hawarden Public Library, used with permission

Fun programs!



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Bad libraries build collections, good libraries build services, great libraries build communities.

-R. David Lankes



# HOW DO YOU BUILD COMMUNITY?

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Share Your Ideas!



# START WITH YES!

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- Say “Yes” to the volunteer opportunity. I once served Beer from a Beer Bus at the local Demolition Derby.
- Say “Yes” to Non-traditional program locations. Reading at the swimming pool, it was a blast!
- Say “Yes” to asking people to do crazy things. Water balloon batting practice anyone? Kids had to read to swing!
- Say “Yes” to being part of groups that advance community. I’m a member of several local groups, including the West Sioux Prosper Team, Community Engagement Committee, and the Hawarden Table Talks & The Chamber Retail Events Committee.



# LIBRARY POP-UPS

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Reaching your Community where they are!





Photos by Hawarden Public Library, used with permission

Could you get kids to read at the pool, or before a softball game? You don't know unless you try!



# LIBRARY POP-UPS

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- Started with 2 crates of books, a rug, two enthusiastic librarians, and some bookmarks.
- We added a canopy when needed, a wagon for supplies, and occasionally our button maker, rubber stamps, and other random supplies.
- We found we had “Groupies” that would come wherever we went!
- We gave away books, and other prizes.
- By the end of summer, our community had embraced our pop-ups and enjoyed seeing us out in the community!
- We even had requests from local businesses and organizations for us to do pop-ups!



## WHAT DID POP-UP'S LEAD TO?

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- Watching some of our “Groupies” in a greased pig contest on a very hot summer day!
- Being asked to do pop-ups at other locations.
- Having local business’ approach us with partnership ideas.
- Receiving positive comments from local residents who are not active library users, and converting them.
- Increased awareness of services on social media.
- Increased social media engagement.





Photos by Hawarden Public Library, used with permission

More Pop-Ups. Summer Lunch, Grocery Store, and near a community business.



# WHERE COULD YOU DO A POP-UP?

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Share with us!

“

Great libraries can have great buildings, or lousy buildings, or no buildings at all. Great libraries can have millions of volumes, or none. But great libraries always have great librarians who engage the community and seek to identify and help fulfill the aspirations of that community.

-R. David Lankes





Photos by Hawarden Public Library, used with permission

Our First Community Block Party!





## CONNECTING EVERYONE!

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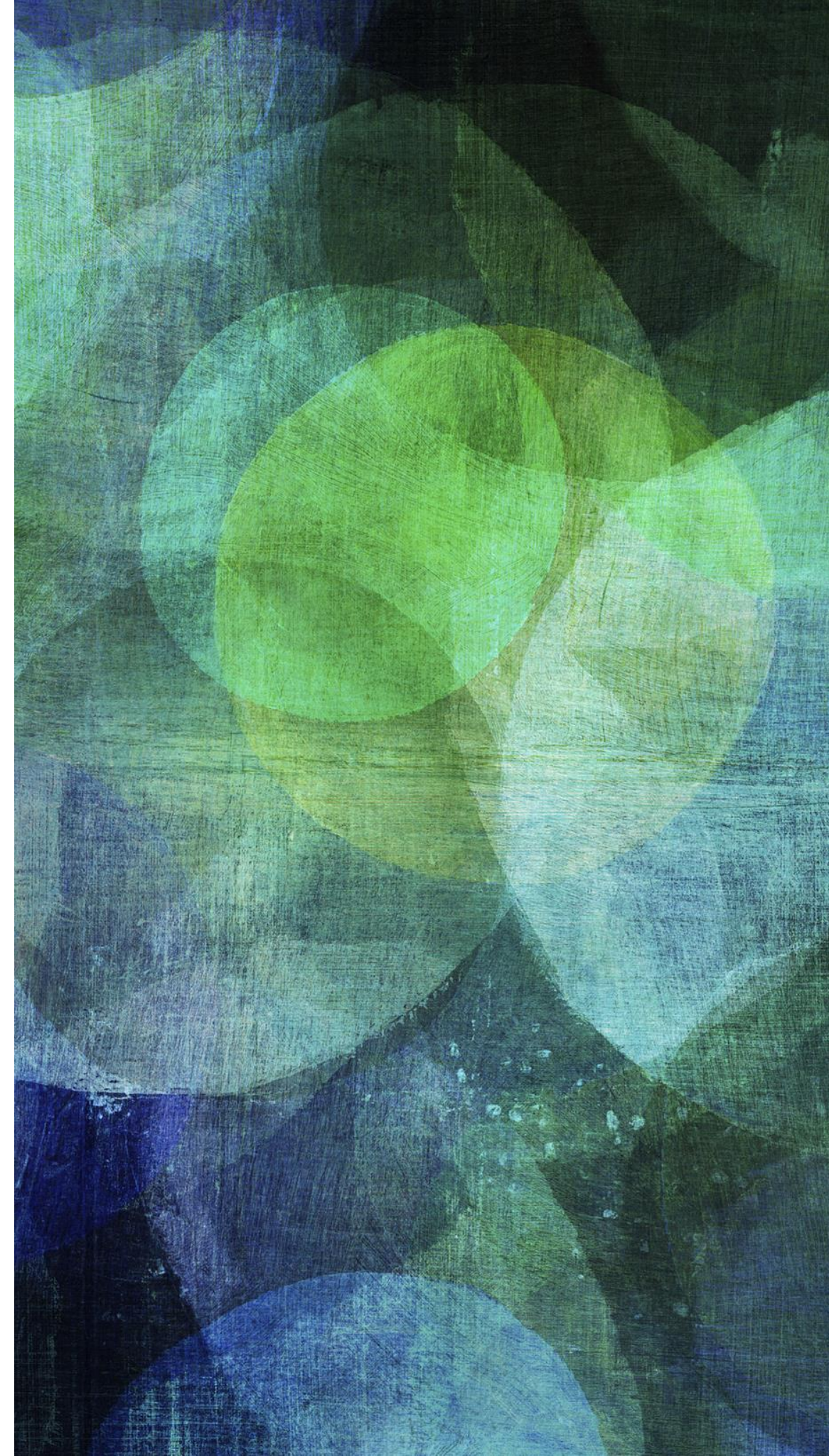
- We hosted a Community Block Party. Free, Fun, and For the Whole Family.
- Recruit Businesses, School Groups, Churches, City Entities for a fun filled evening!
- Recruit the role models in your community.
- Celebrate what Makes Your Community Great!



# GOING FORWARD

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Learning & Growing





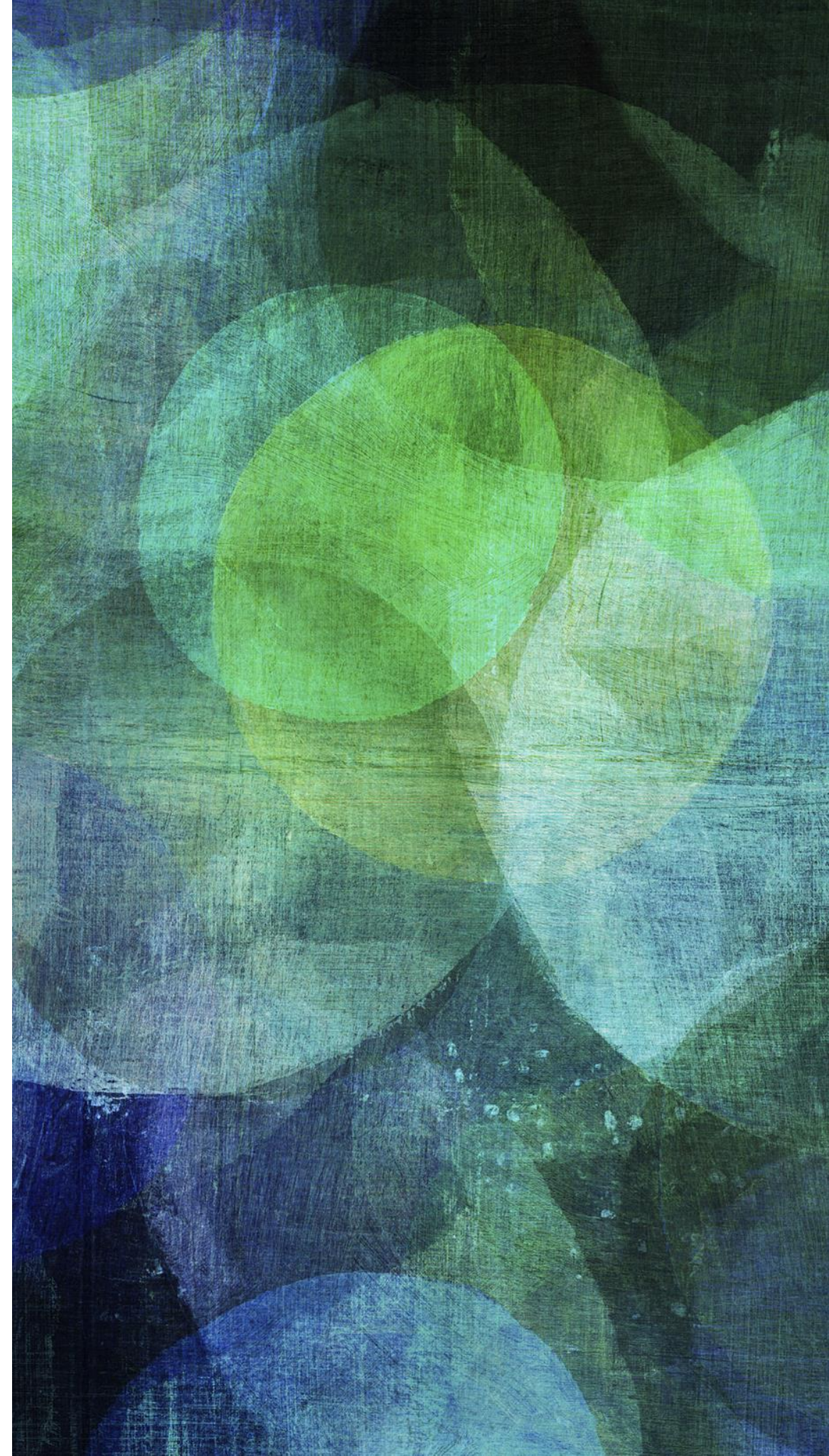
- Don't be afraid to listen to suggestions. I am still having community members share about things they want to see next year! I get these suggestions in local restaurants, the grocery store, and more.
- In many communities, you are “on” whenever you are in the community.
- Remember, being active takes work all year round, not just the summer when it's easy to get out!
- Self-Care is important!
- Have Fun!



# LEARNING FROM OTHERS

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How are libraries active and vital in their community?





- Kirsten—Lincoln City, OR—Was on the dunk tank, and hosts pub trivia and craft nights at the pub!
- Karin—Winstead, CT—Portrayed the founder of the library during a cemetery walk.
- Meredith—Galesville, WI—Sets up at the local Farmers Market, just to listen to the community.
- Jennifer—Lewisburg, TN—Was interviewed by upper elementary students for their TV Show “Tiger Talk.”
- Jennie—North Liberty, IA—Served as speaker chair for a school bond issue in her community.

## WHAT HAVE YOU SAID YES TO:

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- Having UPS/Fed-Ex deliver packages to the library, when they can't reach the person due to flooding or winter weather?
- Becoming a place where people can drop off extra veggies for people to take?
- Share With Us what you said “Yes” to:



WHAT ONE THING ARE  
YOU TAKING HOME TO  
YOUR COMMUNITY?





THANK YOU!

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Lori Juhlin, Library Director

Hawarden Public Library

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