

# Free Library of Philadelphia



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# SKILLS FOR COMMUNITY-CENTERED LIBRARIES: BUILDING CONNECTIONS

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**Welcome!**

*This project was made possible in part by the Institute of Museum and Library Services*

*[Grant #RE-95-17-0089-17].*

# Institute of Museum and Library Services Grant

## North American Partners



CLEVELAND PUBLIC LIBRARY



- Curriculum developed to provide frontline staff with community engagement skills
- The Free Library of Philadelphia trained over 300 full-time public service staff including librarians, library assistants, and municipal guards
- Seven other public libraries across the United States and Canada piloted this curriculum with library staff members

# LIBRARIES IN THE 21<sup>ST</sup> CENTURY

This is a space for library staff to reflect on the work you do and create small shifts in your professional practices and mindset toward a common goal of *community engagement for your communities as defined by your communities*

# VARYING LEVELS OF EXPERTISE FOR EACH TOPIC

## For some participants...

- information is new and will help them **begin** the community engagement process with your library community
- information is not new but this workshop allows you to **evaluate** how effectively you are implementing these skills in your daily practices
- you have strong knowledge and expertise in community engagement and these sessions are an opportunity to **share** your insights and best practices and think of how you can **train** others on your library team to become experts as well

# OUTREACH vs. ENGAGEMENT

- **Community Outreach:** Building awareness and sharing information about programs, resources, and services with people in a community.

Examples: door-knocking, tabling at community events, flyering, phone-banking, and doing presentations about the library's resources.

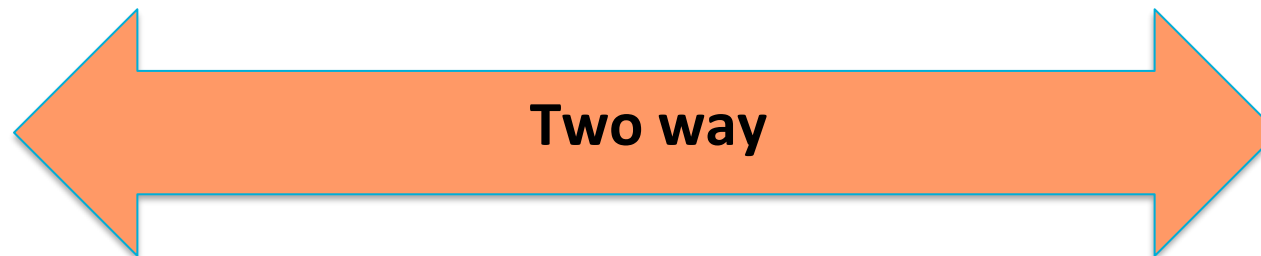


**What are some examples of Community Outreach at your library?**

# OUTREACH vs. ENGAGEMENT

- **Community Engagement:** Building relationships between staff and surrounding communities to empower people to take ownership of their library and its resources. Engagement is an active partnership that serves the interest of local communities and the public good.

Examples: getting community members involved in the planning of programming, facilitating conversations in which people can envision what they want out of their library, and including community members as experts in their own neighborhoods.



**What are some examples of Community Engagement at your library?**



# WHY DO STRENGTHS MATTER IN COMMUNITY ENGAGEMENT?

Your personal strengths will align with specific community engagement skills, such as:

- Asset mapping
- Networking
- Communication skills
- Planning programs
- Advertising and social media
- Facilitating community discussions



# CONNECTION: PERSONAL STRENGTHS AND TEAM ROLES

- Connecting personal strengths and team roles helps us understand our roles on a team
- Looking at your strengths may lead you to try a new role
- The purpose is to leverage our strengths to build stronger teams

# BELBIN TEAM ROLES

- **Idea Maker** (creative: comes up with unconventional solutions to problems)
- **Resource Investigator** (explores opportunities and contacts)
- **Coordinator** (clarifies goals, promotes decision making)
- **Team Worker** (provides support and encourages cooperation)
- **Driver** (moves team forward)
- **Monitor/Evaluator** (objective thinker, sees all options and carefully evaluates)
- **Implementer** (turns ideas into action)
- **Completer** (attention to detail)
- **Specialist** (technical knowledge and skills)

# TEAM ROLES DISCUSSION QUESTIONS

1. When you participate on a team outside of work, whether it is in a community organization, a faith-based organization, your child's school, or your groups of family and friends, what two roles apply to you? How do you demonstrate these roles? What about these roles appeal to you?
2. Is there a team role on the list that you can imagine yourself stretching into over time? What steps would you need to take to perform this role? Is there a mentor you could reach out to that could guide you towards this role?

# WHAT IS A COMMUNITY ASSET?

The **individuals** (their knowledge, skills, attitudes, talents, awareness, social connections—everything they embody), **community organizations**, and **larger institutions** that provide resources and services to your local community.

***What are some community assets that come to mind for your library?***

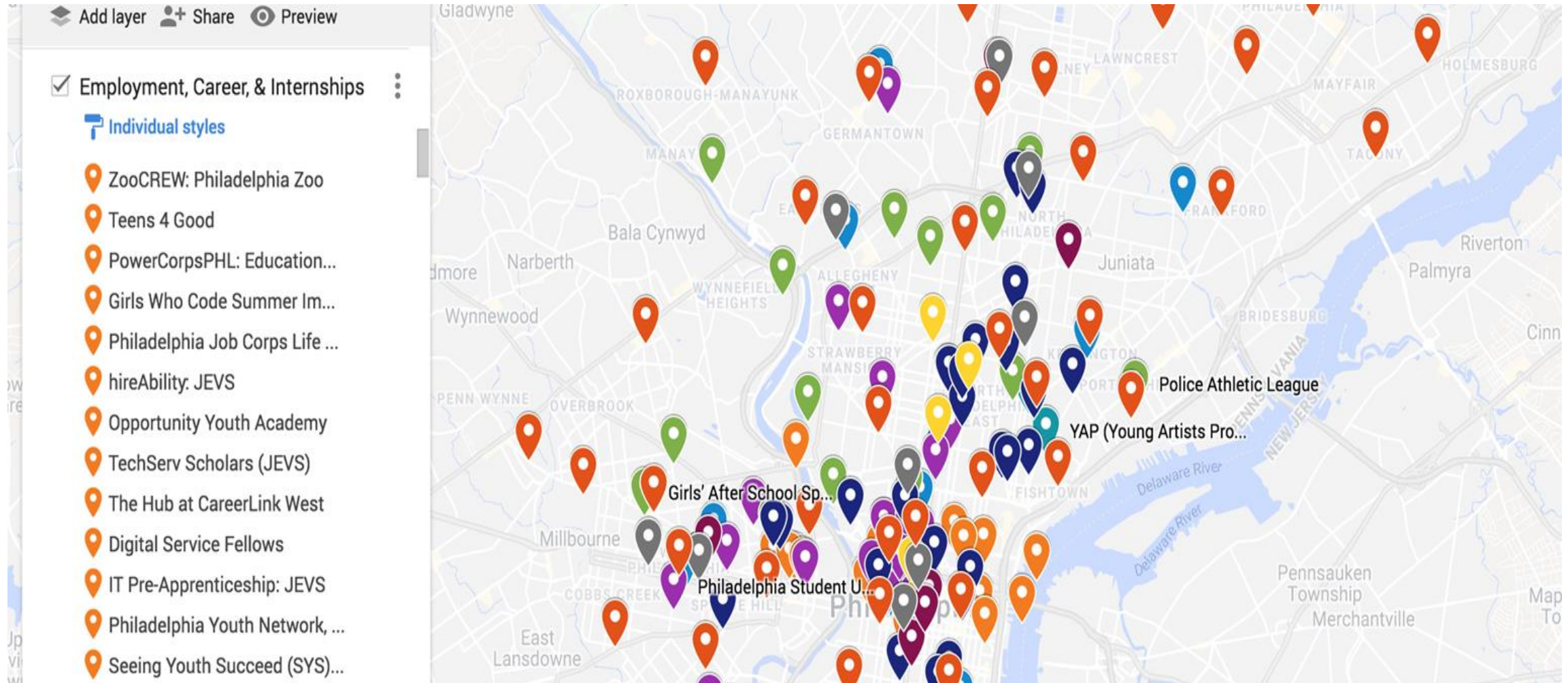
***Which community assets have been the most helpful to your library during the COVID-19 pandemic?***

# WHAT IS AN ASSET MAP?

- An **inventory** of the resources that exist in your local community, including individuals, community organizations, and larger institutions.
- **Formats** could include Google Maps, spreadsheets with contacts, PowerPoints with categories, lists of links, binders of resources, business card binders.

Use any format that works for you!

# PHILLY TEEN RESOURCE ASSET MAP



[https://www.google.com/maps/d/u/1/edit?mid=IF4uE6O\\_iHbWXvHNESI\\_BuuaGC7TZaog0&ll=39.9955755|195|19%2C-75.18304472579848&z=12](https://www.google.com/maps/d/u/1/edit?mid=IF4uE6O_iHbWXvHNESI_BuuaGC7TZaog0&ll=39.9955755|195|19%2C-75.18304472579848&z=12)



# PHILLY TEEN RESOURCE TRACKING SHEET

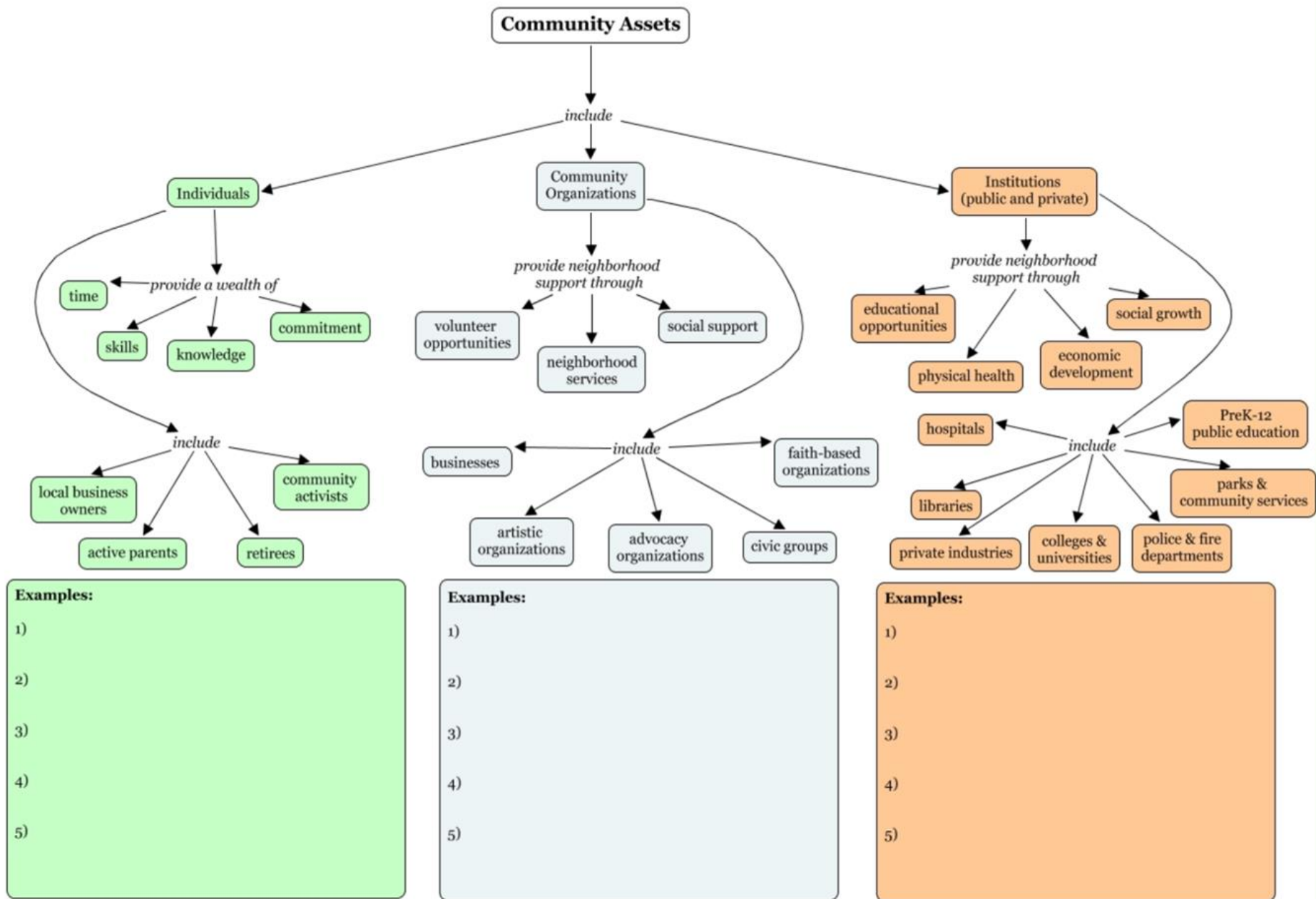
	A	B	C	D	E	F
1	<p>This document is intended to help library staff keep track of community partnerships and contacts. Click the link to the right for the interactive resource map with more detailed information about each organization/program.</p>		<p><a href="#">Click here for interactive Philly Teen Resource Map</a></p>			
2	Organization	Resource Type	Nearest Library	Region	Address	Phone Num
3	Achieving Independence Center	Housing/Shelters/	Rodriguez	North	1415 N Broad St #100, Philadelphia, PA 19122	215-574-919
4	AMLA Latin School of Performing Arts	Arts/Media	Wyoming	North	4261 N 5th St, Philadelphia, PA 19140	267-229-759
5	ArtWell	Arts/Media	Fishtown	North	100 W Oxford St Suite E-1200, Philadelphia, PA 191	215-386-770
6	ASAP: After School Activites Partnerships	Other	N/A	N/A	1520 Locust St # 1104, Philadelphia, PA 19102	215-545-272
7	Asian Arts Initiative	Arts/Media	Parkway Cent	Center (	1219 Vine St, Philadelphia, PA 19107	215-557-045
8	Association of Women in Forensic Science	Employment/Care				
9	Attic Youth Center	LGBTQ+	PCI	Center (	255 S 16th St, Philadelphia, PA 19102	215-545-433
10	Awbury Arboretum					
11	Ayuda Community Center	Arts/Media	Wyoming	North	4400 N Marshall St, Philadelphia, PA 19140	215-329-577
12	Bartram's Garden					
13	Basic Center Program: Pathways Inc	Housing/Shelters/	Blackwell Reg	West	125 S 52nd St, Philadelphia, PA 19139	215-474-150
14	Casa Del Carmen	Other	Wyoming	North	4400 N Reese St, Philadelphia, PA 19140	215-329-566
15	CHOP Karabots Pediatric Care Center, West Philadelphia	Health/Wellness	Blackwell Reg	West	4865 Market St, Philadelphia, PA 19139	267-425-980
16	College Access Center	Education	Parkway Cent	Center (	1709 Benjamin Franklin Pkwy, Philadelphia, PA 191	215-739-936





# GREATER OLNEY ASSET MAP





- Examples:**
- 1)
  - 2)
  - 3)
  - 4)
  - 5)

- Examples:**
- 1)
  - 2)
  - 3)
  - 4)
  - 5)

- Examples:**
- 1)
  - 2)
  - 3)
  - 4)
  - 5)

***How might asset-mapping be different in  
COVID or post-COVID times?***

# Panel Discussion



**Lisa-Jane Irwin**

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**Tierre Graves**

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# Philly Hot Jobs

- Weekly video highlighting job opportunities gathered from community assets around Blackwell Regional Library
- Videos are posted to [YouTube](#)
- Video release posted to the Free Library of Philadelphia “Calendar of Events”







**Fumo Family Library Branch**

August 15, 2020 · 🌐



Our new Free Library Call Center (1-833-TALKFLP) is offering expanded hours! Give us a ring and speak with an expert M-F 10:00 a.m. to 5:00 p.m., and Wednesdays 5:00 p.m. to 8:00 p.m.

Learn more about our limited services offerings here: <http://ow.ly/QFq750AQz1C>





# Share in Chat!

What is **one new way your library has engaged with your community** during (and that may continue beyond) the pandemic?

# COMMUNITY ENGAGEMENT DURING COVID-19

- Expand phone reference or help desk
- Make curbside pick-up available
- Delivering library items to patrons
- Wi-Fi in parking lot or bookmobile
- Create curated content for patrons on specific topics/needs
- Online programming
- Increase partnerships with other agencies and organizations

# Take and Turn



## Webinar 1 Skills for Community-Centered Libraries: Building Connections

### Take and Turn

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### Take and Turn

#### Workshop 1: Building Connections

Within the first week back at work, fill out each box below on any work day(s) you like. Bring this assignment to the next workshop.

**Team Roles**—Which of your team roles did you use today? Which strength(s) did you use performing those roles? Did you stretch into a new role? How?

- Date:

**Networking Introductions**—Who did you talk to today? For what purpose? How did it go? What did you learn about this person? Could this person be a community asset for your library? How?

- Date:
- Person talked to:
- Next steps:

### Take and Turn

#### Community Assets: A Game Plan

#### Get to know your community for yourself!

You're going to create a game plan for taking a walk around your neighborhood library. While you're walking, you're encouraged to introduce yourself to people and find out how they use your library. If your library is located in a suburban or rural area, consider where you could go to connect with community members. Perhaps you can visit a strip mall where people do their shopping or local park. Each community will look different, so think of the spaces in your community that will allow you to meet new people.

There is no outcome to your introductions other than to learn someone's name and make a personal connection with them about your library—remember that this is the first building block to creating relationships. Please talk with your supervisor about how to find the time for you to go on your community walk.

**Possible dates for my community walk:**

**Possible friend/coworker who could come with me:**

**Ideas for specific community members/community assets I might engage with that would benefit our library programming:**

**Time I plan to spend walking:**

*(Be sure to block this time on your calendar if you keep one.)*

**If needed, alternate plan:**



A woman with long blonde hair is sitting at a desk, writing in a spiral notebook. She is wearing a blue top and a watch. On the desk, there is a white coffee cup on a saucer, a laptop, and another notebook. The background is slightly blurred, showing a window and other people in the room. The text is overlaid in the center of the image.

**In what ways do you challenge yourself to meet new people and make new connections for your library?**

# Join Us!

We'd love to share more about our work  
with you.

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To be notified about the Skills  
for Community-Centered  
Libraries curriculum release,  
please fill out [this](#) Google Form.





WEBINAR SERIES

# Skills for Community-Centered Libraries

July 8: On Implicit Bias and Communication

August 5: Exploring the SOAR Model

