Today’s Presenters

Dr. Audrey Barbakoff
CEO of Co/Lab Capacity, and co-author, *The Twelve Steps to a Community-Led Library*

Angel Jewel Tucker
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Co-Creating Library Services for Transformative Impact

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“NOTHING ABOUT US WITHOUT US IS FOR US.”

The people who will use a service or be impacted by a decision should be part of making it.
Why Co-Design?

- Community aspirations
- Sustainable, equitable solutions
- Library resources

Amazing stuff happens here
Co-creation means sharing power.

Inform  Consult  Involve  Collaborate  Empower
Co-creation means sharing power.

Inform  Consult  Involve  Collaborate  Empower
Why Design Thinking?

- Respond meaningfully to community
- Act quickly but thoughtfully
- Use resources effectively
- Live your values: DEI, lifelong learning
Design Thinking Cycle

- Empathize
- Define
- Ideate
- Prototype
- Test
Principles of Design Thinking

Human and user centered
Collaborative
Beginner's mind
Learning by doing
Equity
Empathize

• Who are you trying to reach? Who is most excluded from library services now?

• How can you build authentic relationships of trust with them?

• How will you learn about their goals and strengths? The barriers they face?
Define

• What is a **meaningful goal or outcome**?
  – What is the root problem you are trying to solve? The opportunity you are trying to build on?
  – Probably not what you thought it would be by yourself!

• Tool: "**How might we**" ....?
Ideate

• Gather lots of ideas, quickly.

• Weird and wild are welcome!

• From as diverse a pool as possible

• Using a variety of individual and group approaches
  – Brainwriting, brainstorming
  – Sketching, drawing, collage
Prototype

• Create your MVP (minimum viable product)
  – A single instance of a program, as small as possible
  – A Lego model of a space
  – A mockup of a web page
  – A journey map of a process
Test

• Pilot it with your users – and learn from the experience.
  – How will you evaluate? (Maybe not the way you thought!)
  – What worked? What didn’t? What might change?
Iterate!

• **What did you learn** about ...
  – Your users? (empathy)
  – The problem, opportunity, or question? (define)
  – The solution you created? (prototype & test)

• Based on what you learned: **how might you change** your program / service / process / space for next time?

• Make changes, **try it again**, and keep going and growing!
Thank you!

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