Leaving Fort Ref: Frontiers of Embedded Librarianship

Jamie LaRue, Amy Long and Colbe Galston
Douglas County (Colo.) Libraries
September 24, 2013
Welcome!
The webinar will begin at 1:00 Eastern/10:00 Pacific
Audio Tips

Today’s audio is streaming to your computer’s speakers or headphones.

**Too loud or soft?** Adjust volume level in the Audio broadcast box:

![Audio Broadcast]

**Lost all sound? Hear an echo?** Click on the **small radio tower** icon (above chat box) OR go to the **Communicate** menu (at the top of the screen) and select **Audio Broadcast** to refresh your connection.
Need Help?

Please post **technical support questions** into the **Q&A Panel**.

**Step 1:** Type the problem in the **dialog box**.

**Step 2:** Click **Send**.
Chat Etiquette

Use **Chat** to talk with attendees and presenters about the topic.

Do not post technical questions to Chat.

And if you’re tweeting, use these hashtags: **#wjwebinar**
Customize your experience

Panels can be opened or closed by clicking on the panel name at the top of the column, or by using the X in the individual panel.

Hover over edge of panels to drag and resize.
Questions to consider:

• Can you name three community LEADERS that are really doing something in your community?

• Can you name three ORGANIZATIONS that are doing significant work in your community?

• Can you name three ISSUES that will be critical focuses for your community in the next 18-24 months?
Telephone Access

If you are not able to listen via your computer, you may join by phone.

Step 1: At top left corner, select **Communicate > Teleconference > Join Teleconference**.

Step 2: Call the toll-free number provided.

Step 3: Enter the **Access Code** provided.
Remember to post to Q&A panel if you need technical assistance.

Other Technical problems?
Contact WebEx support
Event Number: 711 050 168
Phone: 1-866-229-3239

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**Access Pennsylvania**
**Texas** State Library & Archives Commission
**Library of Virginia**
**Washington** State Library

And to the **Bill & Melinda Gates Foundation** for their continued support of WebJunction.
Today’s Presenters

**Colbe Galston**,
Business Librarian,
Douglas County Libraries,
Colorado

**Jamie LaRue**
Director,
Douglas County Libraries,
Colorado

**Amy Long**
Parker Library Manager,
Douglas County Libraries,
Colorado
The Vision of Community Reference
Amber DeBerry – with Leadership Douglas County
Amy Long—selling tickets for the Chamber of Commerce Wine Walk Event
Aspen Walker with Jamie LaRue – presenting at a collaborative partnership program with the Microsoft Store
How do you overcome objections?
From the boss?

- Build Support
- Effective Planning
- Positive image
From the team?
From the community?
How do you find and select a starting point?
Environmental scan

Individuals

Reference interview
The Debrief
The Assignment
What do you do when you are there?
Show Up
Pay Attention
Keep in Touch
“Libraries Build Communities that Survive and Thrive!”
Was it worth it?
To the group?
Douglas County Libraries and the DDC

Please give us your feedback on Douglas County Libraries’ support of the Downtown Development Council. We have been members of the DDC since 2006 and have been Secretary of the Board since August 2008. Below are some of the ways in which we have assisted and promoted the DDC. Your opinions will allow us to fine tune the way that we support the community and share library resources with them.

Research and Information Services

- Executive Summaries of Urban Library Council report *Making Cities Stronger: Public Library Contributions to Local Economic Development*
- Creating and maintaining information guide “iGuide” on Library website which includes local and national Main Street redevelopment projects, Colorado resources for redevelopment, Town of Parker resources, and DDC information such as maps, minutes, and meeting dates.
- Colorado Architecture PowerPoint
- Parker historical figures research
- Creating DDC directory

Administrative

- Maintaining email list
- Emailing weekly updates and documents
- Monthly minutes
- Executive Board member

Outreach/Sponsorships

- Weekly participation in ParkerFest
- Holiday Storytimes
For ourselves?
Does the group add value to the community?

Will the library offer them essential help?

Will participation increase library visibility and community value?
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“Thank you Colbe for the amazing info you put together for us! It would have taken me days to do something like that, and it probably wouldn't have been as comprehensive. We really appreciate the outstanding job!”
Angie Brown, Andrea Reveley, Colbe Galston, Elizabeth Kelsen Huber and Kerri Morgan at a Highlands Ranch Chamber event.
What’s Next?
The Veteran’s Monument Event at Highlands Ranch Library, the monument was a collaboration between the Highlands Ranch Community Association and the Library.
Cherie Ellingson with community members and both Town Council and Chamber of Commerce of Castle Pines at a community event.
Andrea Wyant with community members at the Cherry Valley Rotary Club of Parker’s responder’s breakfast
Elizabeth Lamonia & Andrea Wyant – at the community Trick or Treat Street community event organized by the Cherry Valley Rotary Club of Parker
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