Continuum of Engagement
from passive to active, individual to community

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Computers in Libraries
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not about the tools...

it’s the community using the tools
Cultivating a Culture of Learning

Training

Learning
Learning is not a spectator sport.

- D. Blocher
Rethinking libraries in tough times

• Channel for engagement
  – Libraries = Learning
  – Learning is social
  – Civic Engagement - Pull Open the Circle
  – Support
  – Trust

• Committed stewards of community resources
  – Platform for shared knowledge
  – Saving time and money
  – Collaboration through partnerships

• Impacting the times
  – Solutions for individuals and communities
  – Solutions for local economy, jobs, education, health, wellbeing
  – Empowering innovation
it’s the public’s library
Barriers or Obstacles

- Time
- Lack organizational support, buy-in
- Assume only best practices, not mistakes or lessons learned, are shared here
- Nothing to offer (perceived)
- What’s in it for me?
- Fear, lack of trust
- Competing priorities
Movement Strategies

- Make it relevant!
- Be flexible to accommodate community buy-in
Movement Strategies

• Provide incentives!

• Respect and acknowledge contributions of time and resources
Movement Strategies

• Highlight overlap in knowledge and de-emphasize gaps on the learning curve

• Value expertise and experience
Technology

addressing inherent community tensions

Interacting
- e-mail
- Q&A systems
- telephony/VoIP
- e-mail lists
- UseNet
- discussion boards
- networking tools
- teleconference
- videoconference
- polling
- security
- chat
- instant messaging
- subgroups
- presence indicator
- buddy list
- application sharing
- whiteboard
- application
- sharing
- podcast
- scratch pad
- scheduling
- calendar
- community public page
- member directory
- newsletter
- site index
- geomapping
- document management
- content management
- version control
- content repository
- scratch pad
- search
- individual profile page

Publishing

asynchronous
- commenting
- statistics
- participation
- wiki
- RSS
- aggregator
- tagging
- bookmarking
- interest filter

synchronous

Individual

Etienna Wainger, Nancy White and John D. Smith

http://technologyforcommunities.com
it’s gotta be blended
online + face-to-face
friend me on webjunction.org

Jennifer Peterson

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About Me: I'm the WJ Community Manager and I'm so excited to be here! I love being a part of a great big group of collaborators and believe that the success of a community depends on its capacity to learn together.
Community Engagement
a case model of public participation programming
Community Engagement
changing perspectives

Encourage active participation in library program planning, don’t think of the community as audience.
Community Engagement
new design
Design public programming with and for public participation
Community Engagement
build a team

Building community-participation programming builds community

- Library staff
- Interested community members
- Facilitators
- Contributors
- Advocates
- Presenters
- Mentors
- Champions
Community Engagement
build connections

Combine online + f2f connections to enhance community engagement
Community Engagement

rewards
Community Engagement
mission
Community Engagement
building a team

- Self
- Staff
- Library community members
Community Engagement
expanding the team

- Community Groups
- Relevant Organizations
- Speakers
- Advocates
- Champions

Encourage overlap
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References

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- Continuum inspired by “Participation Matrix” from Defense Acquisition University, *Community of Practice (CoP) Implementation Guide* https://acc.dau.mil/copguide
- Creating Passionate Users: How to build a user community
  http://headrush.typepad.com/creating_passionate_users/2006/12/how_to_build_a_.html
- *Digital Habitats: stewarding technology for communities*, a forthcoming book by Etienne Wenger, Nancy White, and John D. Smith
  http://technologyforcommunities.com