**Creating a Culture of Innovation in your Library and Community**

**Event Description:** We hear about libraries that are leaders in innovation, implementing ideas that keep the library growing and vital. If you wish you could kickstart some innovation at your library, but you're not sure where to start, this webinar will help you learn from other libraries' examples and experiences. Learn where to find innovative ideas, how to connect with the people to help make them happen, and how to get buy-in and support for your ideas.

**Presented by:** **Heather Braum**, Digital & Technical Services Librarian at the Northeast Kansas Library System, blogger at [www.heatherbraum.info](http://www.heatherbraum.info), and 2010 Kansas Library Association's New Professional of the Year.

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| **What are your goals for viewing this webinar?** | |
| **Personal Goals** |  |
| **Team Goals** |  |

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| **Discussion question** |
| Heather presents a number of examples of innovative ideas in library programs and services. Which three stand out to you? Why?  1.  2.  3.  What ideas do these spark for innovations at your library? |
| **Activity 1** |
| Watch the short video created by the Brigham Young University library as a marketing message to students: [New Spice | Study like a scholar, scholar](http://www.youtube.com/watch?v=2ArIj236UHs)    What do you think of this “out of the box” message? |

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| **Discussion question** |
| **Shared qualities of innovation**   Enthusiastic / Personal / Curious / Tenacious / Luck / Support / Resolute /   Caring / Problem solver / Partnerships / Collaboration / No fear of failure  Which of these qualities do you see in yourself? Which would you like to improve on?  Thinking in terms of a “dream team,” who would you gather to form a library innovation team that would be a powerful combination of these qualities? You may want to include people (collaborators) from outside of the library. |
| **Discussion question** |
| Heather says, “Ask yourself what business are you in?” How do you answer that question for your library?  Based on your answer, what existing program or service can you reinvent? |

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| **Activity 2** |
| **5 Why? exercise**  Heather describes this solution process for a problem at the Jefferson National Monument in Washington D.C.  ***Sample Scenario****:* the Jefferson National Monument has a ‘bird problem."  **Name the problem**: the monument keeps getting covered in bird droppings. **Why?**: why are so many birds pooping here?   * A: because a prevalence of certain type of spider the birds feed on   **Why?**: why are there so many of these spiders?   * A: when the monument lights were turned on at a particular hour in the evening, a type of bug emerged and mated   **Why?**: why do the lights get turned on at this particular hour   * A: the lights are turned on at least one hour before sunset   **Why?**: why are the lights turned on that early; could they be turned on later?  Solution: try turning the lights on ½ hour after sunset. The bugs went away; the spiders went away; the birds stopped; problem solved.  Now it’s your turn! Identify a problem that you would like to solve in your library. Then start asking why until you arrive at a plausible solution. It won’t necessarily require five “why?s”  Try starting with a small problem, or work with colleagues to tackle a bigger issue at your library.  **Name the problem**:  **Why?**  **Why?**  **Why?**  **Why?**  **Why?** |

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| **Action Plan** (include next steps, who, when, etc.) |
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| **NOTES** |
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