**Telling the Library Story**

**Event Description:** Explore ways to turn the evidence of our daily patron encounters into short, compelling, and memorable messages that build support.

**Presented by:** Jamie LaRue

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

|  |
| --- |
| **Discussion question** |
| Part of the work Douglas County Library did in order to understand the community, the community’s needs, and perceptions of the library, they used surveys, interviews and focus groups. What sorts of questions and how, should you be asking your community? |
| **Discussion question** |
| Jamie describes a transformation in his thinking:  ”The purpose of the library is to *make the* ***community*** *stronger*; not, the purpose of the community is to make the library stronger.”  How could you apply that thinking to advocating for your library? |

|  |
| --- |
| **Story-building exercise** |
| * Think of a real person. * What problem were the facing? * How did your library take action? * Describe the happy ending or outcome. * Create a tagline about this story, eg. Libraries change lives! |

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

|  |
| --- |
| **NOTES** |
|  |
|  |
|  |
|  |