



# Know Your Audiences

Adapted from the Aspen Institute [ACTION GUIDE for Re-Envisioning Your Library](#)

## THE LIBRARY AS PEOPLE

The library as people reflects the shift away from building collections to building human capital, relationships and knowledge networks in the community.

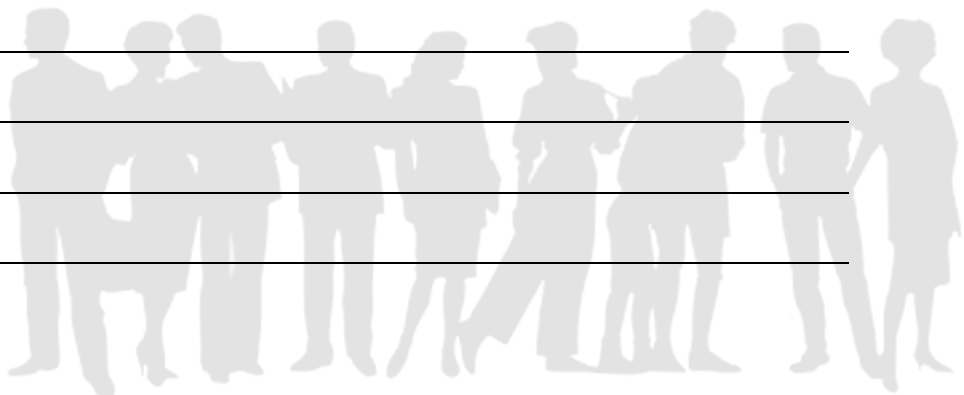
People are at the center of the library’s mission to inspire and cultivate learning, advance knowledge and nurture and strengthen communities. While there are thousands of stories in the public library, the ones that matter most come with the people who use the library.

The public library comes alive when it is teeming with people from all walks of life:

- ◆ FAMILIES reading with their children in colorful, comfortable chairs
- ◆ TEENS learning how to write code for a new video game in a noisy learning lab
- ◆ STUDENTS meeting in a library classroom for group discussion as part of an online high school course
- ◆ JOB SEEKERS working on résumés in career centers, with guidance from a business librarian
- ◆ ENTREPRENEURS preparing presentations in co-working spaces, using the library-provided Wi-Fi and creating new products in maker spaces
- ◆ IMMIGRANTS learning English in classes and improving their job-seeking skills with the help of community mentors
- ◆ RETIREES using new online tools to create digital scrapbooks for their grandchildren
- ◆ AUTHORS publishing books on new library publishing platforms

What other audiences would you add to this list? Children birth-to-5? Military families? Artists?

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### ACTIVITY

1. Who are the audiences that *use your library*? Enter each audience in the circles connected to the library hub (one audience per circle)
2. Who are the audiences you are *not* currently using the library? Enter each audience in a circle that is *not* connected to the library hub.
3. What are the connections between audiences outside of the library? Draw lines between the circles/audiences that are connected to each other in some way. (Add as many circles as needed.)

