

Welcome!

**The webinar will begin at
2:00 Eastern/11:00 Pacific**



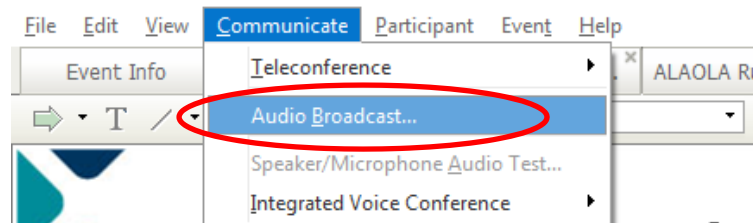
Audio Tips

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

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



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**.

The screenshot shows a window titled "Q&A" with a close button. Inside, there are two tabs: "All (1)" and "My Q&A (1)". The conversation history shows a question from "Molly Jackson" at 11:31 AM: "Q: I'm not hearing anything. Is there someone speaking?". A response from "WJ Support" at 11:36 AM follows: "A: Hi Molly, please refresh your audio connection by going to the Communicate menu at the top of the screen and then clicking on the Audio Broadcast option. Let me know if that works." Below the history is a form to ask a new question. It includes a dropdown menu labeled "Ask:" with "All Panelists" selected. A red oval highlights the text input field and the "Send" button next to it.

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

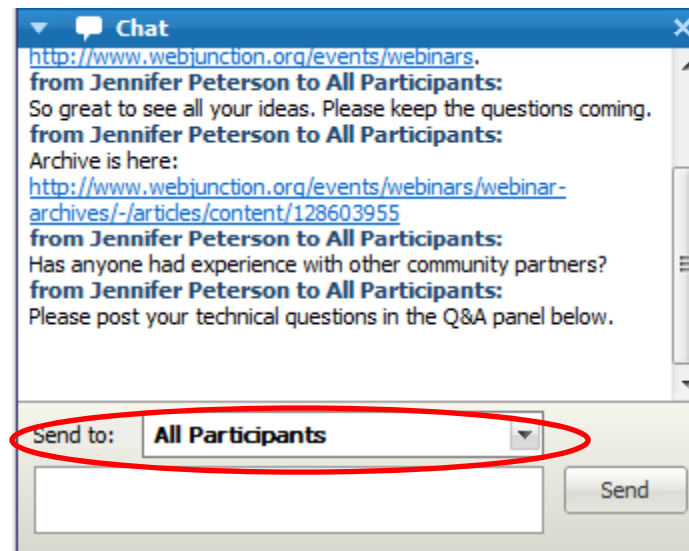
Step 2: Click **Send**.



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 this hashtag: **#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.

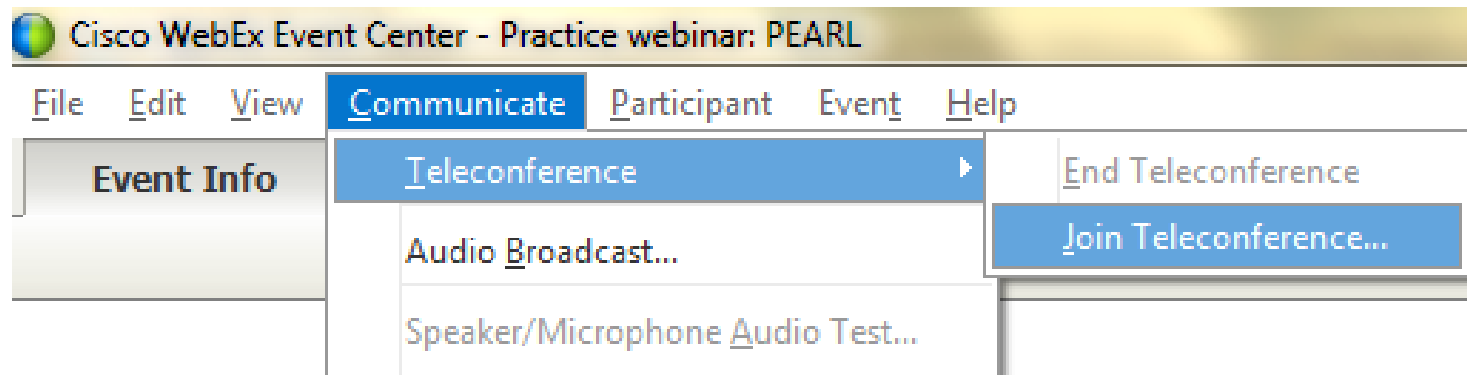


The screenshot displays a webinar interface with three main panels: Participants, Chat, and Q&A. The Participants panel is expanded, showing a list of participants including Jennifer Peterson (Host), Susan Pieper, and Marci Merola. The Chat panel is also expanded, showing a message from WJ Support to All Participants. The Q&A panel is collapsed. A red arrow points to the Q&A panel header, and a red circle highlights the X button in the top right corner of the Participants panel header.



Telephone Access

If you 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: 712 943 903

Phone: 1-866-229-3239



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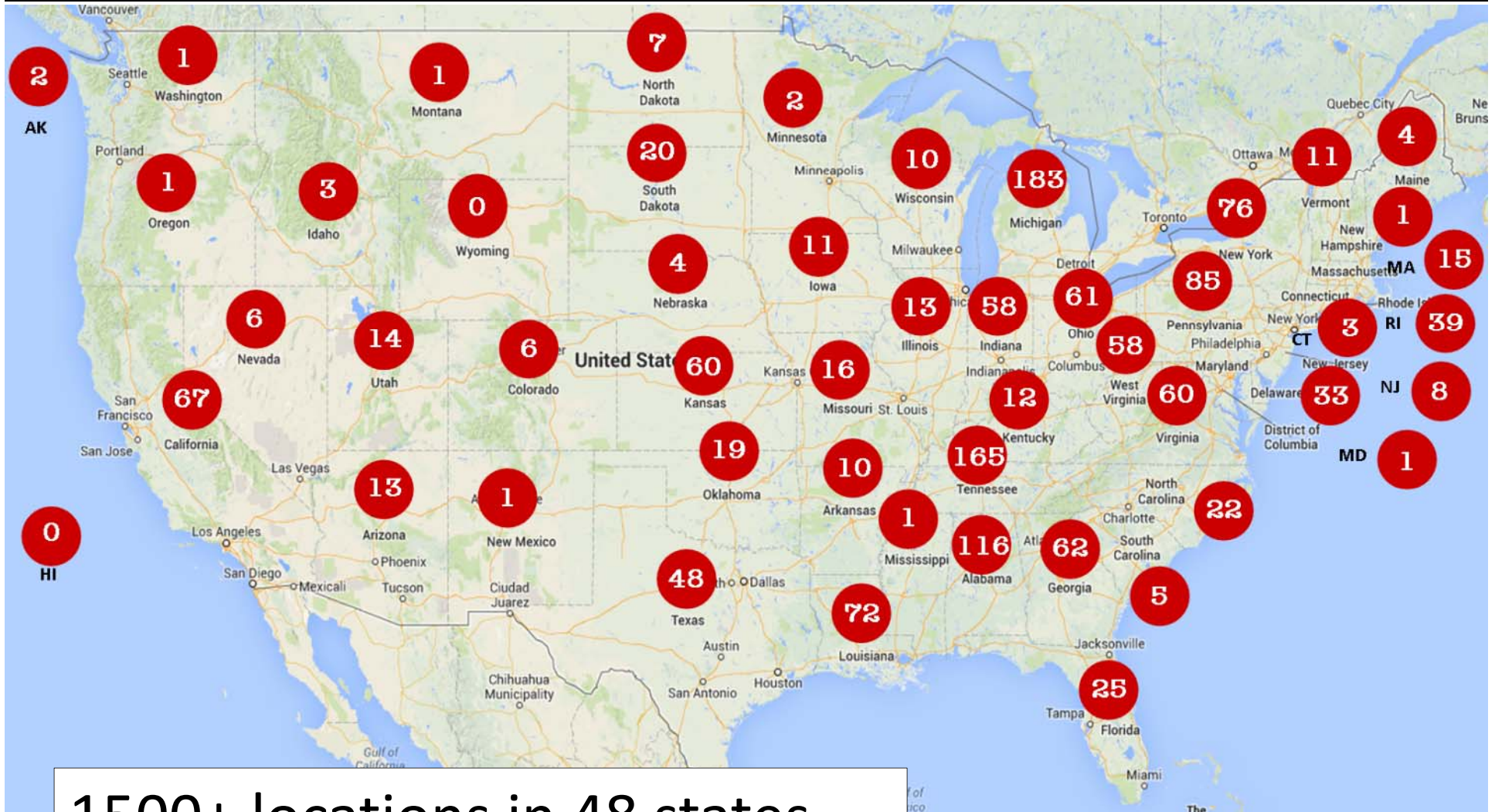
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Get a complete Geek the Library overview and your questions answered in a live format. Our informational webinars are a simple way to learn about the details before committing to participate in the program.

Join us for one of our scheduled informational webinars. Please register using the links below.


Tuesday, March 18, 2013
Time: 2 p.m. (EST)
Call in: 877-668-4490
Meeting #: 718 469 176
[Register Now](#)

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If you have questions about any of the events listed above or would like to speak with someone, please send us an e-mail at info@geekthelibrary.org or fill out a [short online form](#) and we'll send you an information packet.

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Today's Presenter



Mary Lou Carolan
Director,
Walkill Public Library,
New York

**The Iron is HOT: Libraries as
Innovative & Creative Community
Catalysts**

The Library of the 21st Century

....The successful library serves as a vibrant and active community center, taking a leadership role as a creative catalyst – exploring new ways to build partnerships, strengthen community, and contribute to local development.

Take-aways

Hope

Oppportunity

Time

Wallkill Public Library, Wallkill, NY
www.wallkillpubliclibrary.org





The Inside/Outside Approach

“In order to draw people in, first you have to reach out.”

– Nikitin and Jackson, “Libraries That Matter.”

G.O.Y.A.

&

Out Into Your Community!

There are 17,000 libraries in the United States, more than there are McDonald's fast food restaurants.

What is Marketing for Libraries?

- “Marketing is about bringing them in and bringing them back. The competition understands this and pursues repeat business.
- **Librarians can no longer afford to leave getting repeat customers to either chance or goodwill. Libraries are in danger of becoming irrelevant relics rather than key players in the New World order.**
- Marketing is a stance and an attitude that focuses on meeting the needs of users. It is a means of ensuring that libraries, librarians, and librarianship are integrated into both today’s and tomorrow’s emerging global culture. Marketing is not separate from good practice. It is good practice.”

– from *Blueprint for Your Library Marketing Plan: a Guide to Help You Survive and Thrive.*

Books Alive! children's theatre project



Programming in the Arts



Multi-cultural programming



Common Core!



Why is Marketing Your Library so Important?

**It matters little what you are
doing if no one knows you
are doing it.**

Challenges to the Library Community

- So much has changed in such a short period of time.
- The recession has created a struggle for community dollars.
- Librarians – and staff - have to take on new roles as informers, educators, and inspirational catalysts in their communities.
- Technology is forcing new skills to be learned almost daily.
- Library staff *and* board members must become comfortable with articulating not only what libraries do for the community but *why* what they do is important and of value.

Other barriers:

- *How to begin?*
- *Board resistance*
- *Staff and time limitations*
- *Size of your library*
- *Budget constraints*

The Power of **WHY**?

“People don’t care
what you do, they care
why you do it.”

- Jerry Nichols

How do Libraries add Value?

- Nichols: “Libraries should use their credibility as a trusted place to their advantage.” *How?*
- What value does a library bring to its community? Name it! Claim it!
- Hubsher: “Programs and services don’t speak for themselves. We have many types of users and broad based services that effect people differently. Most commercial products have a very clear market, not so with libraries.”



“Geek the Library Night” at Hudson Valley Renegades Game, June 2012.

“We don’t communicate with the community consistently enough, if we did, they would know what we are doing. We must give people a reason to pay attention.

– Robert Hubsher



**Planning, Data, Mission, Your
Market, Value, Evaluation,
Segmenting.**

Marketing Segmentation

- Marketing places the emphasis on the customer.
- Customers are the most important people to be served in the library.
- One size does *not* fit all.
- You want to reach your target markets with the most relevant message to provide the best customer service.









Ranganathan's Five Laws of Library Science, circa 1931

1. Books are for use.
2. Every reader his/her book.
3. Every book its reader.
4. Save the time of the reader.
5. The library is a growing organism.

Placemaking

- Placemaking is community organizing, using a people-centered approach, to designing and revamping public spaces into attractive gathering places for fun, communication, connection, cultural enrichment, learning and enjoyment.
- It is about observing people, their behaviors and interaction with space, and how often they return to use the space again.

-Excerpted from the Project for Public Spaces, <http://www.pps.org>.









Placemaking and Public Libraries

- Paradigm shift – extend your mission beyond a place for the storage of knowledge.
- Adopt elements of a downtown business anchor.
- See your success linked to your role as public places and destinations.
- Turn your facility “inside out.”
- You can do it: “Lighter, Quicker, Cheaper.”

Return on Investment

- Downtown revitalization projects.
- Attract repeat visitation on a regular basis.
- Potential for collaboration with other small downtown businesses.
- Begin strategic dialogue between libraries, small business, town councils, political leaders.
- Take a seat at the decision-making table and toot your library horn!

The Five Essentials of a Placemaking Campaign

1. Start with a vision
2. Use tools that help people find their voice
3. Remember to stretch
4. Embrace debate
5. Teach through action: Lighter, Quicker, Cheaper

Implementing the G.O.Y.A. Principles

Why?

How?

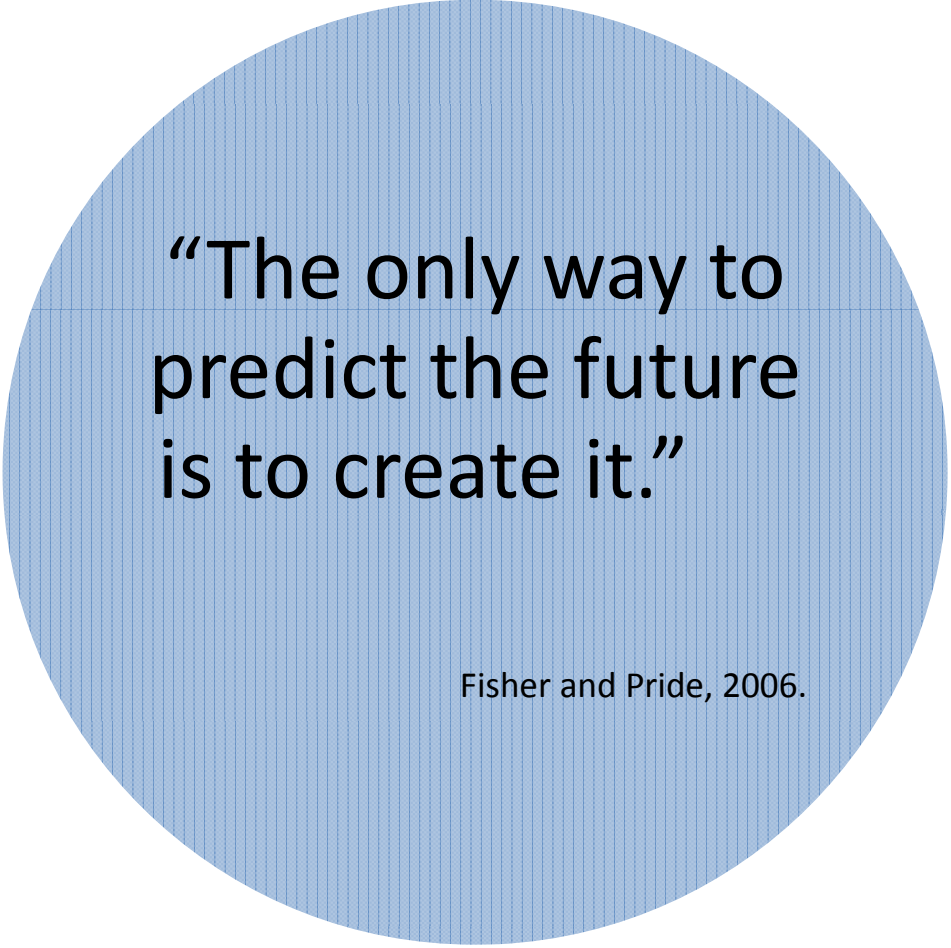
“If you don’t know **WHY** you can’t know
HOW.” –Simon Sinek



The Future

“The time of the quiet library with the all-knowing librarian is over. Public libraries have, during the past ten years, been changing from collections to connections and now also towards creativity and collaboration.”

– Skot-Hansen, Dorte, Casper Hvenegaard Rasmussen, and Henrik Jochumsen, 2013.



“The only way to
predict the future
is to create it.”

Fisher and Pride, 2006.