



Welcome!

**The webinar will begin at
1:00 Eastern/10:00 Pacific**



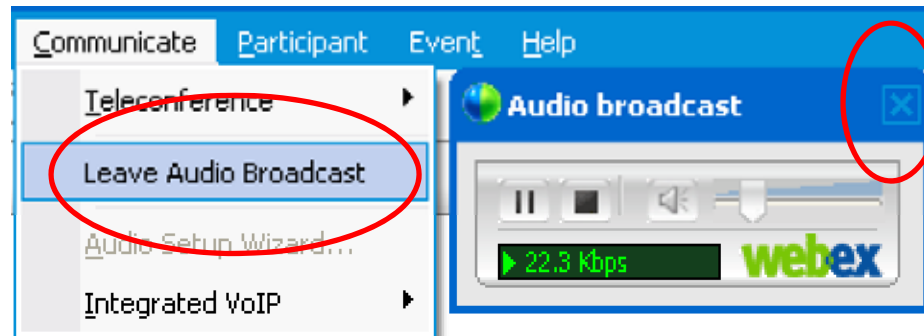
Audio Tips

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



Lost all sound? Hear an echo? Select **Leave Audio Broadcast** or **click X** to close box(es). Then rejoin.

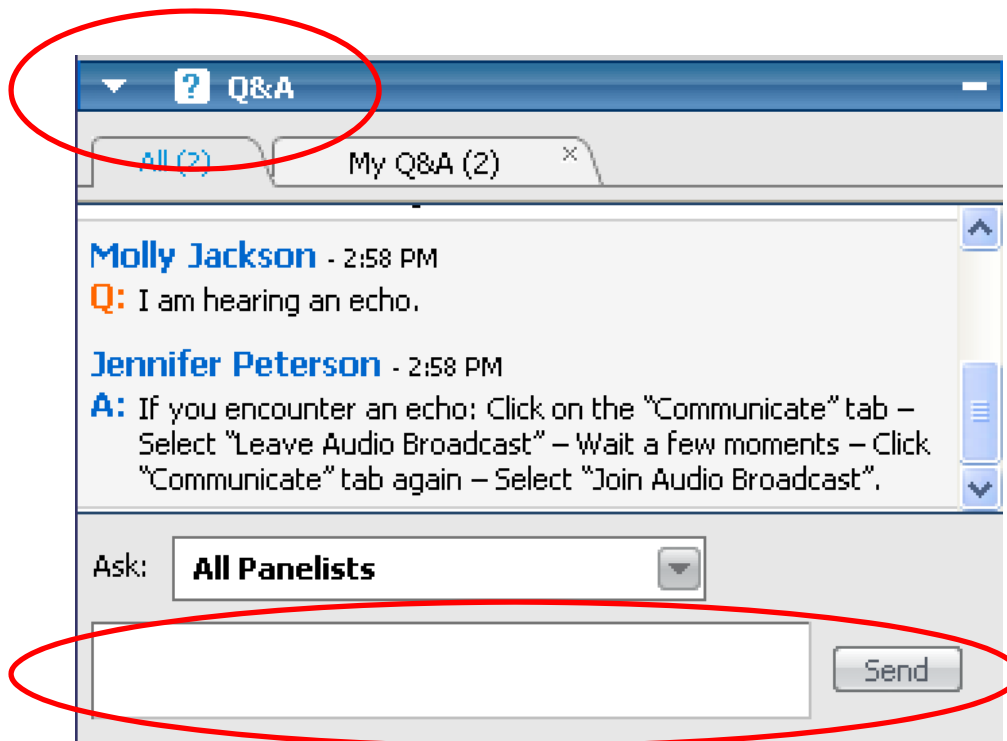




Need Help?



Please post **technical support questions** into the **Q&A Panel**.



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

Step 2: Click **Send.**

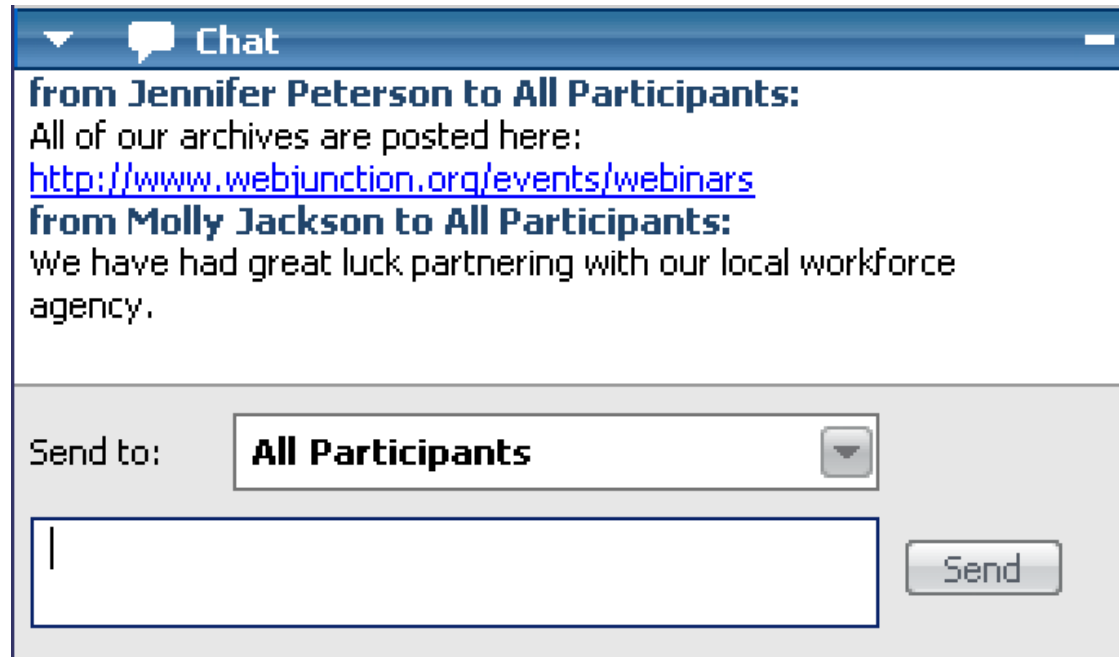


Chat Etiquette



Use **Chat** to talk with attendees and presenters about the topic.

Do not post technical questions to Chat.

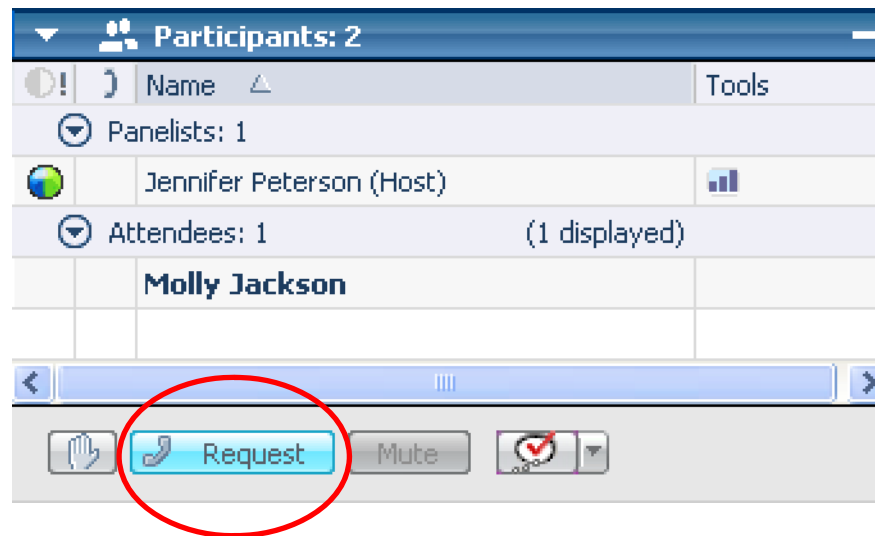


And if you're tweeting, use this hashtag: #communityledlib



Telephone Access

If you not able to listen via your computer, you may join by phone.



Step 1: Click on **Request** under the participants list.

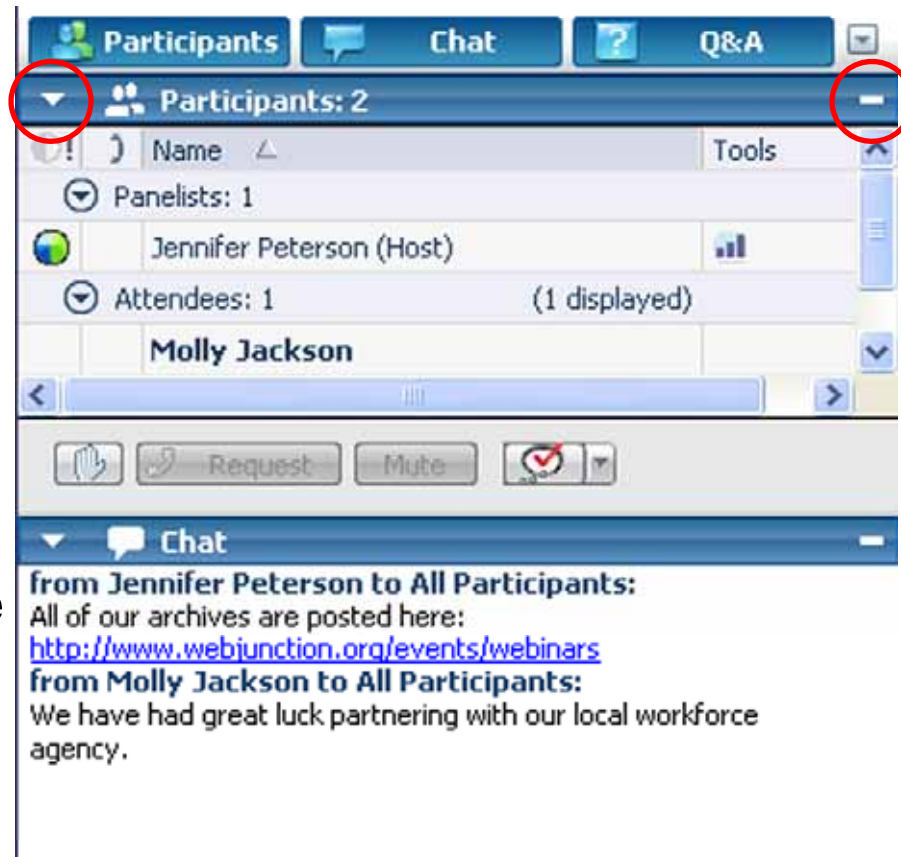
Step 2: Call the toll-free number provided.

Step 3: Enter “#” following **Access Code** and **Attendee ID**.



Customize your experience

Panels can be minimized or expanded



Hover over edge of panels to drag and resize



Remember to post to Q&A panel if you need technical assistance.



Other Technical problems?

Contact WebEx support

Event Number: 714 710 178

Phone: 1-866-229-3239



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Minnesota State Library Agency & Minitex
Missouri State Library
State Library of **North Carolina**
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LIBRARY JOURNAL®

June 15, 2011, *Library Journal* feature story by Stephen M. Lilienthal,
[The Problem Is Not the Homeless](#)

Putting the Public Back into Public Libraries

Community-Led Libraries

WebJunction/OCLC

September 26, 2011



&



Vancouver Public Library

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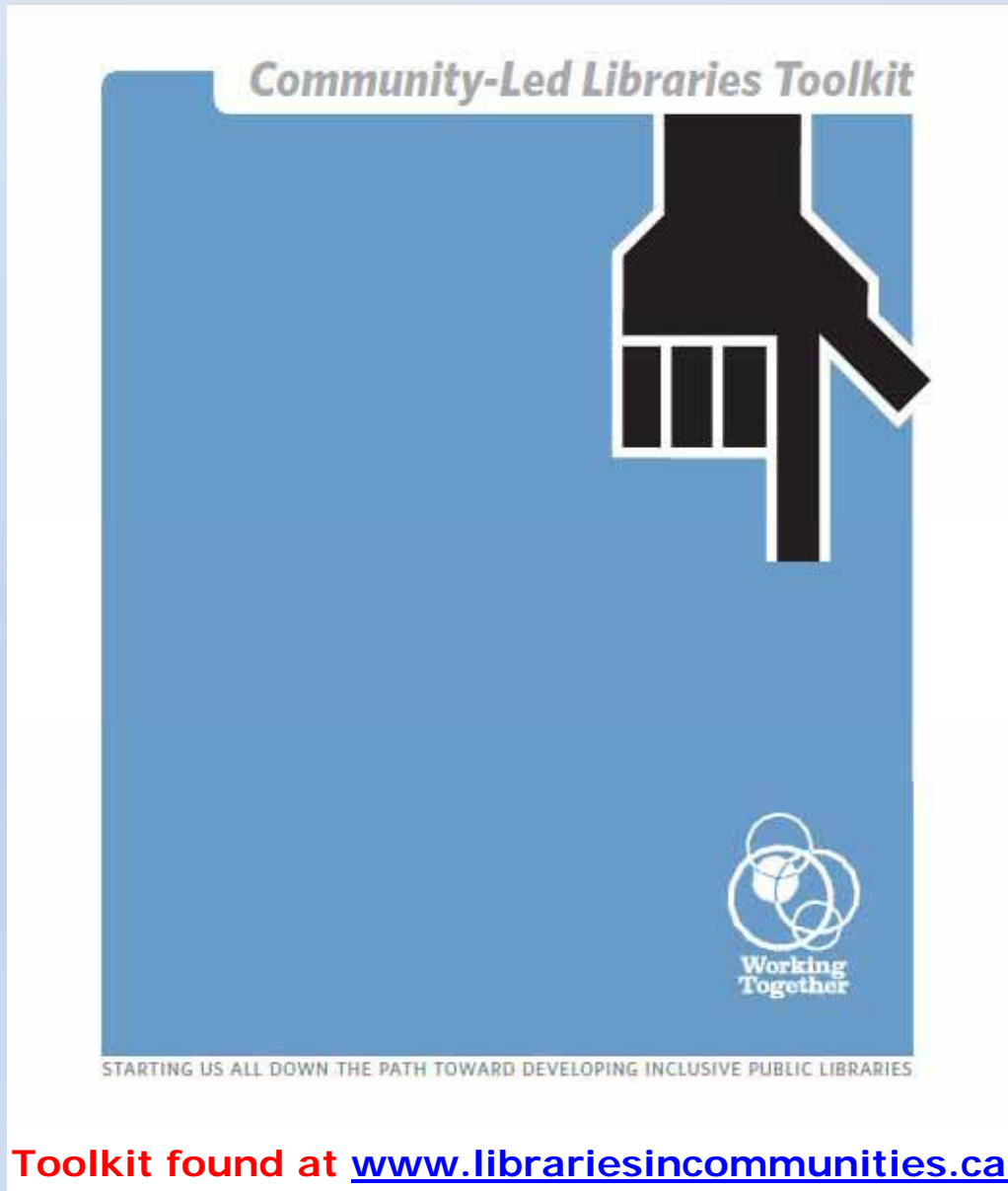
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Presentation Outline

- Working Together Project
- Theory
- Current Practices
- Develop Organizational Support
- Questions





Toolkit found at www.librariesincommunities.ca



Background

Goal:

To provide effective public library service to marginal communities and their residents. Marginal communities are defined as those who are generally not making extensive use of the resources as a result of barriers to service-- including cultural, educational, geography or issues of poverty.



Background

Objectives:

- To deliver and test models of service
- Build liveable, sustainable communities by maximizing citizen participation
- Transfer information through toolkits, workshops at national and regional associations and websites
- Identify and address barriers to service



Community Use/Non-Use of Public Library Services

Three separate groups:

- ✓ 30% make regular and full use of library services;
- ✓ 30% make occasional and limited use of library services; and
- ✓ 40% do not use libraries.

Sin, S.-C. J., & Kim, K.-S. (2008). *Use and Non-use of Public Libraries in the Information Age*.

Pateman, J. (2008). *Developing a Needs-based Library Service*.



Outreach

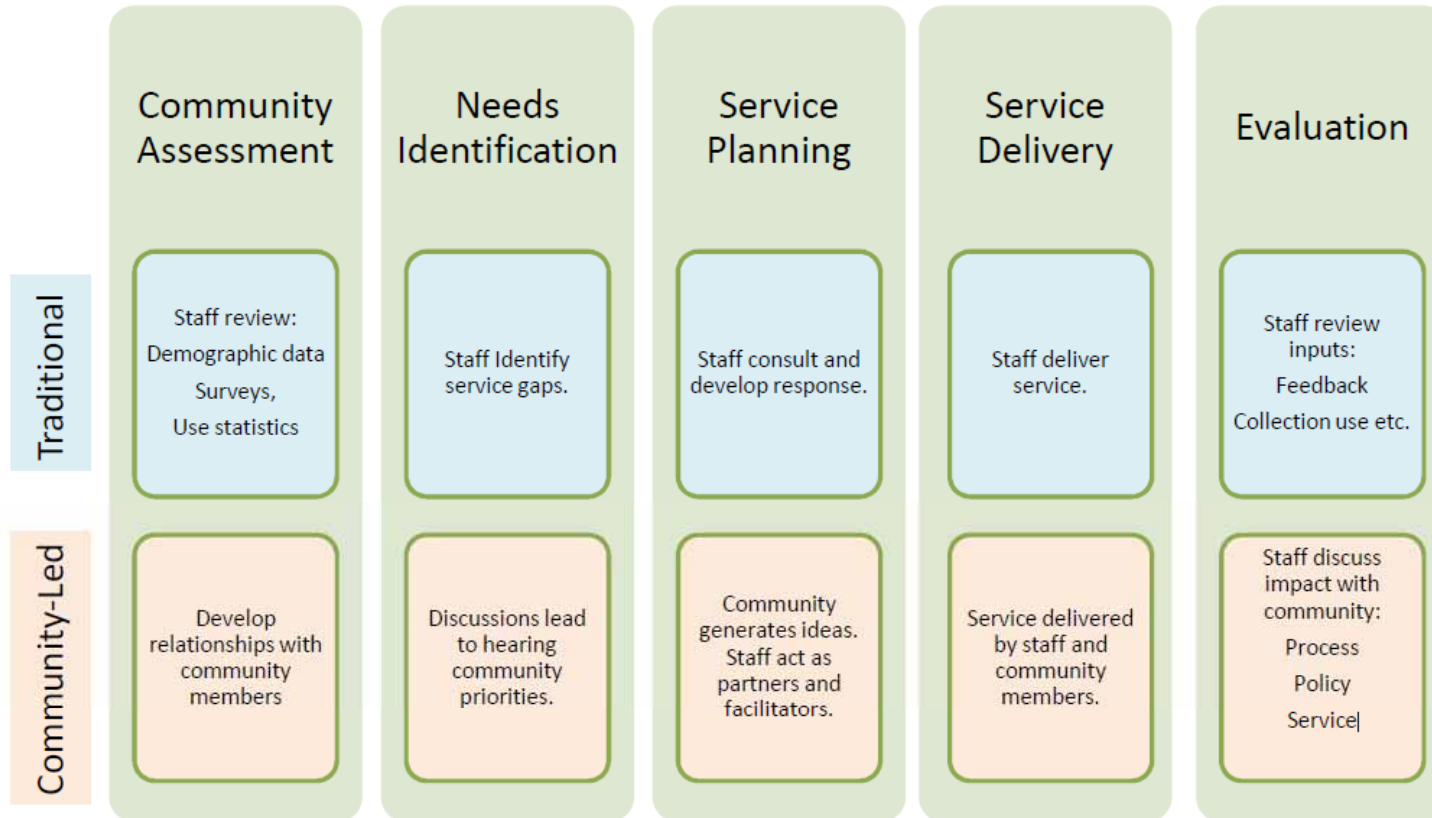
1. Planning is completed in the library;
2. Library activities are used multiple times in the community; and,
3. Library staff talk with people about the library.

Community-Led

1. Listen to people talk about their needs (based on life experiences & put into context of library services);
2. Programs and service planning is completed collaboratively with community; and,
3. The collaborative community activity is modified, based on community input.



Library Service Planning



Engaging Communities



Relationship Building

Socially excluded community members and those who do not use the library, often find it difficult to engage with library staff or use library services for a number of reasons, including:

- Unfamiliarity / Discomfort
- Financial barriers (fines, fees, etc.)
- Past negative experiences with social / governmental institutions
- Power imbalance
- Library policy



Relationship Building

Relationship building is the key to overcoming these barriers and creating an inclusive library.

It pushes librarians out of their comfort zones and requires librarians to connect and learn about communities— on the communities' terms.



Relationship Building

Key Approaches:

- Occurs *outside* the library
 - In community members' spaces
- No library "agenda"
- Librarian is not there as "expert"
- Goals are to learn from and develop relationship with community
- Collaborative library service planning will come **only** after relationships are established



“You are building relationships... Information comes with trust. As people begin to trust you, or begin to know you, they start discussing things with you. You listen, so you see an opportunity where you can help.”

Internal Evaluation: Library Staff



Questions?

Current Practices:

Implementing & Integrating Community-Led Services



Branch Integration

- Target branches for implementation
- Staff engagement (staff perceptions of community, community-led approaches, identify target community)
- Develop action plans (clearly define roles and timelines, include in reports)
- Prioritize branch actions (something needs to give, shifting staff roles)
- Determine how to work with staff complement



Branch Integration

- Internal/External Engagement
- Maintain momentum
- Display organizational support
- Allow for trial and error

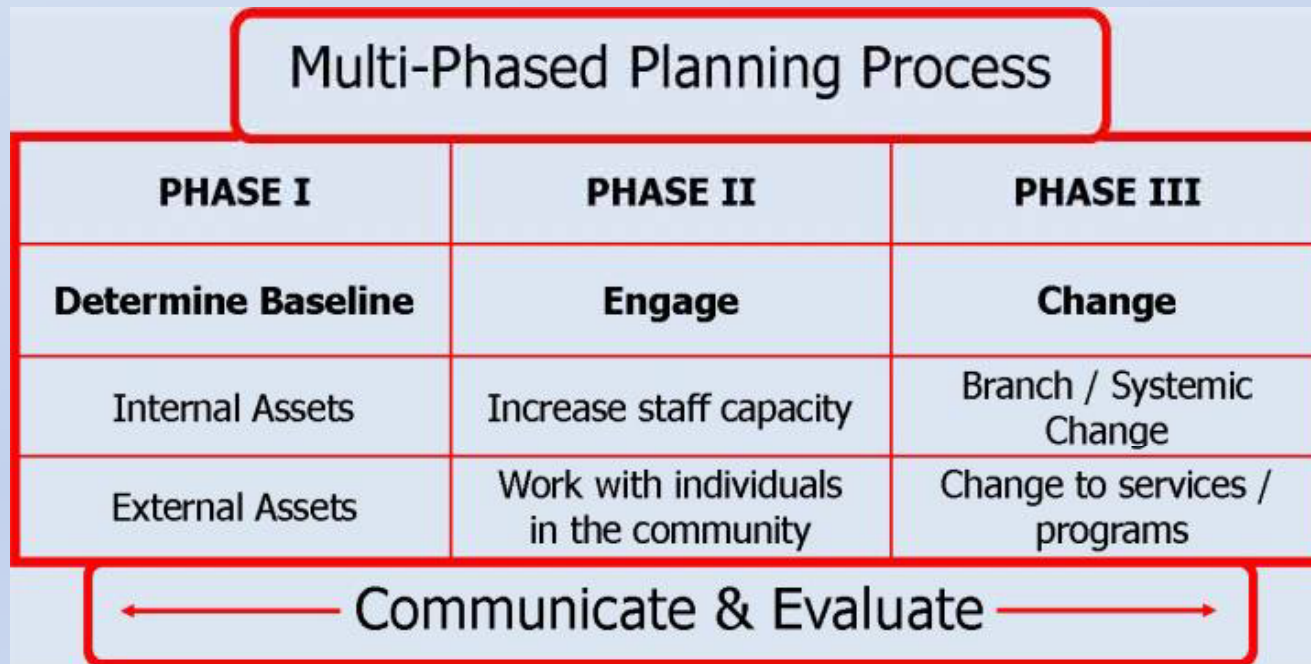


“We had to relearn how to do things. Instead of suggesting, ask. You think you know what they want but you don’t. It seems to work a lot better when you know what they really want.”

Internal Evaluation: Library Staff



Service Development



Teen Collaborative Collection Development

- Established Teen Advisory Group
- Teens interests in collection drove decisions
- Teens choose what to buy
- Teens and librarian evaluate afterwards



Low Barrier Card

- Emerged from report developed with community collaboration
- Community members will be involved in determining how card is developed and implemented
- Goal is to address multiple barriers that community members face around cards/fines



Develop Organizational Support: Systemic Change



Addressing Limited Resources

- Take “baby steps”
 - choose a single partner or initiative
- You don’t need to achieve “full coverage”
 - Segment/target partners
- Be strategic
 - Choose partners who “fit” with a community-led approach
- View approach as “core” not “extra”
 - Shift resources
- Advocate internally
 - Communicate ROI



Developing Organizational Support

- **Communicate**
 - Who, what, where, when and why's of Community Led Library Service
- **Identify impacts**
 - What key Services, Departments, Programs will be impacted
- **Plan**
 - Work in a planned environment
 - Plan for change
 - Manage expectations
 - Identify and address possible barriers



Developing Organizational Support

- **Implement**
 - take chances, make mistakes and
 - learn from these mistakes
 - allow for growth and innovation
- **Evaluate**
 - all steps in the process
- **Begin the Process all over again**



Developing Organizational Support

- Advocate for a 10% model – 10% shift in work toward community-led practices
 - Integrate into job descriptions
 - Integrate into performance management
 - Integrate into daily work expectations



Questions?





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