

**Connecting Locally - From the perspective of an urban library**  
**NJ Public Library Director's Summit - October 24, 2017**

- **First - do no harm!**
- **Ranganathan's Second Law of Library Service:**

Second Law: Every reader his/her book

This law suggests that every member of the community should be able to obtain materials needed. Dr. Ranganathan felt that all individuals from all social environments were entitled to library service, and that the basis of library use was education, to which all were entitled. These entitlements were not without some important obligations for both libraries/librarians and library patrons. Librarians should have excellent first-hand knowledge of the people to be served. Collections should meet the special interests of the community, and libraries should promote and advertise their services extensively to attract a wide range of readers. (Wikipedia)

- **To work with communities that reflect populations that are significantly different than those you have served before, proceed slowly and do your research:**
  - The composition of the community
  - The organization of the school district
  - The faith-based community
  - The governmental structure
  - The non-profit community
- **Learn who the linchpins in your community are:**
  - Use Board members for information about the community.
  - Attend community meetings.
  - Identify individuals and groups that post on Facebook.
  - Talk to people, talk to people, talk to people.
- **Get out in the community:**
  - Attend meetings that may not seem to directly reflect to the Library.
  - Make suggestions of what the Library what can offer, *without* asking for any reciprocation (that can come later!).
  - Visit restaurants and stores, in addition to schools.
- **Work to achieve recognition identifying you with the Library.**
  - Encourage library staff to also participate widely in the community

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