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HEALTH SUPREME COURT ELECTION 2016

DATA TEAM

People love public libraries, but they aren't using them

BY LAURA SANTHANAM AND MEGAN HICKEY September 23, 2015 at 9:42 AM EST

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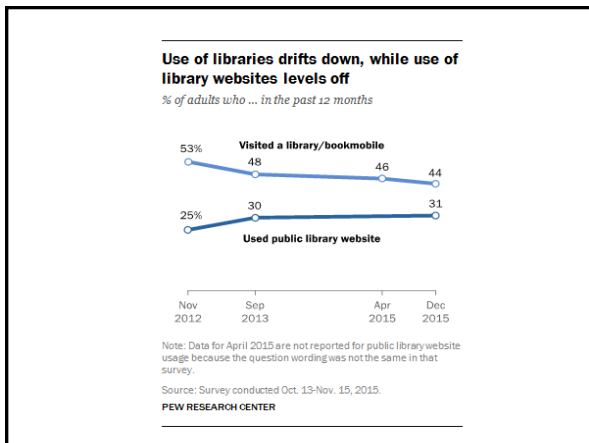


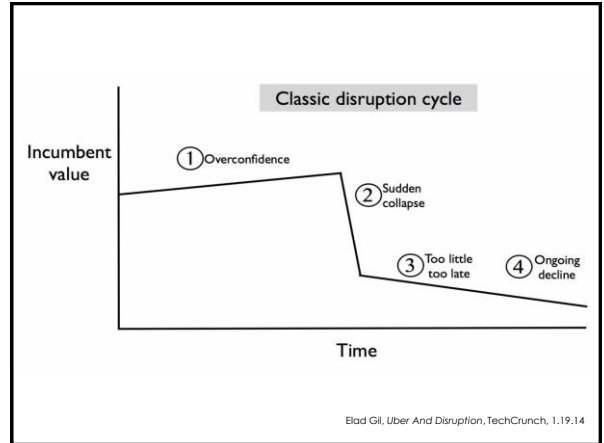
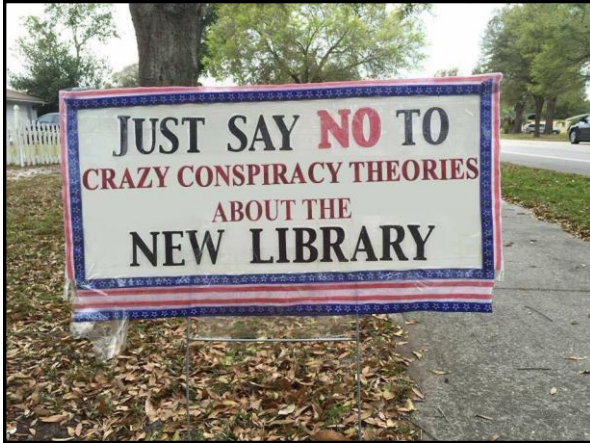
Photo by Peter Dinkler

Most people say public libraries provide communities with essential resources for literacy and education, but the number of people who actually take advantage of library services may be slipping.

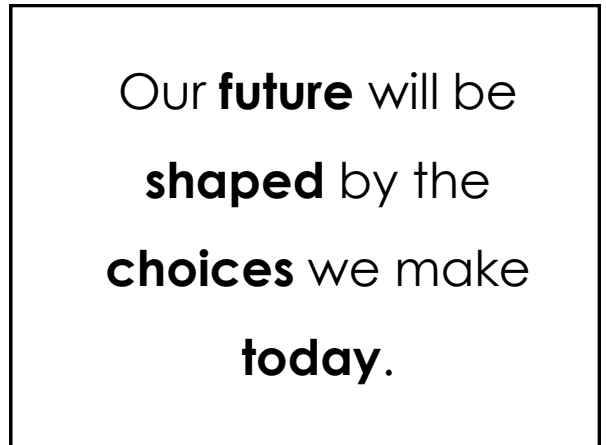
"Use of public libraries drifts down..."

-The Pew Research Center, April 7, 2016



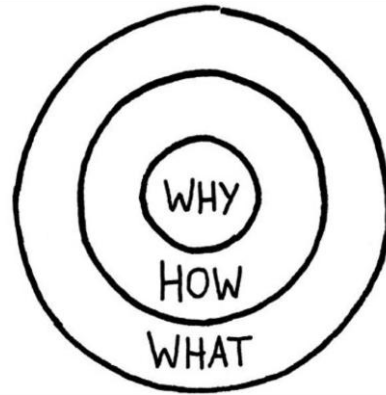
Do you **believe** in
the **importance**
and **power** of
libraries?



Strategy: Defined

Create a **sustainable competitive advantage...** by "**deliberately** choosing a different set of activities to deliver **unique value.**"

-Michael Porter, *Competitive Strategy*



START
WITH
WHY

Core Values

- | | |
|-----------------------------------|-------------------------|
| ✓ Access | ✓ Intellectual Freedom |
| ✓ Confidentiality/Privacy | ✓ Preservation |
| ✓ Democracy | ✓ The Public Good |
| ✓ Diversity | ✓ Professionalism |
| ✓ Education and Lifelong Learning | ✓ Service |
| | ✓ Social Responsibility |

Core Values of Librarianship, American Library Association

What's your
why?

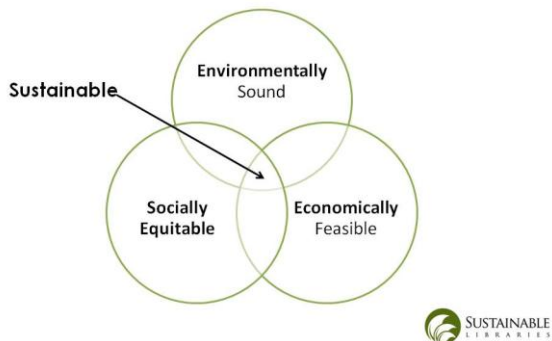
Empower

Engage

Energize



Triple Bottom Line



Capacity

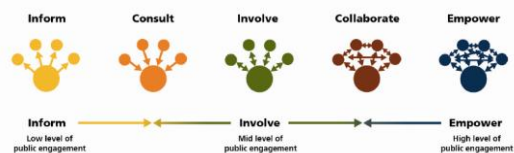
- ❑ **Sustainable:** to endure
- ❑ **Resilient:** to bounce back after disruption
- ❑ **Regenerative:** to bring new, energetic life

Working Definition:

*Sustainable thinking **aligns** a library's core values and resources with the local and global community's **right to endure**, **bounce back from disruption** and to thrive by bringing **new and energetic life** to fruition **through choices made in all areas** of library operations and outreach.*



Community Engagement



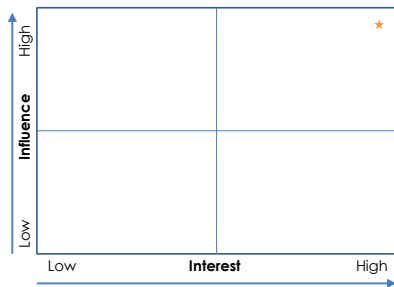
Concept: International Association for Public Participation



1. What kind of **community** do you want to live in?
2. Why is that **important to you**?
3. How is that **different** from how you see things now?
4. What are some of the things that need to happen to **create that kind of change**?

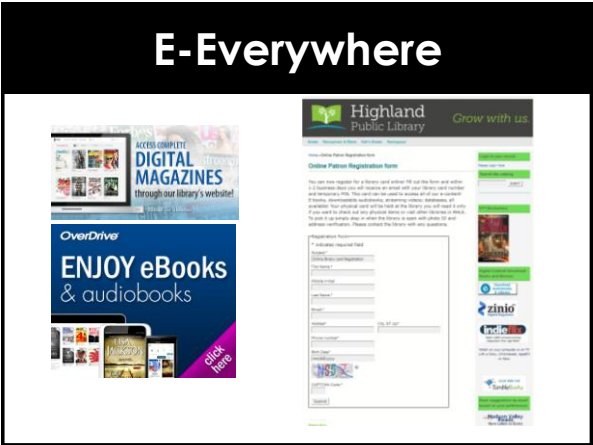
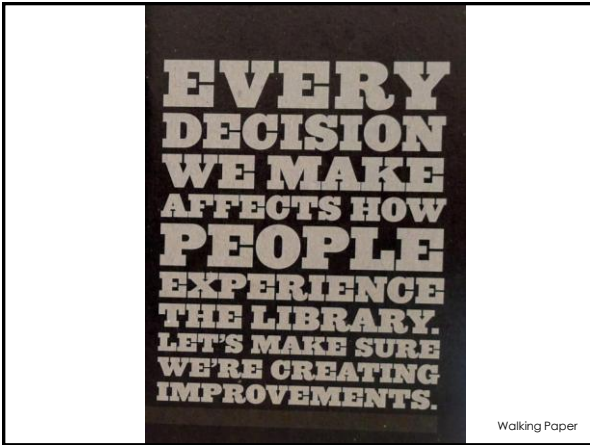
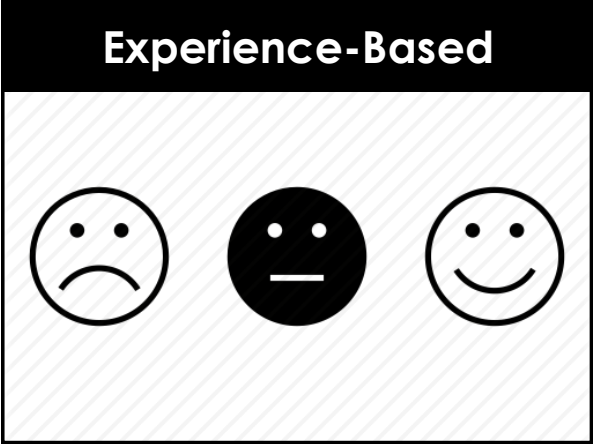
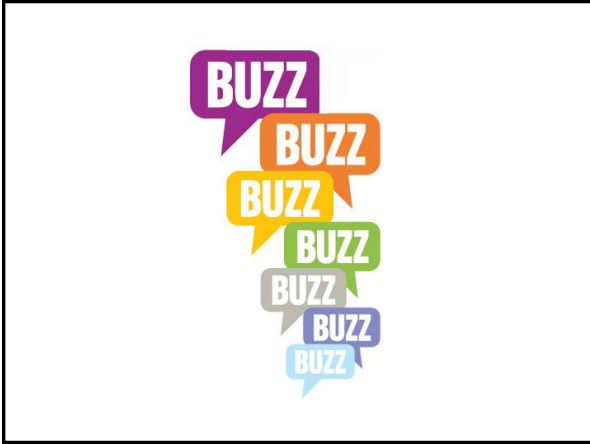


Stakeholder Analysis



Community as Collection





Fandom



Desmond-Fish Library's
Downton Abbey tea party
to celebrate the final
season's premiere episode



Connect with *your* fans



Graphic: Joshua Hathaway

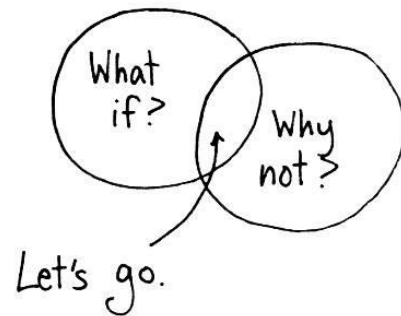
Collective Impact



LIBRARY OF THE
FUTURE
CENTER FOR THE FUTURE OF LIBRARIES

DO
SOMETHING
.ORG

the
PAWLING
library
Come Get On With Us



Your **vibe**
attracts
your **tribe**.

Inspire Investment

- ✓ Good Will
- ✓ Volunteerism
- ✓ Funding

What is standing in your way?

- Policy?
- Procedure?
- Staffing Patterns?
- Perceived Lack of:
 - Time?
 - Space?
 - Money?
 - Staff?
- Willingness?

**The lack of
resources is no
longer an excuse
not to act.**

- Jaime Lerner, former mayor of
Curitiba, Brazil

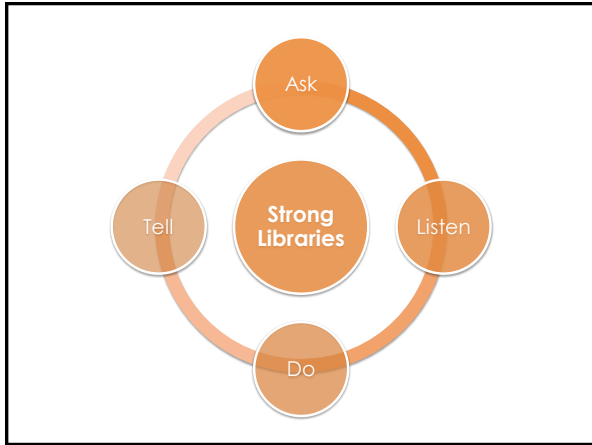
Marketing is about library user acquisition.

Public Relations is about creating “buzz.”

Advocacy is about influencing decisions.

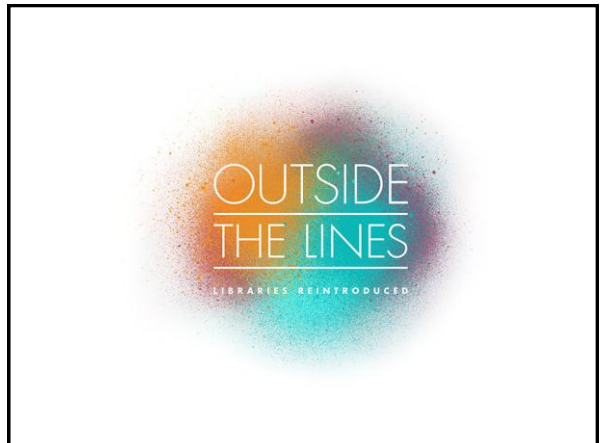
Lobbying is a form of advocacy that involves directly approaching decision makers.





What's Effective?

- ✓ [Good] Word-of-Mouth
- ✓ Positivity & Hope
- ✓ Clear Up Myths
- ✓ Be Relevant & Reasonable
- ✓ **Be Confident**





You've got to think about **big things** while you're doing **small things**, so that all the small things **go in the right direction**.

-Alvin Toffler , futurist



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Thank You