



LLNJ Condensed Notes for Planning Committee Meeting May 10, 2017

Note: Information summarized here, and other background information, may be viewed in its entirety in our Google Docs folder for the meeting:

https://drive.google.com/open?id=0B6b2M_Z0eT-4NkYxMUI2MEIFWGc

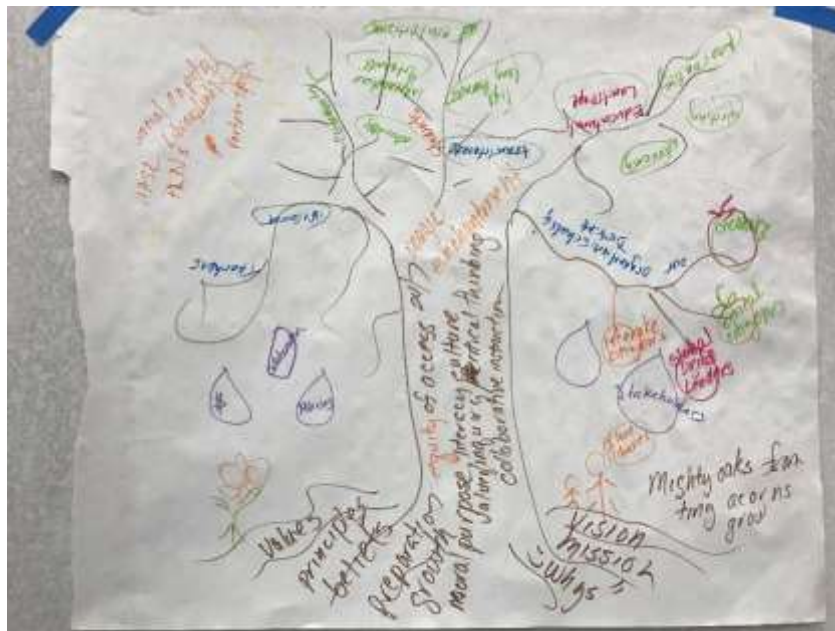
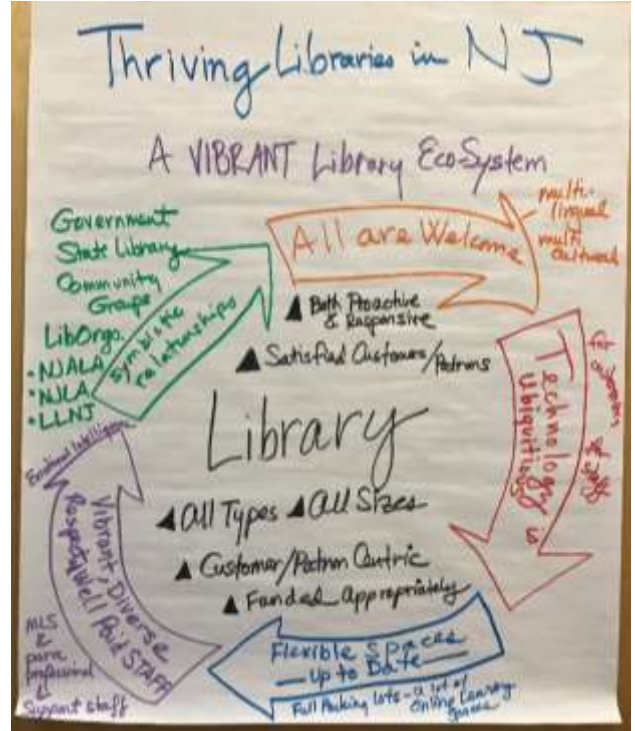
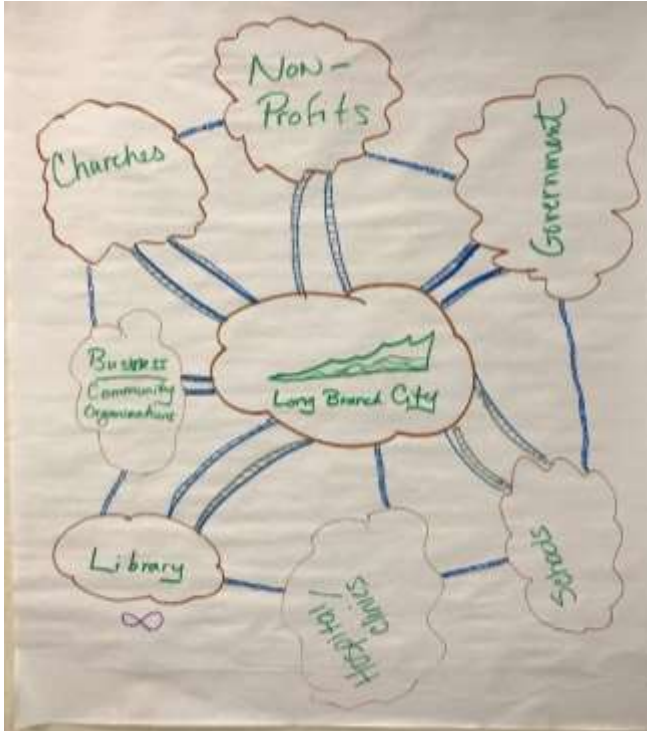
Context: what's going on in the world that's affecting libraries and their communities?

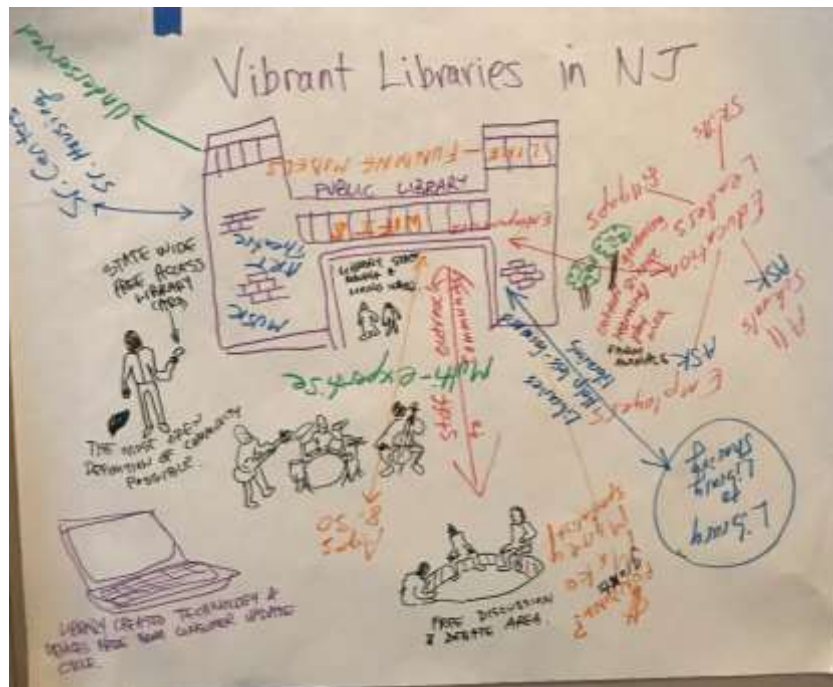
- *Amazing technology. How do we use it wisely and well in/for libraries?*
- Budget/funding for libraries are drying up at the usual sources. Need for creativity and new thinking around funding.
- Changing requirements for physical space in libraries
- Citizens are under anxious about change across the board
- Civic engagement/building capacity in communities/citizenship across the board
- Class and economic divides leaving many citizens at a disadvantage
- Communicating value of libraries in communities
- Confusion about what libraries are and how they fit into our changing world
- Diversity is expanding exponentially. Need for a staff diverse in many ways, including background, cultural and linguistic, skills, perspective
- Fake news
- Government isn't working for many people
- Highly politicized ideological divides that polarize people, who don't seem to be able to find ways to create bridges and identify what we have in common
- Highly polarized political and social climate
- Immigration/new Americans/multiple ethnic groups w/different needs
- Information as a commodity
- Information literacy is a must for citizens
- Instant/always on world
- Issues of misinformation/fake news/anti-science/anti-intellectualism
- Jobs are changing/being automated and many people are left behind
- Lack of trust in institutions
- Libraries being asked to fill many roles in communities, many of them well outside job description

- Lots of competition for people's attention
- Many people being left behind by technology
- Need for PD to bring new and legacy librarians up to speed with new skills
- New opportunities for libraries to step up and reinvent themselves for the future, follow/set trends
- People crave community in person as well as virtual
- Speed of change: economic, demographic, political, jobs and job markets, etc.

To view all ideas: https://drive.google.com/open?id=0B6b2M_Z0eT-4R3VjSIVFZGxrSms

Vibrant Libraries in New Jersey Examples of Rich Pictures





Strategic Analysis: What do we want to KEEP, ABANDON, INVENT and REINVENT?

Keep:

- Access for all (and improve)
- Collaboration and partnerships
- Delivery (very popular)
- Discounts
- Inclusivity
- LLNJ's multi-type library nature
- Our identity as safe, welcome place for all
- Physical materials
- Professional development
- Sharing of materials

Abandon:

- Barriers to access
- Going after “shiny” things/trends that don't work/fit
- Outdated attitudes (we've always done it this way)
- Policies and behaviors that get in the way of positive experience of libraries, e.g. fines, “shushing”, and a no-can-do attitude
- Reference desk

Invent/reinvent:

- 24/7 access/ease of use
- Adaptable space in libraries
- Bring the library out into the community, e.g. bookmobiles, co-location, etc.
- How we are perceived as an institution by our communities
- How we define and brand ourselves
- Inter-library communication, networking and camaraderie
- Leverage the structure and nature of LLNJ to achieve an even higher level of collaboration and outcomes of participating libraries.
- Library funding models
- Library school education
- New library hours that match the needs/desires of our communities
- Our image and the way we communicate it
- Partnerships with other entities in our communities for funding and other activities
- Professional certification
- Reference services
- Statewide library card (very popular)

To view all ideas: https://drive.google.com/open?id=0B6b2M_Z0eT-4bWloWG8xTU5fWkk



Project/Initiative Ideas

Priority Initiatives from LLNJ Service Plan Initiatives Report

Goal 1: Economic Savings

- Rebid and conduct the process for a new delivery service contract, per our purchasing guidelines; manage and review the current delivery service vendor for contract compliance.

Goal 2: Advocacy, Collaboration and Partnerships

- Partner with the New Jersey State Library (NJSL) to establish the Digital Public Library of America (DLPA) as a service to the library, archives and museum community in New Jersey.
- Promote community engagement and outreach through member library participation in Outside the Lines Week in September 2017.
- Participate actively in statewide and national library awareness and advocacy programs.

Goal 3: Knowledge, Skills and Personal Growth

- Offer a Facilitation Skills workshop series to position libraries to be key partners in community conversations.
- Organize a Readers' & Cultural Advisory Unconference.
- Present our introductory series of Super Library Supervisor workshops twice to meet statewide training needs and member demand.

Goal 4: Innovation and Reinvention

- Offer subsidies to member libraries to defray the cost of hiring a library consultant for targeted service improvements through a Catalyst Funding/Rent-a-Consultant initiative.
- Create a Library Success Sharing workshop devoted to the mutual support, honest conversation and creativity of our members.
- Collaborate with the New Jersey State Library on the Futures Conference for Libraries.

LLNJ Community Workshop Project Ideas by Category

Professional and Staff Development

- **NJ Library Associate Training Institute:** 12 month training period (blend of online and in person) sponsored by LLNJ and NJLA together; provides training in core competencies related to public service; modeled after DE and MD; PR/marketing focus as well; benefit is that we could build on existing curriculum in other states; lots of training for librarians (directors/supervisors/leaders) but not as much for non-librarians; possibly collaborate with other statewide and national groups serving these staff; benefit to southern part of the state because there may be fewer MLS staff (but open to entire state: build on established curriculum but adapt to NJ based on our standards, laws, budgets, types of libraries, etc. Perhaps develop a partial program if the entire program cannot be offered.
- **Train the Trainer:** Training library stakeholders and personnel to train others on a variety subject (e.g. engagement, inclusion, etc.).
- **Paraprofessional Training:** Can we make minimum training mandatory to certify a minimum level of skill? LLNJ and NJSL could take the lead on this.
- **Expand MentorNJ.**
- **Technology Bootcamp:** for experienced users—not for patron, but for library staff.
- **Know Your Cultural Communities:** cultural education/professional development for staff.
- **Value yourself so you can value others:** Empowering staff to be knowledgeable so they're confident in serving patrons. Learn about the skills your library staff members have that they can share that with other staff who may need to learn those skills, such as customer service, library systems and processes, policies, etc. so they're confident with their dealings with the public. Library staff can then communicate better with the public. Library staff can educate each other. Value your staff by supplementing that with the best outside training you can provide.
- **Library Works:** Recruiting a diverse staff at all levels. Offering scholarships, marketing and outreach to high schools, churches of all faiths, awareness of the occupation and what we really do. Market to communities about what the library is and what we offer and who we are.
- **Concierge Service:** providing extensive cross training to staff, remove traditional barriers of compartmentalization (e.g. service desks, departments), empower staff to revolve issues and satisfy service requests, getting to yes, tapping into staff talents.

Building/Supporting Capacity in Libraries

- **Ask The Library Experts!!:** knowledge-based resources for broad range of concerns, i.e.

administration, purchasing, funding construction and technical, created by contributions from libraries throughout the state hosted by LLNJ.

- **Rent a professional:** along the same lines as the training with the reimbursement, have a pool of professionals (graphic designer, web page design, advertising)—skill sets that we don't have in house that we can contract with Library Link for Talent time share.
- **Advocacy Toolkit:** direct-to-librarian OR direct-to-patron sample letters to editor, telephone call scripts, quick links to legislator phone numbers, printable flyers, and similar ready-to-go resources for immediate and long term action. To be used to support library funding and services.
- **YES, YOU CAN!:** Reinventing staff and patron codes of conduct, but maybe also an overall messaging: Yes, You Can access our Wi-Fi for free, check out these movies, stream Prince's back-catalog, come to these wonderful events. We envision a reframing of the library staff-community member relationship and expectations PLUS a full on marketing strategy.
- **Cooperative Cooperation:** Complete the Circuit—we have all of these different cooperatives but no communication between them. Consortia, academics, and special libraries have deemphasized communications. Hybrid and standalone libraries are left out. :(
- **We're for you:** Develop tool/visiting team to help librarians evaluate user-friendliness of facilities and policies.
- **Customer Service Workshops**

Community Partnerships and Capacity Building

- **"NJ Advances"** (borrowed from "PA Forward"): promoting the Five Literacies: Basic, Civic and Social, Financial, Health and Information.
- **Partnering in Communities:** Many libraries aren't sure how to create and develop partnerships with other organizations and groups in the community. It can also be intimidating when people hear presenters talk at conferences about successful finished projects; and many people assume they don't have the time or resources to do it. How might we create a program that educates and mentors librarians from all sizes and types of libraries in forming and leveraging community partnerships. An example is the Fade to Books project, started by Tonia Garcia with barbershops. (This from Cindy Czsack who is willing to help develop this one.)
- **Community Conversations; Build a Better World:** public information series that includes book discussions on current topics, facilitated by author/community organizations/mediator. Classes (with sharable curriculum) to support content. Information tabling displays and resources, pop up sessions and outreach in community. Collection drives.
- **Get Out There and Do It! Community Outreach:** little free libraries; express social

media; community target programs; transportation; school liaison

- **Get 'em in the door or go to where they are: Pop-up Library!** Off site services; service concierge; library dogs.
- **Copy "Reading Well" program from UK:** get every student a library card (a la "Connected" program). Pilot Test LL provide money for borrowable technology. Add Delivering the Library to you librarian. Ref. Westerville Library.
- **Creating an informed citizenry:** create template for use throughout the state to teach the members of our communities how to identify fake news; additional outreach to vulnerable communities.
- **Librarians on the Loose:** Taking library services to the community where they are: restaurants, senior centers, schools, parks/recreation (pop up library services). Tracking with social media and letting folks know what the library has to offer.
- **Libraries Connect...**with local businesses, local government departments.
- **Use teens to provide tutoring assistance:** peer to peer tutoring. Way to connect with the young adult community.
- **Connecting Community and Library:** ensuring that we are meeting our constituents where they are and including their voices in decision-making. Honoring their input. Having meeting in community spaces. Unity roundtable: members of community meet regularly and advise on how to increase unity and multiculturalism within the community. Find the people who ARE NOT regulars in the library.
- **Libraries and Lawmakers:** partnering with organizations to create meet the candidate nights, political education, lessons in civics, adopt a legislator; this would increase our visibility, bolster support, get both messages out—candidate and library, citizen forums.
- **School Library Advocacy Group:** Students, parents, teachers, administrators, community member. Committee from the entire community on issues and trends in schools and libraries.
- **All Aboard (Choo Choo Libraries):** Partnership and access, trains librarians, partner with community organizations, show what type of access libraries can offer. What type of things that libraries have to offer. How can libraries help local groups, businesses, train the public on what we have. Redefine, how you partner with an organization. Offering and listening to the community. Partner with local government. Advertise local groups, non-profits, religious, moved to town.
- **Libraries Connecting You with what Matters to You!**
- **Libraries Connecting Communities**

Marketing, Branding and Reinventing Libraries

- **Libraries Transform:** promote a simple marketing for these for a year. Have flyers that could be edited. Adaptable to all types of libraries. Let people know what libraries do

from day to day. Maybe a collaboration between NJSL and LLNJ/and library associations?

Research language for communicating value of and new nature of libraries. Create and share a core message that allows us to rebrand. Answers our "why" as per Simon Sinek.

- **Project Imagination:** engage our community and nourish it by spreading the word and allowing people to rediscover the library. More outreach with other libraries to build a statewide community.
- **Campaign to highlight and champion libraries and librarians.** Local celebrities and state officials publically praising the value of libraries and the positive influence on their success.
- **Libraries Transform Statewide Marketing Campaign.** Adaptable for all types of libraries, developed by ALA, will continue for at least another 3 years. And in the box program ready to go!
- **The answer is yes!** Be positive in all you do. Avoiding the negative. Be nice, be friendly, be open. Signs around the library that say the answer is yes.
- **Empower our Destiny!** Establish our identity and value-start within our individual school, move onto the District level and the community. Idea... how might we flip it? Start with the community and then get into the district... pull rather than push.
- **Powerful Promotion:** Business partnerships. Social media. Brand like a business. Present to different stakeholders. Librarians don't know how to market themselves. Every community has businesses, e.g. J&J, Comcast that could be tapped for community involvement, sponsorship. The library world is somewhat confusing to others... different definitions of libraries in different worlds.
- **Passion for the Library:** Goal: parents are as passionate about the library as they are about the marching band. Demonstrate the library's crucial role in student success. At Back to School night, at PTA meetings, in the Friday folders, social media, also an advocacy component. Ending in a Library Parents Group. Boosters, etc.
- Advisory committee for state DOE to advise them of role of school libraries.
- Education departments in universities to understand role of libraries in education world.
- **We Tell Our Stories:** Gathering stories that show libraries and their staffs in a positive new light, to make available for traditional and social media. Bank of stories available to media stakeholders. Akin to what the "I Love My Librarian" contest does, which gathers stories about how librarians have changed people's lives. Professionally produced.
- **Not Your Mama's Library:** An advocacy campaign to raise awareness and change the image of libraries.

Technology and Tech Services

- **More wireless hotspots** for libraries.
- **Reinvent NJ Digital Highway/Digital Public Library of America (DPLA).**
- **Bandwidth to the Future:** replicate other states' fiber optic wiring infrastructure projects to give amazing bandwidth speeds to all libraries, regardless of geographic location.
- **Shared statewide ILS.**

Services Development and Innovation

- **Reinventing discounts.**
- **21st Century Customer Service**—how to create a customer-centric service model that fits with the multiple generations we serve at our different types of libraries.
- **Having a better than Prime Delivery - You Pick it! We Get it!:** Organizing a better satellite and centralized sorting sites, consistent delivery times and unlimited pick up capacity
- **Statewide Library Card:** continue the conversation with NJ Consortia, NJSL, LLNJ, NJLA. Look at other state models. Start a small pilot project.
- **Statewide eBook Platform:** look to a pilot project in Massachusetts.
- **"Work It":** Grants for libraries to build co-working or business incubators spaces to provide spaces for entrepreneurs, unemployed and small businesses to meet and sustain their business as so many people are starting and maintaining businesses from home.
- **Changing Spaces:** Provide small grants to review/evaluate existing space and purchase new furniture to better utilize and also attract diverse patrons (i.e., group and individual space, ex. autistic needs, religious group needs, etc.). in other words, evaluate and improve existing space.
- **Mobile Services, Cut up that Reference Desk.** A pilot project demonstrating a fully mobile staff in the library doing business if tablets. No more central reference desk.
- **"Pre-Service, Post-Success" (PS squared):** Integrate collaboration with school librarians into pre-service teacher, supervisor, and administrator education.
- **Jersey Kids:** Access for all NJ students to free databases and the best of curated free resources and tools. Three levels of resources using a LibGuide—like platform, materials can be copied and updated to individual websites. Optimized for every device. Geolocating of free site like EBSCO. Prototype guide for each level.
- **PAC: Publishers Advisory Committee:** To work with publishers to create databases and materials we need.

- **Sharing and Caring Shuttle:** A hop-on hop-off shuttle, including stops like local food markets and businesses, urgent care providers, hotels, any government service/office, schools, etc. Funded by business (maybe with paid ad space, digital or print), crowdfunding, legacy gifts, clubs like Rotary, Lions, Kiwanis. Can collaborate with other transit like NJ Transit and shuttles. Library services like digital downloads can be advertised on the shuttle of course.

Library Governance and Policy Development

- **A Fine Time for NJ Library Patrons:** The project would be the evaluation of the roles of fines in public libraries. We want to study alternatives and the impact of the elimination or reduction of fines and fees. How would this impact budgets, collections, and patrons?
- **ELIMINATE PATRON DEBT:** A statewide initiative to encourage libraries to go fine-free. If we get a few libraries statewide to jump on board: Princeton, Paterson, Newark, a few county college libraries, some schools, too. When some libraries (and we'd like to see both larger libraries and some small ones, too) get on board, it becomes easier for others to join. If NJLA wanted to participate, could include a trustee education component and staff training via LLNJ (need buy-in from circ. supervisor and staff).
- **Hours for the People:** Base hours on community needs, as opposed to staff convenience. Find appropriate funding.
- Become active member(s) of Non-profit NJ

Funding

- **Alternate funding sources**—isolate/explore non-traditional funding sources.

LLNJ Research

- **Reinventing LLNJ:** an intensive look at the current services and approaches of LLNJ to match the "fit" of services to the current and future needs of member libraries.

Other thoughts from the Planning Committee

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| <ul style="list-style-type: none"> ● Support open access. ● Embedding librarians into the community. ● Leverage collaborations to influence price of resources. ● Grassroots Advocacy—what's the difference between advocacy and lobbying, what library staff at all | <ul style="list-style-type: none"> ● levels can and cannot do? Learn the ins-and-outs of library advocacy to share with your library staff. ● Act effectively within spheres of influence and control. ● Push boundaries of "the possible." ● Developing models for non-traditional training (how to train on |
|--|---|

advocacy—that sort of thing).

Project Plan Form

1. Initiative/Project Title: Catchy short title (4-5 words)

2. Initiative/Project Description: Detailed description of a proposal for solving the problem/issue (50-200 words).

3. Governance: Roles and responsibilities, who will own the project?

4. Goals: What is the purpose of the initiative/project? What will the project achieve?

5. Objectives: What might we need to do internally to ensure this project/initiative is successful e.g. new skills, new structure, new partnerships, etc.?

6. Stakeholders: Which stakeholders and their interests will be served by the project? How will the project benefit from the stakeholder's participation/contribution?

No.	Stakeholder	Interests of the stakeholder and benefit of project to them	Benefits to the project of the stakeholder's participation
1			
2			

3			
4			
5			

7. Time frame: for development, implementation, etc.

8. Resources, technological or facilities requirements: What staff, specialist skills, equipment, systems, buildings, etc. will be needed for this project?

9. Estimated cost range: How much will the project cost, capital, staff and annual operating?

10. Actions/activities: List the actions that will be taken to get started (1..., 2..., 3..., etc.), including what will be done, who will be responsible, by when.

No.	Actions	Who	By When
1			
2			
3			
4			

5			
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11. Measures of success: What will be the outcomes and how will they be measured? (benefits, measurable, clear, simple, actionable)

12. Data in support of the initiative/project: What data do we have to support the project? How much time, money, etc. might we save? How feasible is the project?

13. Source of funding? Where will funding come to support this project? Who will invest in this project and what will it take to attract their interest or obtain their support? What matching funds are required?