

Moving From Nice to Necessary:

How Your Library Can Become
More Relevant In The Community

Wendy Newman, University of Toronto iSchool Retired

Cheryl Gorman, The Harwood Institute for Public Innovation

Nancy Kranich, Rutgers University and Past President of the American Library Association

Cara Pryor, North Vancouver City Library

Susan Taylor Simpson, The Harwood Institute for Public Innovation

OLA Superconference – Friday February 3, 2017

AGENDA



- Your community engagement experience
- Harwood overview + why libraries
- ASK exercise
- Panel with Q&A interspersed
- Closing
 - Using the ASK exercise
 - How to stay connected



I would describe our
library's community
engagement as:



- Just getting started; moving beyond outreach
- Off to a good start and actively exploring
- Part of how we work now
- Well established; refining our skills

Harwood Mission



- National nonprofit working with you to address community challenges in a way that makes your library and community stronger
- Proven 25-year track record
- What's different: “Turning outward”

An orientation toward community –
literally about the direction we are facing!
Without it, there is little chance for change.

The promise



If you turn outward and make more intentional judgments and choices in creating change, you will produce greater impact and relevance in your community.



Mindset... Operating Framework... Practice and Tools



Why libraries?

- One of the most trusted institutions
- Safe “space” for all
- Natural conveners
- Congruence with desire of libraries to be relevant

ASK Exercise



In pairs or threes:

1. Introduce yourself
2. Spend 10 minutes on"
 - o What kind of community do you want to live in?
 - o Why is that important to you?

Nancy Kranich



What we learned

- We need to be more **welcoming**
- Conversations build **relationships**
- We serve many **communities**
- It's all about **possibility**
- Our **value** is us
- **Partnerships** emerge as we align
- **Engagement** is fun and inspiring

Cara Pryor



ASK Exercise



- 5 to 7 min individual interview
- Can adapt to meetings, retreats, etc.
- Provides high level sense of what matters to the community
- Could add a 5th question: “How could you see the library supporting these issues?”

Next training opportunity



March 9 - April 27, 2017

- VIRTUAL PUBLIC INNOVATORS LAB
- Susan Taylor Simpson leading

Contact Us



Cheryl Gorman cagorman@rogers.com

Nancy Kranich nancy.kranich@rutgers.edu

Cara Pryor cpryor@cnv.org

Susan Taylor Simpson susan@proactideas.ca

Links for online resources



- <http://www.theharwoodinstitute.org>
- <http://www.ala.org/transforminglibraries/libraries-transforming-communities/resources-for-library-professionals>