

Future of Libraries

PACIFIC LIBRARY PARTNERSHIP STAFF DEVELOPMENT COMMITTEE



Future of Libraries 2020: Focus on Equity, Anti-racism, and Work in the New Normal

Oct 7 th : Race and Equity	Oct 8 th : Transformation in the New Normal
<p>9:00: Introduction and Logistics</p> <p>9:05: Welcoming remarks</p> <ul style="list-style-type: none"> • Yemila Alvarez: Assistant Director, PLP • Rebecca Wendt: Deputy State Librarian, California State Library <p>9:15: The Four I's of Oppression</p> <ul style="list-style-type: none"> • Celesté Martinez: Owner & Founder of Celestial Alegria <p>10:15: Break</p> <p>10:25: Diversity and Language</p> <ul style="list-style-type: none"> • Stacy Collins: Research & Instruction Librarian Simmons University <p>11:05: Break</p> <p>11:10 Video Performance!</p> <p>11:20: California CREI (Cultivating Race Equity and Inclusion) Initiative</p> <ul style="list-style-type: none"> • Patty Wong: ALA President-Elect; City Librarian Santa Monica Public Library • Chantel Walker: Assistant Director of County Library Systems, Marin County Free Library <p>11:50: Denver Public Library Report</p> <ul style="list-style-type: none"> • Ozy Aloziem: Equity, Diversity & Inclusion Manager, Denver Public Library <p>12:05: Break</p> <p>12:15: EDI and Libraries Panel</p> <ul style="list-style-type: none"> • Stacy Collins: Research & Instruction Librarian Simmons University • Ozy Aloziem: Equity, Diversity & Inclusion Manager, Denver Public Library • Chantel Walker: Assistant Director of County Library Systems, Marin County Free Library • Alison Macrina: Founder & Director, Library Freedom Project <p>1:00: Closing the Day</p> <p>1:15: Open Chat – Zoom Room</p>	<p>9:00: Introduction and Logistics</p> <p>9:05: Privacy, Surveillance, Ethics During Crisis</p> <ul style="list-style-type: none"> • Tess Wilson: Library Freedom Project <p>9:55: Lightning Talks</p> <ul style="list-style-type: none"> • Liz Romero: Orange County Public Library • Pam Evans: Redwood City Public Library <p>10:10: Advocacy in COVID Times with the E's of Libraries</p> <ul style="list-style-type: none"> • Alan Fishel: Author of <i>Proving Your Library's Value: Persuasive, Organized, and Memorable Messaging</i>; ALA United for Libraries Board Member, Counsel to ALA • Skip Dye: SVP, Library Sales and Digital Strategy, Penguin Random House, United for Libraries Board Member and 2018-2019 President • Paula Miller: Director, Baltimore County Library <p>10:55: Break</p> <p>11:00: Update from the REALM project: RE-opening Archives, Libraries, and Museums</p> <ul style="list-style-type: none"> • Sharon Streams: REALM Project Director, OCLC • Carol Frost: Executive Director, Peninsula Library System; CEO, Pacific Library Partnership <p>11:55: Break</p> <p>12:00: Accessibility in Virtual Environments</p> <ul style="list-style-type: none"> • Rachel Fager: Cataloging & Metadata Librarian, Saint Joseph's University • Lauren Wittek: Assistant Professor and User Experience & Assessment Librarian at Central Washington University's James E. Brooks Library <p>12:45: Lightning Talks</p> <ul style="list-style-type: none"> • Stacy Lein: South San Francisco Public Library • Angi Brzycki: Los Angeles Public Library <p>1:00: Closing Remarks</p> <ul style="list-style-type: none"> • Carol Frost: Executive Director, Peninsula Library System; CEO, Pacific Library Partnership <p>1:15: Open Chat – Zoom Room</p>



Connect With Us

Tech Assistance:

By phone: (650) 349-5538 or (650) 539-5612

By email: plpsdc@plpinfo.org

Backup streaming:

YouTube Live - Day 1: <https://youtu.be/bld2GJq-Ooc>

YouTube Live - Day 2: <https://youtu.be/IUfGXo6oHW4>

Discussion Topics:

Padlet: <https://padlet.com/plpsdc/fol2020>

Open Chat:

Join Zoom Meeting:

<https://us02web.zoom.us/j/82656395295?pwd=STFVaE5LYm4yS0lZ21udzhNODk4QT09>

Meeting ID: 826 5639 5295

Passcode: 014662

All Recordings:

https://www.youtube.com/playlist?list=PL_OWu2R-AD7FsLwkcUGbg1H7MpwpvtHv6

Feedback and Evaluations:

Day 1: <https://www.surveymonkey.com/r/8TCX3QY>

Day 2: <https://www.surveymonkey.com/r/8MJJGS5>

Additional Information:

PLPSDC Future of Libraries web page: <https://www.plpinfo.org/plpsdc/the-future-of-libraries/>

Speaker Bios



Ozy Aloziem is the Denver Public Library's first Equity, Diversity & Inclusion Manager. She is leading the Building A Pipeline of Community Connection, DPL's grant project examining equity in the library workforce funded by the Institute for Museum and Library Services. In addition to her role at DPL, Ozy serves as a racial equity & racial healing consultant for several organizations across the nation. Ozy is a social work scholar who is deeply committed to collective liberation and social justice. She has been the lead researcher for several projects in over 4 countries, and has presented at countless research conferences in various disciplines. Ozy received her MSW from the University of Denver's Graduate School of Social Work in 2019, where, among several other prestigious awards, she was awarded the University of Denver's Graduate School of Social Work's Jean Peart Sinnock award- the highest honor given to a graduating social work student, for her antiracist research and advocacy.

Angi Brzycki is the Adult Librarian III for the Hollywood Region and works out of the Hollywood Regional Library. She has worked for Los Angeles Public library for over 8 years as a Messenger Clerk (page), a substitute librarian, and an Adult librarian. Angi is the VP of Education and Training for her local Librarians Guild 2626 of AFSCME and a member of CLA.



Coco Buttah is an Oakland based drag queen, and has been a performer in many capacities since childhood. This video took 3 separate days to film and 2 1/2 days to edit. Using old footage from when they were in their high school marching band this video combines things they were passionate about from their youth and things they're passionate about now.



Anastasia "Stacy" Collins, MA, MSLIS is the Research & Instruction Librarian for children's literature and social work at Simmons University, where she provides research, teaching, and learning support with an emphasis in critical and anti-oppressive practice. Stacy is the author of "Language, Power, and Oppression in the LIS Diversity Void," and she regularly delivers talks and workshops on addressing systemic oppression and lack of diversity within librarianship. Outside of librarianship, Stacy is a children's literature scholar and reviewer as well as a trauma-informed facilitator with the Anti-Racism Collaborative in Massachusetts.

Skip Dye is Senior Vice President, Library Sales and Digital Strategy, Penguin Random House. He has been an active member of the United for Libraries board since 2015, and served as President from 2018-2019. Prior to his position at Penguin Random House, he was VP, adult library and academic marketing, Random House, LLC, and VP, sales director, Random House Publisher Services, Random House, LLC. He was co-founder of the Penguin Random House Literacy Award for Teachers, and co-founder of Penguin Random House Innovation Awards for Libraries.



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Pam Evans received her MLIS from San Jose State University in 1996 and has spent her entire career working in different types of libraries. She worked as a law librarian for 12 years, as a K-8 school librarian for 7 years, and has always been a storyteller. She is now in her second year as a Youth Services Librarian at the Redwood City Public Library, where she manages the virtual storytime program and other tasks as needed.



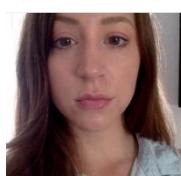
Rachel Fager is the Cataloging & Metadata Librarian at Saint Joseph's University. Rachel has worked in academic libraries for the past eight years in both public and technical services roles.

Alan Fishel is a partner at the law firm of Arent Fox and leads the firm's Communications & Technology group. Alan has represented ALA on many matters, including at the Federal Communications Commission regarding the proceeding under which the FCC increased the size of the E-rate fund by more than \$1 billion annually. Alan also serves on the United for Libraries board, and he is the chair of The E's of Libraries® Task Force. In addition, Alan frequently provides training on a variety of topics, including how to improve advocacy and negotiation skills.



Carol Frost is the Executive Director of the Peninsula Library System, a consortium of 35 libraries located in San Mateo, California. Carol is also the CEO of the Pacific Library Partnership, a cooperative library system comprised of the eight (8) counties and 42 library jurisdictions in the San Francisco Bay Area. Carol is the Co-Chair of the California Library Association's Advocacy and Legislation Committee.

Stacy Lein works at the South San Francisco Public Library as an Adult Services Librarian who coordinates adult programs, teaches digital literacy classes, does collection development, marketing, and outreach. She is the project coordinator for the library's 2020 Book to Action project and the Veterans Resource Center. Four years ago she made the career change to a public librarian and hasn't looked back. Like everyone else this year, she learned to bake bread.



Alison Macrina is a librarian, internet activist, and founder and director of Library Freedom Project. Alison is passionate about fighting surveillance and connecting privacy issues to other struggles for justice and an analysis of power.

Celesté Martinez is the founder and owner of [Celestial Alegria, LLC](#). Through Celestial Alegria, Celesté is committed to igniting joy through transformation through her array of services which include: life coaching, facilitation, organizational development and training programs. Celesté's training programs focus on building conditions and skills for her clients to foster racial equity through personal and collective development. As someone who is committed to being anti-racist, Celesté is best to partner with when clients are seeking to take their DEI work to the



next level by implementing structural changes and practices that truly further racial equity. Her current training programs include: Racial Equity Foundations, Characteristics of White Supremacy for multi-racial groups and Confronting Anti-Blackness for Latinx and Chicanx identified people.

She considers herself to be a daughter of Aztlan- born in Santa Cruz, California, raised in San Antonio, Texas and now calling Denver, Colorado home for almost a decade. Celesté identifies as a Queer Chicana Woman of Color. She identifies as Chicana because she embraces the complexity of being Mestiza, both indigenous of Cherokee and Mexica lineages and of Spanish descent, while also being politically active in our Colorado community.

Celesté committed her education to receiving a dual Bachelor's of Arts in Philosophy and Peace & Justice Studies from Regis University. She worked with organizations such as [El Centro Humanitario para los Trabajadores, Together Colorado](#) and [United for a New Economy \(UNE\)](#) in varying roles and capacities. Her experience from working as an organizer to nonprofit director has taught Celesté invaluable lessons on how to build, develop and transition organizations, which she often calls upon to translate her diverse skill set to meet the needs of her clients through Celestial Alegria.

Celesté is currently a member of [Good Business Colorado](#), participant in the [Standing in Our Power](#) Train the Trainer program and serves on the Board of Directors for [Center for Health Progress](#). She is also a proud 2019 fellow of Transformative Leadership for Change.



Paula Miller has served as Director/Administrator in four states –Baltimore County Public Library and Eastern Shore Regional Library (both MD), Pikes Peak Library District (CO), Westlake Porter Public Library (OH), and Dover Public Library (DE). Most recently, she facilitated BCPL's role as a community hub and an “instrument of democracy”, and in 2013-2014, she guided the development and opening of award-winning and state-of-the-art Library 21c in Colorado Springs. She believes our public libraries are critical community resources that bring people together and are bridges to opportunities in individuals’ lives. She has always focused on identifying new and emerging needs, roles, and connections that keep our libraries relevant, effective, and sustainable.

Liz Romero is one of three regional librarians for OC Public Libraries' Literacy program, OC READ. She oversees and supports adult literacy tutoring pairs and designs and facilitates programs in Central Orange County. She is also the coordinator for OC READ's 2020 Book to Action series.



Sharon Streams is the director of WebJunction at OCLC. In this role, she works to build and activate collaborative learning networks for library staff through WebJunction and grant-funded national-scale projects. Sharon is also a member of the leadership team for OCLC's Membership and Research division. As OCLC's REALM project director, Sharon leads the team responsible for executing the project's deliverables in partnership with IMLS and Battelle. Sharon is a graduate of Indiana University.

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Chantel L. Walker serves as the Assistant Director of County Library Services at the Marin County Free Library (MCFL). MCFL operates a network of 10 branches throughout the County, a dual-site archive, a Bookmobile, and a mobile preschool literacy vehicle. Its mission is to provide welcoming, equitable and inclusive opportunities for all to connect, learn and explore. At MCFL, Chantel's focus is finance, human resources, library technical services, capital projects, strategic planning; and working with partner organizations. A core component of her overall leadership role at MCFL focuses on equity and inclusion in librarianship, library services and community partnership.

Chantel has more than 25 years of experience in philanthropy, government and the broader nonprofit sector. She is fluent in Spanish and is an experienced convener and facilitator. She has published and presented on issues of library services and racial equity; early childhood education and community development; community organizing and the role of philanthropy; community-led finance and development.

Chantel continues to be an active and dedicated volunteer for family and community issues with several organizations and public agencies. Currently, Chantel serves on the Board of Directors of the Marin County Library Foundation; Marin Environment and Housing Coalition; and, Marin Promise. She is the former President of the San Francisco Redevelopment Agency, and Board Chair of the Children's Creativity Museum and the Women's Foundation of California. She also has served as a Member of Board of Directors for the State Bar of California, Neighborhood Funders Group, and Association of Black Foundation Executives.

Tess Wilson is the Community Engagement Coordinator for the Network of the National Library of Medicine, Middle Atlantic Region. She currently serves as the YALSAblog Member Manager, a privacy advocate with Library Freedom Project, and is a co-author of the book /All Ages Welcome: Recruiting and Retaining Younger Generations for Library Boards, Friends Groups, and Foundations. She earned her MFA in Creative Writing from Chatham University and her MLIS from the University of Pittsburgh.



Lauren Wittek is an assistant professor and the user experience and assessment librarian at Central Washington University's James E. Brooks Library. Lauren has worked in academic libraries for about four years and enjoys finding ways to make library resource more accessible to all.

Patricia "Patty" Wong is City Librarian for the Santa Monica Public Library, in service since March 2017. In her 35-year career, Patty has held positions throughout CA at Yolo County Library, Stockton-San Joaquin County Public Library, Oakland Public Library and Berkeley Public Library, and Oakland Unified School District. Patty is very active with the various ethnic professional library associations, and the American Library Association, where she has served in several voluntary governance positions, and is currently ALA President-Elect. She is a Library Journal Mover and Shaker, recipient of the ALA Equality Award (2012), Faculty of the Year, and Woman of the Year in her voting district. In addition, she is also adjunct faculty for the iSchool at San Jose State University since 2004.





Presentation Descriptions

Day 1:

The 4 I's of Oppression - Celesté Martinez, Celestial Alegria, LLC

Description:

Oppression can show up in many ways. The purpose of this session is to provide a shared framework of what oppression is and how it appears in four common levels. This session will also include relevant examples, so we can use this as an ongoing tool to further Diversity Equity and Inclusion across the Pacific Library Partnership.

Slides available? : Yes

Diversity and Language - Stacy Collins, Simmons University

Our institutional language, when left unexamined and uninterrogated, becomes a tool of the status quo and undermines our efforts to even name the extent of our problems. This talk will discuss the role of language in the LIS field's decades-old stagnation with regard to equity and diversity, and will offer some ways to reframe our use of language as we continue to push for progress.

Slides available? : No

Advancing Workplace Racial Equity & Inclusion: Findings from a National Scan of Libraries – Ozy Aloziem, Denver Public Library

Description:

In 2019, Denver Public Library (DPL) received a grant from the Institute of Museum and Library Services to conduct a comprehensive research/assessment project using an equity framework to better understand effective strategies to reshape its workforce so it reflects the diversity of the community. Ultimately, the goal of Building a Pipeline of Community Connection project is to determine practical, effective models that libraries can implement to ensure that people from populations historically underrepresented in librarianship can join and grow in the field, with a supportive, inclusive institutional culture. This work is urgently needed, as the librarianship field has failed to equitably reflect the nation's increasing diversity and promote a truly racially inclusive institutional culture. This session will feature a preliminary summary of findings with recommendations and immediately actionable steps that libraries can take to advance racial equity & inclusion in the workplace.

Slides available? : No



Special Performance by Coco Buttah, introduced by Elaine Tai

Description:

The drag scene adapted quickly to virtual environments, featuring amazing editing and a way to stay connected to audiences. With their performances we see beautiful representation and pieces surrounding identity, as well as just a good time!

Slides available? : No

California CREI Initiative - Patty Wong, Santa Monica Public Library; Chantel Walker, Marin County Free Library

Description:

The Cultivating Race Equity & Inclusion Initiative launched in 2019, funded by the California State Library with LSTA funds. Patty and Chantel will discuss various aspects of the work done in Year 1, and what's to come.

Slides available? : Yes

Day 2:

Library values in "The New Normal" – Tess Wilson, Library Freedom Project

Description:

In the era of a global pandemic, uprisings for Black lives, a growing funding crisis in libraries, and increasing threats to democracy and civil liberties, how can we defend the values of librarianship and adapt to the changing times? How do we live our professional values in "The New Normal" without resorting to normalization? Tess Wilson of the Library Freedom Project, will talk about the future of libraries in dark times and how we can stand up for our values of intellectual freedom, privacy, democracy, and social responsibility.

Slides available? : Yes

Lightning Talk

Community Engagement in the New Normal: Book to Action & Literacy Programs - Liz Romero, Orange County Public Library

Description:

Libraries are known for adapting to their everchanging environments. Though current social distancing practices do not allow for in-person library programming, libraries have continued to find ways to serve

the community in creative ways. OC Public Libraries' Literacy program, OC READ, has employed various strategies to sustain community engagement in not only their literacy program, but also in their recently completed 2020 Book to Action program series.

Slides available? : Yes

Lightning Talk

Stories From Your Community: A Virtual Community Storytime from the Redwood City Public Library – Pam Evans, Redwood City Public Library

Description:

From the early days of shelter-in-place, Redwood City Public Library's Youth Services team worked to maintain continuity with their families by providing a variety of virtual storytime programs. The team soon realized that rather than being restricted to the library building stories could be filmed at any time and in a variety of locations. This paved the way for Stories From Your Community, a weekly series that welcomes community partners to read stories and discuss their work all over the community--in train depots, fire stations, shipping ports, cultural centers, parks, and more.

Slides available? : No

Advocacy in COVID Times using the Es of Libraries - Alan Fishel, Arent Fox; Skip Dye, Penguin Random House; & Paula Miller, Baltimore County Library

Description: With work through United for Libraries, the group will discuss the reality-perception gap and advocating using the E's of Libraries during the period of COVID.

Slides available? : Yes

Update from the REALM project: RE-opening Archives, Libraries, and Museums - Sharon Streams, OCLC; Carol Frost, Pacific Library Partnership & Peninsula Library System

Description:

The REopening Archives, Libraries, and Museums (REALM) project is drawing upon authoritative scientific research and Battelle laboratory testing to produce, widely disseminate, and periodically update evidence-based information that can inform operational considerations for reducing the risk of transmission of SARS-CoV-2 (the virus that causes COVID-19) through libraries, archives, and museums (LAMs) to their staff and visitors. Join this session for an update on what is currently known and unknown about the virus, the results of REALM testing thus far, and how to incorporate the information into your local decision making.

Slides available? : Yes

Accessible Online Event Planning - Rachel Fager, Saint Joseph's University; Lauren Wittek, Central Washington University

Description:

This presentation will discuss accessibility concerns and best practices for connecting with patrons in a virtual environment. The presenters will specifically address social media, planning events, executing events, and post-event accessibility considerations.

Slides available? : Yes

Lightning Talk

Look How Fast They Zoomed! - Stacy Lein, South San Francisco Library

Description:

When two weeks sheltering in place turned to four, to six and longer, we quickly identified which of our programs could easily transition to a virtual live program. Just as quickly as we transitioned, our patrons jumped on board for the ride. Learn how experimenting with platforms and marketing strategies brought virtual programming into the homes of our patrons.

Slides available? : Yes

Lightning Talk

LAPL Hollywood: Safer at Home! - Angi Brzycki, Los Angeles Public Library

Description:

Angi Brzycki shares some of the virtual programs she's had since LAPL closed to the public.

Slides available? : Yes

Celestial Alegria



4 I's of Oppression
Wednesday, October 9:30-10:15am
Agenda

9:15 (5) Introduction

9:20 (10) Definitions- Power, Privilege & Oppression

9:30 (5) Individual Reflection

9:35 (5) Definitions- Race, Racism

9:40 (5) Individual Reflection

9:45 (10) 4 I's of Oppression

9:55 (10) Q & A

10:05 (5) Closing

10:15 End

Racial Equity Definitions

Power¹ ability to act or produce an effect.

Power Over² -possession of control, authority, or influence over others

Privilege³ - a right or immunity granted as a particular benefit, advantage or favor.

Oppression - unjust or cruel exercise of authority or power⁴, where the exercise of power causes dehumanization that creates division between people and does not allow for people to experience the fullness of freedom or dignity.⁵

Reflection Questions

Power

- What do you think of when you hear the word power?
- How is your reaction to the word “power” similar or different to the definition of power over?
- Do you have an experience with power over? If yes, what happened and how did this affect you?

Privilege

- What is your reaction to the definition of privilege?
- What kinds of privileges do you have in your life?

Oppression

- What is your reaction to the definition of oppression?
- What kinds of oppression have you experienced or are you seeing your community face right now?

Concluding Reflection

- How do you see power, privilege and oppression showing up in the library you work for?

¹ One of the direct definitions of power from the Merriam Webster Dictionary

² One of the direct definitions of power from the Merriam Webster Dictionary

³ Direct definition from the Merriam Webster Dictionary

⁴ Direct definition from the Merriam Webster Dictionary

⁵ Informed by Paulo Friere “Pedagogy of the Oppressed”

Racial Equity Definitions

Race⁶ - a false classification of people based on their ethnicity, skin color and culture and how those characteristics are in proximity to what is considered White. This was created by Europeans, specifically the Spanish, during the height of Colonialism to reinforce power and privilege of White people over all other people.

Racism⁷ - is a belief system from racial prejudice and power over.

Reflection Questions

Race

- What is your reaction to the definition of race?
- What is something you are learning from this definition of race?
- What is something you are curious about from the examples of how race was defined?

Racism

- What is similar or different from your understanding of racism to the definition presented today?
- How do you see the definition of racism impacting you, your family or community?
- How do you see this definition of racism playing out in your work at the library?

⁶ Informed by The People's Institute for Survival and Beyond training on "Undoing Racism"

⁷ Informed by The People's Institute for Survival and Beyond training on "Undoing Racism"

4 I's of Oppression

1. **Ideological** - the belief or set of beliefs that are used to create a system of inequity where people with particular identities have power and others have less or none at all.
2. **Institutional** - an organization or system of organizations that reinforce or maintain an ideology or set of ideologies.
3. **Interpersonal** - interactions between two or more people that reinforces or maintains an ideology or set of ideologies.
4. **Internalized** - how an ideology or set of ideologies informs our worldview and beliefs, which ultimately affects our relationship with our self and all other people.

Personal Activity

Start with the I that draws your attention and then answer the other sections. Take time to reflect and answer the following questions related to yourself and your library. The importance of this exercise is to see how all 4 I's are interacting when discussing oppression.

Ideology

- What beliefs do you have about race and racism?
- Who taught these beliefs to you?
- Where do you see them now?

Institutions

- How are you racially perceived by institutions (workplace, schools, hospital, police, government, etc.)?
- How are you treated by institutions based on how you are racially perceived?
- What policies or tenants are core to your library that may be impacted by race and racism ideology?

Interpersonal

- How do your beliefs about race and racism impact your relationship with others?
- How do these beliefs impact your interactions with patrons and/or fellow staff?
- Share about a time where a belief about race/racism was reinforced by a personal experience.

Internalized

- How do your beliefs about race and racism affect your relationship with yourself?

Advocacy in COVID Times with The E's of Libraries®

ALAN FISHEL

SKIP DYE

PAULA MILLER

- ▶ The Future of Libraries 2020
Pacific Library Partnership



The E's of Libraries

Education

Employment

Entrepreneurship

Empowerment

Engagement

With Respect to Libraries, What is the Reality-Perception Gap?

The Reality- Perception Gap

On a scale from Essential, to Nice-to-Have, to Obsolete

Reality: Libraries are Essential in numerous ways -- including with respect to the key roles they play regarding Education, Employment, Entrepreneurship, Empowerment, and Engagement

Perception: While some people recognize that libraries are Essential, many other people believe that libraries are just Nice-to-Have, and still others believe that libraries are Obsolete

The Reality-Perception Gap

Why Does it Matter that there is a Reality-Perception Gap?

- ▶ Many people who could significantly help libraries obtain the resources or partnerships they need are not willing to do so because they don't realize that libraries are Essential, and do not know all, or even most, of the main activities in which libraries engage

Why Does the Reality-Perception Gap Exist?

The Reality-Perception Gap Exists for Two Main Reasons:

- ▶ Past Perceptions of Libraries that Still Linger
- ▶ Libraries Do Not Have One Dominant Activity

Past Perception Hurdle

Many people view libraries based on their past perceptions - they believe libraries are a good place to go to borrow books, but believe they are now largely outdated.

Other people view libraries as primarily providers of information, but think that any information you need can be found online.

Lack of One Dominant Activity Hurdle

- ▶ Libraries do many great things; they do not, however, have one dominant specific function.
- ▶ Most entities that are viewed as essential have one dominant activity (e.g., schools educate and hospitals heal).

Effectively Addressing the Hurdles

- ▶ Libraries must utilize messaging that effectively addresses the hurdles in order to eliminate the Reality-Perception Gap
- ▶ Messaging that does not effectively address the hurdles can still have value for internal distribution (it can make those in the library community feel good about what they do). But given such messaging does not effectively address the hurdles, it will never have the desired external impact as it will not change the mindset of many people outside of the library community who view libraries as either Nice-to-Have or Obsolete

REMEMBER:
If you advocate in a way that is very persuasive in your mind, but not in theirs.....

► IT WILL NOT WORK

A Secret to Successful Advocacy:

Don't tell them what you want to say.

Tell them what they need to know.

▶ **Addressing the Past Perception Hurdle:** Once people become familiar -- in a persuasive (to them), memorable, and organized way -- with the categories of activities in which libraries are involved, which categories virtually everyone agrees are connected to Essential matters, the public perception will change

▶ **Addressing the Lack of One Dominant Activity Hurdle:** The E's of Libraries takes what can be a negative in terms of messaging (i.e., the jack of all trades concept), and turns it into a positive

How The E's of Libraries Addresses the Hurdles

The E's of Libraries

 Education

 Employment

 Entrepreneurship

 Empowerment

 Engagement

Education

Early Childhood Learning

▶ Reading to Children • Helping children learn how to socialize with others • Providing learning strategies for parents to use at home

K-12 Education

▶ Homework support • Supplementing school curriculum with technology, active learning, and experiences • Fighting the “summer slide” or this year the even longer “pandemic slide”

Adult Education

▶ Adult reading/literacy classes • High school diploma equivalency courses/GED • Supporting college/community college education

Employment

Self-Evaluation

▶ Helping patrons understand what skills they have • Helping patrons understand what skills they need • Helping patrons understand how to go about obtaining those skills

Skill-Building

▶ Free classes and educational programs • Access to online training and expert guidance • Collection/materials

Finding and Landing the Job

▶ Resume preparation support • Job search resources/job fairs • Application completion support/interview training programs

Entrepreneurship

Area of Interest Exploration

▶ Access to online content and databases and expert guidance • Collections/materials • Business training programs

Facilitating Connections

▶ Identifying social networks and peer-groups • Social media training • Connecting with applicable government officials and regulators

Identifying Resources for Funding and Growing Your Business

▶ Assistance drafting business/marketing plans • Identifying potential venture capitalists and private investors • Identifying potential government/public funding sources/grant opportunities

Empowerment

- Financial, Technology, and Health Literacy**
 - ▶ Basic budgeting classes and free tax preparation • Computer coding classes • Free child screenings & telehealth counseling
- Civic and Legal Literacy**
 - ▶ eGovernment access/community information • Voter resources • Legal aid workshops
- Support for Underserved Populations**
 - ▶ English language learning classes • Services for veterans • Book delivery for homebound, meal programs for children/seniors

Engagement

- Learning**
 - ▶ Cooking, sewing, dance, exercise, art, writing, and life skills classes • Makerspaces and STEM centers • Educational competitions, human libraries
- Social**
 - ▶ Book clubs, author visits, and book club kits • Meeting/venue for celebrations, performances, and networking • Social services hub (housing, mental health, welfare)
- Community**
 - ▶ Town Halls, candidate forums, debates, voting and ballot dropoff locations • Festivals and cultural events • Outreach to community to help define needs/gaps

Using The E's of Libraries Internal Advantages

▶ Common Language

This messaging allows both people in the library community, and those supporting the library community, to use a common language to discuss the specific areas in which libraries engage

▶ Easy

The organization embedded in this messaging makes it much easier for the library community, and those supporting the library community, to successfully engage in, and have confidence in their ability to successfully engage in, advocacy on behalf of libraries

Using The E's of Libraries External Advantages

- ▶ **Understandable** - This messaging consists of terms that are very familiar and understandable to both people in the library community AND people outside of the library community
- ▶ **Supportable** - This messaging focuses on the types of activities that funders and prospective business partners want to support
- ▶ **Essential** - The categories of activities that comprise The E's of Libraries are generally viewed as Essential, and not Nice-to-Have or Obsolete
- ▶ **Memorable** - This messaging helps people outside of the library community learn what libraries do in a way that they are far more likely to remember

Tailoring the Message at a Meeting or Presentation

- ▶ No need to use all of The E's: Use only the E's that are relevant to that meeting or presentation.
- ▶ With respect to The E's that are relevant to that meeting or presentation, there is no need to use all of the categories or subcategories of those E's: Use only the categories and subcategories that are needed at that meeting or presentation
- ▶ Example: If you are meeting with, or presenting to, a group that cares only about K-12 education, you will likely only discuss the E of Education and the subcategory involving K-12
- ▶ Cautionary Note: Be ready to discuss any other E's, categories, or subcategories that are potentially relevant to your meeting or presentation, so if the audience surprises you and is interested in those, you are ready.

Flexibility with The E's

If The E's that best fit your library include others not listed above, or do not include some of the ones listed above:

Change the list for your library.
Add to the list, subtract from it, or both.

Flexibility with The E's

Some other possible E's:

- Enrichment
- Exploration
- Economy (for example, some libraries have used this instead of Employment and Entrepreneurship)

You can also use The E's to discuss other benefits relating to libraries, including:

- Equity (what libraries help create)
- Expertise (what librarians and staff provide)
- Ease (accessibility of the library)
- Everyone (who libraries serve)
- Everywhere (where libraries are)

Where The E's of Libraries Has Been Used...

Libraries are Essential



"My E is education." The Brownwood Library offers a variety of educational resources, including books, study guides and practice tests, and more. The library also provides programs for children and adults to support their educational goals.

"My E is employment."

The Brownwood Library tools to help advance local business and employees to advance their skills. We offer online courses and practice tests to a variety of audiences, including students, parents, teachers, librarians, postal workers, barbers, sewing, veterinary assistants and more. For business issues, we offer business tools such as ReferenceUSA, a powerful tool which allows businesses to search for potential clients, partners, subcontractors, and consumers.

"My E is entrepreneurship."

Brownwood Library offers many resources for entrepreneurs, including our Small Business Reference Center, with tools like grant writing, marketing, and business plans. Details on how to start a business, write a business plan, and more.

"My E is engagement."

Library staff see hundreds of people every week. They see friends who are community members or how to expand their own programs and services.

"My E is empowerment."

The resources provided by the Brownwood Library give our community the resources they need to lead a healthy lifestyle, make connections and be more self-reliant.



"My Library is Essential."

Brownwood (Texas) Public Library incorporated the "My E is..." message in materials about the library.

It Has Worked!

INNOVATION and PARTNERSHIPS: Collective Impact

The Library leverages partnerships with County and State agencies, nonprofits and businesses in order to extend the reach of library services and resources. Collaborative programming allows for innovative ideas to reach wider audiences; cross-promotion ensures greater return on investment, and greater access to resources means more opportunities for Baltimore County residents.

EDUCATION

- All 115,000 BCPL students now have automatic Student Accounts with BCPL. These accounts can be used to check out materials, utilize research databases, and, best of all, do not accrue fees; eliminating a barrier to access.
- More than 50,000 children participate in the Summer Reading program each year, which provides fun and accessible learning opportunities for children to continue reading and learning throughout the summer, keeping children better prepared for school and life.
- Librarians from the Parkville Branch maintain a close relationship with the Hickory School, providing regular book donations and use of the youth detention center. In support of this program, BCPL has won funding through an ALA Great Grants grant.
- Partnership with Towson University has enabled a variety of collaborative programs, including professors speaking at programs. BC Reads events hosted on the TU Campus and book discussions in support of TU grant projects.

Baltimore County (Md.)
Public Library

ECONOMY

- The Wilson & Lerner C. Fostering Economic Development and Community Training for Labor and Commerce
- The Maryland Small Business Development Center, Maryland Department of Economic Administration and CASH Campaign for Maryland have joined forces to provide free, no-cost business development and assistance to existing and new small business owners.
- Libraries assist customers daily with online job applications, learning new job skills and answering questions.
- CASH Campaign of Maryland will provide grants to eligible Maryland libraries for preparation for low-income customers. CASH will provide a matching grant for each library that applies for a grant to provide a part or full scholarship for basic English and PEL.

EQUITY

- Libraries facilitate and offer cultural and educational programs for all ages and abilities, and many items and services were set up in TTY/T
- Maryland Legal Aid provides free, no-cost legal assistance with civil matters at its offices in Annapolis, Baltimore, Beltsville, Greenbelt, Rockville, and Takoma Park.
- A grant from the Maryland State Library Commission and the Maryland Book Campaign serve as the base libraries for the Maryland Bookmobile. The mobile library is a partnership between the Maryland State Library Commission and the Maryland Department of Education and the Maryland Department of Transportation.
- Braille public programs bring participants together with local authors, artists, actors, musicians, and performers. The Maryland State Library Commission and the Maryland Department of Education provide a space for conversation and thought-provoking discussion.
- Events, including Google Hangouts, are held to make technology accessible to all Baltimore County residents.

ENGAGEMENT

- Libraries provide a variety of programs and services to engage the community. The Maryland State Library Commission and the Maryland Department of Education provide a space for conversation and thought-provoking discussion.
- Hold-in Art, the annual ABC Books program, promotes reading and art.
- Baltimore County Health and Human Services' Office of Aging and Adult Care, in collaboration with Baltimore County, provide a variety of services to seniors, including meals, grocery delivery, home health aide services, and Little Free Libraries.
- The Library provides book clubs, story times, and other programs for children and adults.

Maryland Public Libraries In a Year*

56,980,321
items were checked out

26,089,863
people visited Maryland Public Libraries

5,604,327
people used Internet at library computers

3,630,368
registered library card holders

2,393,632
people attended library programs

8,234,905
questions answered by library staff

15,122,526
people used Wi-Fi in Maryland libraries

16,049,911
total items available for borrowing

Maryland libraries make a difference in EDUCATION



Carroll County Public Library
Library staff work with the community by offering a variety of educational and reading needs through our hands-on education programs such as Storytime.



Northern Middle School Library, Garrett County
Students receive one-on-one attention and encouragement through opportunities such as CUBS programs, ELL leagues, and teacher reading.

*Source: FY17 Maryland State Library

Maryland libraries are about ENGAGEMENT



Anne Arundel County Public Library
Local government and library staff change dress the season of local government and their libraries can affect change through civic engagement.



Harford County Public Library
School-based programs and communities through arts of literature.



Anne Arundel County Public Library
Thousands of visitors after local fire departments dropped off books for home equity lending, and creating the knowledge at no cost.



Anne Arundel County Public Library
The library has more functions than just the events of many different people. It's a community.

Maryland libraries are for EVERYONE

"As the director of the Tillamook (Ore.) Public Library, I was probably one of the first people to test The E's for publicity purposes... I used The E's in my talks to my local commissioners, on TV, to local organizations, and to library boards... It was great PR because I could change it to make it specific to my library if needed, or keep the E's on a broad level to talk about libraries in general."

-Sara Charlton, Former director, Tillamook County Library, Oregon

How Can We Use The E's of Libraries right now?

- ▶ Use The E's of Libraries in communications to the public/ elected officials about what your library is providing during closure/limited hours.
 - Education=eBook access
 - Employment=phone support to job seekers
 - Entrepreneurship=database/training access
 - Engagement=virtual programs
 - Empowerment=voter/Census outreach
- ▶ The E's can provide a simple framework for you to stay in touch with your Board of Trustees and/or Friends of the Library.
- ▶ The E's can be used in fundraising appeals.
- ▶ Spotlight all your staff is doing by asking them to share their "E" on social media/e-newsletters.
- ▶ Use this time to develop a plan to implement The E's of Libraries.

Case Study: The Friends of the Saint Paul (Minn.) Public Library

2020 Advocacy

▶ EMPOWERMENT

Talk about, and invest in, the LIBRARY when you WORK TO DISMANTLE SYSTEMIC RACISM. The Library offers Resources on Race, programming, and high-demand titles specifically to address racial equity and anti-racism. Library staff reflect the City they serve. Community Cultural Liaisons provide essential community services that are created by, for, and with Saint Paul's immigrants and refugees.

▶ EDUCATION

Talk about, and invest in, the LIBRARY when you work with our schools to CLOSE THE GAP around EDUCATIONAL OUTCOMES. More than ever, the Library Go library card is an essential digital resource for students, families, and teachers. Homework Centers, Reading Together programs, summer learning, maker spaces, pre-K family programs, and educational programs in multiple languages serve children and families in our neighborhoods and in the languages spoken in our homes.

Case Study: The Friends of the Saint Paul (Minn.) Public Library

2020 Advocacy

▶ EQUITY

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▶ EMPLOYMENT

Talk about, and invest in, the LIBRARY when you REBUILD THE WORKFORCE for a BROKEN ECONOMY. The Ramsey County-SPPL Community CARES Career Labs are the most recent addition to the Library's extensive array of programs and support for job-seekers. For decades, the Library has been a trusted resource for residents who seek space, services and staff to help them prepare resumes, learn new skills, apply for jobs, and navigate a technology-rich economy. The Library will be critical in helping get Saint Paul back to work.

Case Study: The Friends of the Saint Paul (Minn.) Public Library

2020 Advocacy

▶ ENGAGEMENT

Talk about, and invest in, the LIBRARY when you ENCOURAGE SOCIAL CONNECTION with neighbors and with strangers. Author and sociologist Eric Klinenberg implores us to talk about 'physical distancing' rather than 'social distancing' because social connection is more vital than ever. The Library's radical reinvention in response to COVID has brought people together for online storytimes, book clubs, concerts, and workshops – vitally important services to battle social isolation.

▶ EMPATHY

Talk about, and invest in, the LIBRARY when you RETHINK CITY-WIDE PUBLIC SAFETY. The Library's social worker, trauma-informed environments, out-of-school and summer learning programs for children and teens create safe, welcoming, and supportive space in 13 unique neighborhoods throughout Saint Paul. Community-first public safety succeeds when people from all walks of life come together in community.

Exercise: The Reality- Perception Gap

What are some common
misperceptions you hear
or read about your
library?

What are some of the
positive things you hear
or read about your
library from community
members and/or
stakeholders?

What are your library's
3-5 dominant activities?

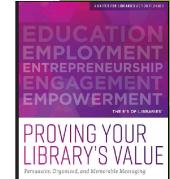
Proving Your Library's Value: Persuasive,
Organized, and Memorable Messaging

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