

New Millennium Libraries: the community's place!



East 38th Street Branch
Shanika Heyward and Tiffani Carter



Purpose Statement



❧ **New millennium libraries: The community's place!**

"As libraries continue to transform from merely spaces that store information and link users to resources, the efforts to engage patrons through outreach services has created unique opportunities to maximize partnerships through "*Space Sharing*".

Participants will learn how to transform their libraries into the community's place!!



Reflection from the Past



✧ We are still far from the day when students, researchers, and teachers can access entire research collections from their desktops. Nonetheless, a wealth of high-quality material is now accessible electronically. What does this revolutionary change mean for the creation and design of library space? What is the role of a library when it no longer needs to be a warehouse of books and when users can obtain information without setting foot in its doors? Few libraries have failed to consider these questions – whether they serve their collections electronically or physically, whether they serve the general public or more specialized academic users (Smith, 2005).

Kathlin Smith
Director of Communications
Council on Library and Information Resources



New Millennium Outreach Expectations

- ❧ Almost (75%) of Americans think it is “very important” for public libraries to provide programs and classes for children and teens.
- ❧ 21% consider these programs “somewhat important,”
- ❧ 2% say they are “not too important”
- ❧ 2% say they are “not at all important.”
- ❧ Some 92% of Hispanics and 86% of blacks consider these classes to be “very important” to the community, making them significantly more than whites (68%) to say this.



Equity of Access Issues for People of Color



- ❧ Providing collections and programs which accurately and authentically reflect the cultural perspectives of communities of color.
- ❧ Promoting library services through the communication channels and community events organized by people of color.
- ❧ Developing and providing services which address the unique needs of people of color.
- ❧ Investing in recruitment strategies that build a diverse staff so that all people see themselves represented in the administration, management, and delivery of library services.



What is Outreach?



The goal of Outreach Services is to bring the library to the nontraditional or underserved patron through programs and services. We bring the library experience and resources to the community.



Outreach Skills



- ❧ No **"I"** in TEAM
- ❧ Patience/Passion
- ❧ Strong communication
- ❧ Collaboration skills
- ❧ Passion for helping "all" people
- ❧ Desire to help reach new groups
- ❧ Work with various organizations
- ❧ Must be honest of ways to improve your service
- ❧ Must be comfortable multi-tasking since often the demand is greater than the time or staff available
- ❧ Organization is key!

Teamwork divides the task and multiplies the success.

~Author Unknown



Active



Why should you get involved with your community?

- Know the needs of your community
- Know what your patron's interests are
- Build relationships/rapport
- Establish partnerships
- To let the community know what we have available/have to offer



Networking



❧ How can you get to know your community?

- a) attend meetings
- b) attend community events
- c) serve on a board (Chair/ Co-chair)
- d) volunteer
- e) business cards



Relationship



How to involve people?

ASK!



Strategic Partnerships



- a) be clear about your goals
- b) create partnership goals
- c) develop action plan for partnership goals
- d) articulate resources needed
- e) articulate roles and responsibilities for partners
- f) acknowledge partners' hard work
- g) revise, renew, or end partnership
- h) etc...

E38's Program Partner Form



E38's PROGRAM PARTNER FORM	
PARTNER NAME: _____ David Smith _____	TITLE: _____ Adult Education Teacher _____
PROGRAM, PROJECT, AND EVENT DETAILS	
Program Name: _____ Washington Township GED/TASC Classes _____ Today's Date: _____ 3 / 31 / 2015 _____	
Description of Program, Project, or Event: _____ Adults are invited to register for free GED/TASC classes which continue each Monday through Thursday until June 30. _____	
Program, Project, or Event (Date(s)/Time(s)): _____ Monday – Thursday 10am – 1pm _____	
Goals/Outcomes: _____ Students will learn new skills: obtain GED; eligible for jobs that require GED or diploma. _____	
PARTNER DETAILS	
Organization name: _____ Washington Township _____	
Address: _____ 1234 Success Way _____	
Email: _____ dsmith@wt.edu _____	
Phone: _____ 777-777 _____ Fax: _____ 888-8888 _____	
PARTNER RESPONSIBILITIES	COMPLETION DATE or TIME FRAME
1. Provide teacher	
2. Teacher assistant	
3. Job coach	
4. Class materials, text books, copy machine	
LIBRARY RESPONSIBILITIES	COMPLETION DATE or TIME FRAME
1. Provide space	
2.	
3.	
4.	
PROGRAM DURATION	
Start date: _____ End date: _____ OR _____ Ongoing (WHY: _____)	





Your Library's Future



Emerging technology, shifting demographics and a new cultural landscape have irrevocably steered The Indianapolis Public Library toward a new model of service that will more adeptly meet evolving patron needs and position the Library as an integral community institution.

What was BIRTHED? IMCPL's Strategic Plan 2015-2020



IMCPL's Mission & Vision



∞ **Mission:** The Indianapolis Public Library enriches lives and builds communities through lifelong learning.

∞ **Vision:** To be a center of knowledge, community life and innovation for Indianapolis



IMCPL's Strategic Plan 2015-2020



Business is no longer as usual!

Major Goals:

#1 - Enrich Indianapolis' desire for personal growth and learning.

#2 - Strengthen Indianapolis neighborhoods and businesses.

#3 - Act as agents of innovation in the Indianapolis community.

#4 - Maximize accessibility to the Library and its services.



Reflection towards the Future



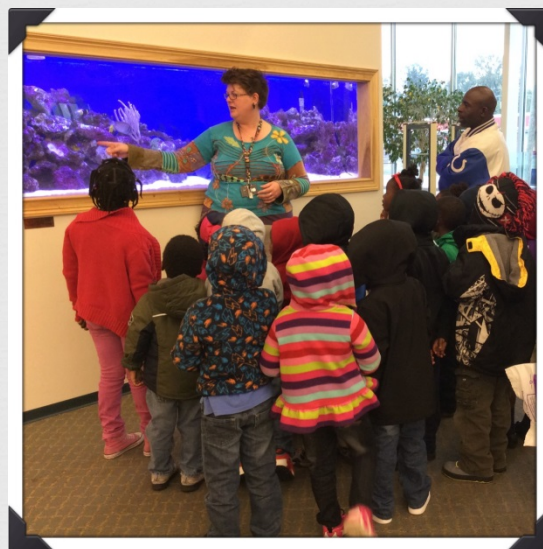
Edmonton Public Library

2014 Gale/Library Journal Library of the Year Award

Every branch has a community librarian who stays out of the building to connect and consult with customers to understand community needs, identify and eliminate barriers to service, and set the direction of library services and policies. They maintain high visibility, growing relationships with agencies, individuals, and organizations in order to plan meaningful, timely responses and evaluate outcomes. (Berry, 2014)

“Rather than being receptive and just waiting for people to come through our doors, we decided to go out to them. You would be amazed at how many people had no idea what a public library was and what a public library could provide.” – Linda Cook, CEO Edmonton Public Library

The STEM Connection



∞ Librarians are putting the “science” back in library science and helping support STEM learning.”



Senior Technology Classes



E38 branch hosts a community center's seniors, providing them with basic computer courses.

Youth Art Series



E38 encourages entrepreneurship in city youth!!

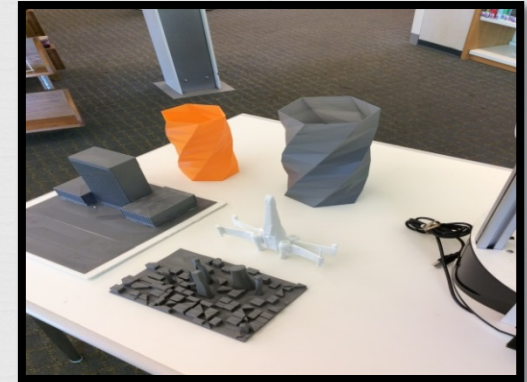
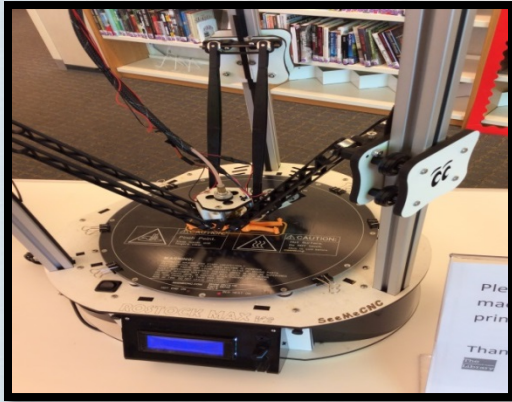
Urban Author's Fair



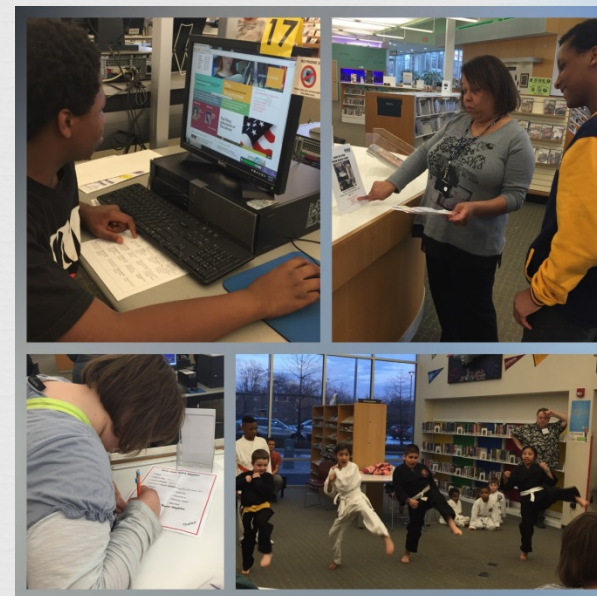
E38 supports local and national novelist by hosting an annual community Author's Fair!!



3D Printing- Design Bank



Teen Night Out



E38 provides a safe place for teens during their spring break!!

Breakfast with a Cop



*E38 supports
IMPD in
improving
community
relations with
local patrons!*





Final Reflections



- ❧ How much does your community know about what you have to offer?
- ❧ Are you effectively connecting your patrons to the information and resources they need?
- ❧ Do you have impactful strategic partnerships?

You ARE a walking resource!

Contact Information



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References



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- ❧ **Younger Americans' Library Habits and Expectations (Pew Internet Libraries RSS)**
<http://libraries.pewinternet.org/2013/06/25/younger-americans-library-services/>
- ❧ **Outreach Resources for Services to People of Color**
<http://www.ala.org/advocacy/diversity/outreachtunderservedpopulations/servicespeople>
- ❧ **2014 Gale/LJ Library of the Year: Edmonton Public Library, Transformed by Teamwork (Library Journal)**
- ❧ <http://lj.libraryjournal.com/2014/06/awards/2014-galelj-library-of-the-year-edmonton-public-library-transformed-by-teamwork/>

*In order by slide appearance.