

ENGAGED LIBRARIES: ASK WHAT YOU CAN DO FOR AND WITH YOUR COMMUNITY

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Public Library Director Boot Camp
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“ALA started the Libraries Transforming Communities initiative because we believe that *librarians’ role as core community leaders and change agents* is vital to the success of libraries and the communities that support them.”

Barbara Stripling, Past ALA President, in letter to Libraries Transforming Communities Public Innovators Cohort – May 2014

“The time has come for a new vision of public libraries in the United States. Communities need public libraries—more people are visiting them and using their services, materials and programs than ever before—but *communities’ needs continue to change*”

Foreward from “Rising to the Challenge: Re-Envisioning Public Libraries”, The Aspen Institute

turn outward {verb}

1. The act of seeing and hearing those in the community and acting with intentionality to create change;
2. A reorientation toward the public; a posture;
3. A framework for making choices about public life.

Community Aspirations

ALA Libraries Transforming Communities & the Harwood Institute

- ASK Exercise
- Aspirations Exercise
- Turn Outward Quiz
- Community Conversation



["A Step-by-Step Guide to 'Turning Outward' to Your Community"](#)

This free 88-page workbook contains 15 tools broken into four easy-to-follow steps:

First 30 Days: Getting Started

30 - 60 Days: Going into the Community

60 - 90 Days: Sharing What You Learn

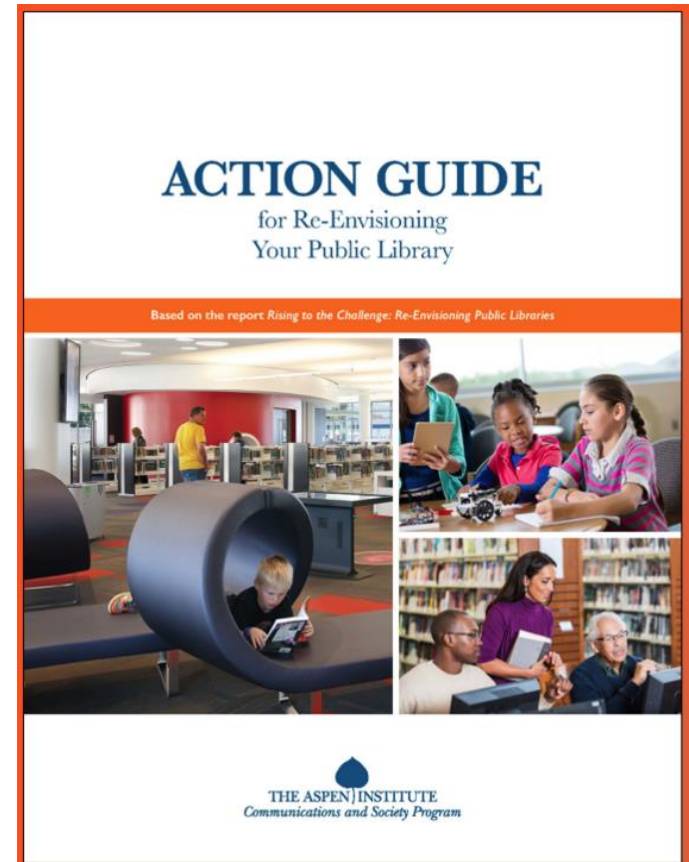
90 Days and Beyond: Taking Action

*Rising to the Challenge:
Re-Envisioning Public Libraries* aka *The Aspen Report*

The *Aspen* “*Action Guide* for Re-envisioning Your Public Library”

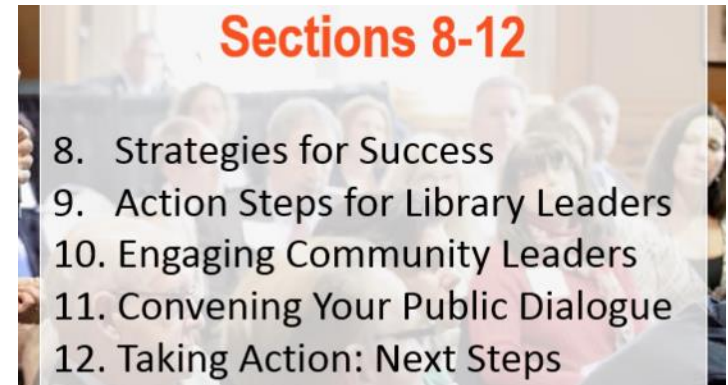
Three key assets build the library’s value proposition in the community

- People
- Place
- Platform



Aspen Action Guide External Assessment

- Strategies for Success
 - Align library with community goals
 - Provide access to content in all formats
 - Ensure long-term sustainability of public libraries
 - Cultivate leadership
- 15 Action Steps for Leaders
 - Define scope of programs and services
 - Partner with local organizations
 - Deploy existing resources in new way
- Community Leaders
- Public Dialog
 - Invite citizens and leaders (sample invitations)
 - Convene and facilitate aspirational discussion (sample questions)
- Next Steps
 - Report results (sample press release)
 - Form a committee or work group



Resources

- [ALA's Libraries Transforming Communities](#)
- View a free, 60-minute webinar about how three libraries are using the "turning outward" approach: ["Go Out & Play: Community Engagement through Turning Outward"](#)
- ["A Step-by-Step Guide to 'Turning Outward' to Your Community"](#) pdf
- [Aspen Institute Dialogue on Public Libraries](#)
- [Rising to the Challenge: Re-Envisioning Public Libraries \(Aspen Report\)](#) pdf

THANK YOU!

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