

# Director's Retreat

Thursday, October 5, 2017

8:30AM-3:30PM

Tribute Golf Course and Bunkers Bar & Grill

1001 Golf Club Road, Wausau, WI 54403

6.5 CEUs for the day



## TABLE ONE: Taking Care of Your Community

Library directors will embrace both their personal strengths and their library's unique value as a foundation for making community connections, strengthening existing partnerships and identifying new areas for potential collaboration.

### Learning Objectives

- Become familiar with "nutshell speeches" as a communication tool to spark conversations connecting library value to individuals, informal interest groups, and non-profits.
- Identify ways to bring your library and community stakeholders together.
- Identify ways to improve collaboration among non-profits within your community.

### Questions for Discussion

- Complete this thought: "I am an expert at \_\_\_\_\_"
- Why is your library important to your community?
- How is your library currently nurturing community engagement and collaborative partnerships?
- Have any of your library's collaborative partnerships grown uncomfortable? How do you know when a partnership should end?
- What collaborative community partnerships would you like to pursue?

## BIBLIOGRAPHY

### Building Library Support

#### [30 Ways in 30 Days; a Month of Entry Points for Living and Loving Advocacy](#)

Try Everyday Advocacy risk-free for thirty days. You'll broaden your understanding of what it means to learn, share, and make a difference in your library community. You'll see real results – strengthened relationships with colleagues and community partners; improved communication about the value and importance of strong youth services; and increased self-confidence in taking your next steps with ease.

#### [Fundraising for the Future](#)

Fundraising isn't just a bonus; it's absolutely essential to the continuation of beloved services. This column explores three ways to invest in development that meets your library's unique needs.

#### [Public Library Advocacy; An Evidence-Based Perspective on Sustainable Funding](#)

Discussions about flat or declining funding have become the "new normal" in public libraries. Building strong relationships with funding decision-makers and other related tactics of interpersonal influence are important

advocacy tools. It's so much easier to be indignant than develop positive relationships over time. It's only in the presence of strong relationships that effective messages can begin to have an impact. This article promotes Six Principles of Influence and the Emergence of a Set of Best Practices.

#### [Setting up a Candidate Forum at Your Library](#)

For many communities, the public library is the only place where people can attend a candidate forum that is truly non-partisan. This packet of information serves as a toolkit for a forum at your library.

#### [Ten Ways U.S. Librarians Can Inform the American Electorate](#)

Librarians happily avoid bringing politics into our work because we're supposed to be unbiased and can't afford to alienate anyone. So why would you want to get involved in politics? Because voter education is a logical extension of your regular duties of promoting good searching and wise information usage. This article includes 10 specific ways to save citizens time by pointing them to good resources, helping them understand differing viewpoints, and offering an unbiased, safe place to learn.

### **Communication**

#### [ALA Your Voice Counts: Deal Effectively with the Media](#)

#### [ALA Media Do's and Don'ts](#)

#### [ALA Your Voice Counts: Deal with Bad News in a Positive Way](#)

This trio provides practical advice for dealing with media calls in general and positive bad news management in particular.

#### [Timely Tips for Nutshell Speeches - What's in a Nutshell Speech?](#)

"ELEVADER" – a quick guide to elevator speeches

Tips for constructing a 30 second pitch that's flexible in a variety of situational opportunities.

#### [Let's Get Visual; Harnessing data visualization to demonstrate a library's impact](#)

Tips for sharing data in a concise and accessible way to get the attention of your audience and demonstrate a library's impact in a way that's visually compelling.

#### [A Librarian Walks Into a Bar...](#)

Imagine if people thought of libraries as not being in the library business, but in the community business, first and foremost. Whatever our perspective may be, public libraries mean different things to different people. Librarians should ask people, "What is the most amazing thing the public library could do?"

#### [Not Good with Elevator Speeches? Try 'Taxi Chats'](#)

Most librarians realize that they should have an "elevator speech" about their work, but few actually do.

Here's another take on why it's essential to seize teachable moments and explain why libraries are viable and still matter very much in the internet age. If librarians, trustees, Friends, and advocates can't communicate the value in casual, individual conversations, then who can?

#### [The Power of Libraries](#)

Librarians don't always realize the impact that we have. We rarely take credit for our work. We need to think about our power, our influence, and our sense of possibility.

## [Snapchat in the Library; Librarians master an app to reach millennials](#)

Snapchat is now the poster child for the message-focused social media apps that are growing in popularity among young users. The mass migration of millennials to Snapchat has made librarians sit up and take notice.

## [Social Skills / TechKnowledge](#)

Social media is an important communications channel for libraries. In this article, a group of experts discuss how to do it right. Best summed up by this quote: "Social media shouldn't be used as a bullhorn to announce library news but as a tool for conversation."

## [Write an Elevator Speech Using Value-Based Language](#) / ALSC Creating an [Elevator Speech infographic](#)

Successful elevator speeches use value-based language to allow you to advocate for the transformative services your library offers every day. The tips on elevator speech-making in this particular advocacy slice focuses on children and families, but promotes skills that may be adapted for multiple uses.

WHY DO WE EVEN NEED LIBRARIES ANYMORE? Enlargement of magnet to be distributed.

## **Making Community Connections**

### [Are We Still Bowling Alone?](#)

Constraints and Community

In broken communities, the focus should be on social capital, not just the economy. These two provocative short takes on social history from the latest issue of *Governing* magazine lament the erosion of community and decline of human connections that are critical when families have taken a punch to the gut. Where do libraries fit into this picture?

### [ALA Office for Information Technology Policy Briefs Show Libraries' Impact:](#)

[One Small Business at a Time](#)

[Libraries Help and Honor Our Veterans](#)

[Powering Broadband Adoption, Access, and Use](#)

The ALA Office for Information Technology Policy released three briefs in November 2016 that use snapshots of library programs across the country to illustrate libraries' impact on communities, specifically in the areas of entrepreneurship, services to veterans, and broadband adoption and use.

### [Culture Convener; how a library galvanized support for a new library that narrows the digital divide](#)

...and powers a roster of nonstop programs. The Albert Wisner Public Library in Warwick, NY was named *2016 Best Small Library in America*. Here's their amazing story.

### [A Culture of Opportunity / Best Small Library in America 2017](#)

Take a tour of Idaho's Boundary County Library District, recently named the Best Small Library in America and *celebrate the Columbus Public Library in Columbus, WI, named a 2017 Finalist!*

### [Hey! The Library is Kind of Awesome! Current Trends in US Public Library Services for Teens](#)

US public library services for teens exhibit many shared practices and emerging service trends. In thinking about the future of these services, it is helpful to first consider the historic ways in which public libraries have served their communities before looking at six current trends.

### [How Universal Design Will Make Your Library More Inclusive](#)

Universal Design refers to the idea of designing spaces, products, service and more in a way that makes them as functional as possible for people of all ages, abilities, and backgrounds. This differs from a purely accessible approach (per Americans with Disabilities Act requirements) in that it first seeks to improve usability for all, not just those who identify as disabled and, second, focuses on finding one solution that will function equally for everyone.

### [Librarians as Community Ambassadors](#)

When library staff embed themselves in the community everyone benefits. This article explores ways in which librarians can get involved with and learn about their community, as well as demonstrate how a library cares about the community.

### [Libraries Transform; An initiative of the American Library Association](#) [Present Yourself as an Expert in the Library](#)

An overview of the Libraries Transform campaign designed by ALA to increase public awareness of the value, impact and services provided by libraries and library professionals.

### [Library Future Trend Card Templates](#)

These cards are based on trends identified by ALA's Center for the future of Libraries, as relevant to libraries and the communities they serve. Useful for personal review and consideration, or as conversation starters with colleagues, trustees or community members. Each card includes information about the trend and considerations for why it might matter for libraries.

### [Partnering to Increase Your Impact](#)

This toolkit from the ALA Young Adult Library Services Association (YALSA) Community Connections Taskforce was designed as a resource for creating partnerships advantageous to teen programs and services. It can, however, easily function as a guide to enhanced library services for any demographic. Topics covered include needs assessment, identifying likely partners with mutual goals, establishing relationships, implementation and evaluation.

### [Project Outcome; Helping Libraries Capture Their Community Impact](#)

Project Outcome builds on the task force's work by providing resources and support to help any library set strategic goals, measure outcomes, communicate their findings, and successfully achieve their goals.

### [Tackling the Big Issues: Equity, Peace, Social Justice and Global Vision](#)

The August 2017 Library Administrator's Digest Editor of the Month, Paula Miller, asserts that libraries must tackle the big issues because we assist not just individuals but organizations and entire communities. Because our libraries are trusted and gracious spaces, we are good at convening community, and we actually and truly care. Because it's the right thing to do.

## Outreach and Marketing

### [Building Brand Exposure via Partners and Activity Incentives](#)

With the support of several community partnerships, the North Canton (Ohio) Public Library invited patrons to “explore the world” via a new brand launch. Find out what they learned in the process.

### [City/County leaders cite digital inclusion, education as top priorities for libraries](#)

Local government leaders envision public libraries as a key resource to support their communities’ education and digital inclusion goals while indicating interest in exploring new roles for libraries to address other community priorities. *Local Libraries Advancing Community Goals, 2016* highlights five community priorities where libraries are an essential component for success.

### [Shhhhhh, Don’t Say Library](#)

The communication strategies in this August 2017 VOYA article may focus on teens, but ultimately demonstrate how conversations with community members of all ages about their lives, interests and aspirations create healthy space to facilitate learning and skills acquisition. Whether that space is inside the library walls or not; it is not the façade that requires entry to learn.

### [Sno-Isle Curates Community Conversations](#)

This article from *Marketing Library Services* walks through the components of a library’s successful ongoing support for civic engagement addressing community needs and interests through public conversation. Learn how the Sno-Isle Libraries of western Washington State organized a series of four community forums on the topic of homelessness as the 13<sup>th</sup> topic in their “Issues That Matter” programming series.