People ~ Partnerships ~ Possibilities

Marilyn Kennett, Library Director
Karen Neal, Youth Services Director
Drake Community Library, Grinnell, Iowa
New Facility - 2009
Discussion question

• What does your library do to build public relations with your community?
Libraries are trustworthy

- Pew Research Center – Fall 2016 survey
Public Library = Community Change

• a space that can be used to express community pride
• provide a non-biased platform for open dialogue
• provide access to free community resources
• create open channels for communication with community leaders

“It remains the responsibility of public services professionals to meet the needs of their community members by establishing healthy relationships with them.”

~Public Library Association
Relationship Building

- Mindset of openness in **building design** - first impressions
- **No RFID** system – show trust in users to bring back materials
- Confidentiality policies
- One week **grace** period for overdue charges
- Allow use of public access computers even with fines
- **Free** use of meeting rooms
- Library personnel active in the community
Civic Engagement

“Public libraries are trusted and tested resources that aren’t going away. They have deep hometown roots and broad assets that contribute to community building. And, many libraries have already invested in programs that support civic engagement goals which contribute to stronger communities.”

~ Partnerships ~

What is a strategic partnership?

It's a long-term relationship where two separate entities (who don't compete with each other) cooperate and make each other stronger.
Types of Engagement

• Individual Dialogue
• Space sharing
• Social media - crowdsourcing
• Facilitating - Networking ★★★
• Group Dialogue
• Organizational partnering ★★★
• Community Dialogue ★★★
First partnership in new building
Community Education Council - a networking partnership

- Participants include:
  - G-N School System
  - Mayflower Retirement Community
  - Grinnell’s Hospital
  - Grinnell College
  - Iowa Valley Community College
  - Grinnell Area Arts Center
  - Mid-Iowa Community Action
  - Public Library (of course)

~Guest from area organization shares a vision
Being at the table led to...
Pima County Public Library, Tucson, Arizona

Networking about tech and ideas in the service of people, neighborhoods, nonprofits and small business. P.S. We serve excellent coffee.

https://www.urbanlibraries.org/innovations
https://www.library.pima.gov/ideaspace/
Urban Libraries
https://www.urbanlibraries.org/innovations

PIMA COUNTY - IDEA+SPACE
https://www.library.pima.gov/ideaspace/

SCORE
https://www.score.org/
(has free small business webinars)
Grinnell AmeriCorps Partnership
- an organizational partnership

Grinnell-Newburg Community Schools

Drake Community Library

Grinnell College

AMERICORPS
IOWA

GREATER POWESHIK COMMUNITY FOUNDATION
We Grow Community Through Giving!
Asset Mapping

Asset Mapping is a tool that relies on a core belief of asset-based community development; namely, that good things exist in communities and that those things can be highlighted and encouraged — these are assets suited to advancing those communities. Asset Mapping is a means, not an end.

https://www.vistacampus.gov/what-asset-mapping

(VISTA + Asset Mapping)
Types of assets

1. Physical Assets
   Physical assets in the community include land, buildings, transportation, and facilities that can contribute to community strengthening.

2. Economic Assets
   Economic assets include what residents produce and consume in the community, in both formal and informal ways, through local businesses, or bartering and trading relationships, that can contribute.

3. Stories
   Stories carry the memory of a community and can describe the potential of a community based on previous times as remembered by those who live there.

4. Local Residents
   Local residents are those who live in the community. Residents' skills, experiences, capacities, passions, and willingness can contribute to community strengthening.

5. Local Associations
   These include associations in the community primarily run by volunteers, such as athletic clubs, faith-based groups, and others that can contribute.

6. Local Institutions
   Local institutions are public spaces in the community such as schools, libraries, parks, and government entities, such as nonprofits.
Asset Mapping: 10 Steps

1. Determine your purpose for mapping.
2. Map your organization’s “internal” resources and discover a mapping manager.
3. Find out who will direct the process after mapping is complete.
4. Create a geographic focus.
5. Assemble an advisory group.
6. Secure funds for the completion of mapping and the larger project.
7. Utilize multiple tools, methods, and sources to identify and catalog the community's assets.
8. Ensure storage of correct information.
9. Prepare to invite individuals and associations to be further involved.
10. Implement the invitation to further involvement and review your purpose statement.
The Grinnell AmeriCorps Partnership

SLP 2018-Storytime at the Poweshiek County Fair
Evolving Partnerships

Campus Compact
https://iacampuscompact.org/what-we-do/icap/

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Public Forums

- community dialogue partnership

• League of Women Voters - Candidate Forums
  supervisor, statehouse, school board candidates

• School Bond issues
  presentations of proposed construction - Q&A

• Any community issue
  housing, mental health services, etc., etc,

• State/National issues
Rules of engagement for public forums

• Announce rules at the start
• Must state name prior to asking a question; (may require written questions/asked by moderator)
• Timed responses to timed questions
  • Flash card to show time remaining
  • Keep question to a question; not their own opinion/lecture
• One question per person
How to retain community Trust & Respect in times of controversy

http://www.ala.org/advocacy/intfreedom/controversialprogramsqa

https://americanlibrariesmagazine.org/2016/04/15/perspectives-islam-montana/

http://www.ala.org/advocacy/intfreedom/religionfaq
DON’T JUDGE A BOOK BY ITS COVER

The Human Library™ is designed to build a positive framework for conversations that can challenge stereotypes and prejudices through dialogue.
~Possibilities~
Discussion

What partnerships do you already have in motion?

What might you consider exploring in the future?
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Karen - kneal@grinnelliowa.gov
Resources


http://www.ala.org/advocacy/intfreedom/controversialprogramsqa

https://www.library.pima.gov/ideaspace/

https://americanlibrariesmagazine.org/2016/04/15/perspectives-islam-montana/