

WORKSHOP 1

Skills for Community-Centered Libraries

BUILDING CONNECTIONS

WELCOME!

INSTITUTE OF MUSEUM AND LIBRARY SERVICES GRANT

- Curriculum developed to provide frontline staff with community engagement skills
- The Free Library of Philadelphia trained over 300 full-time public service staff including librarians, library assistants, and municipals guards
- Seven other public libraries across the United States and Canada piloted this curriculum with library staff members



CLEVELAND PUBLIC LIBRARY



San Francisco Public Library



LIBRARIES IN THE 21ST CENTURY

This is a space for library staff to reflect on the work you do and create small shifts in your professional practices and mindset toward a common goal of community engagement for your communities as defined by your communities

SKILLS FOR COMMUNITY-CENTERED LIBRARIES WORKSHOPS

- Workshop 1: Building Connections
- Workshop 2: Effective Communication
- Workshop 3: Program Development
- Workshop 4: Community Engagement

VARYING LEVELS OF EXPERTISE FOR EACH TOPIC

For some participants...

- information is new and will help them **begin** the community engagement process with your library community
- information is not **new** but this workshop allows you to **evaluate** how effectively you are implementing these skills in your daily practices
- you have strong knowledge and expertise in community engagement and these sessions are an opportunity to **share** your insights and best practices and think of how you can **train** others on your library team to become experts as well

WHAT'S YOUR LIBRARY COMMUNITY?

Depending on your role within a library system, the community that you serve may look very different.

Turn to a partner and share about the library community you serve.

COMMUNITY ENGAGEMENT SKILL SET FOR ALL LIBRARY COMMUNITIES

The skill set we will develop during these workshops will benefit all library communities such as:

- a traditional neighborhood branch
- volunteers
- academics and students visiting special collections
- supervisors training fellow staff members

The core of these workshops is to deepen understanding, create meaningful dialogue, support the needs of your unique community, and evaluate the effectiveness of these efforts.

WORKSHOP 1 AGENDA: WHAT'S IN IT FOR ME?

- Make a Trading Card which will be used in all four workshops
- Reflect on your strengths
- Become aware of team roles and how to leverage them
- Identify community assets
- Learn about asset mapping
- Bring community assets onto your library team through networking

PURPOSE OF THIS WORKSHOP

- Examine the unique strengths you possess that allow you to connect with your community
- Consider local assets that can join your library team
- Understand your own strengths in order to move forward with the community-centered skill set we are developing, individually and collectively

PARTICIPANT GUIDE INTRODUCTION

- Design Framework (pages 4–5)
- Overview and Specific Learning Objectives (pages 6–7)
- Vocabulary and Terms (page 8)

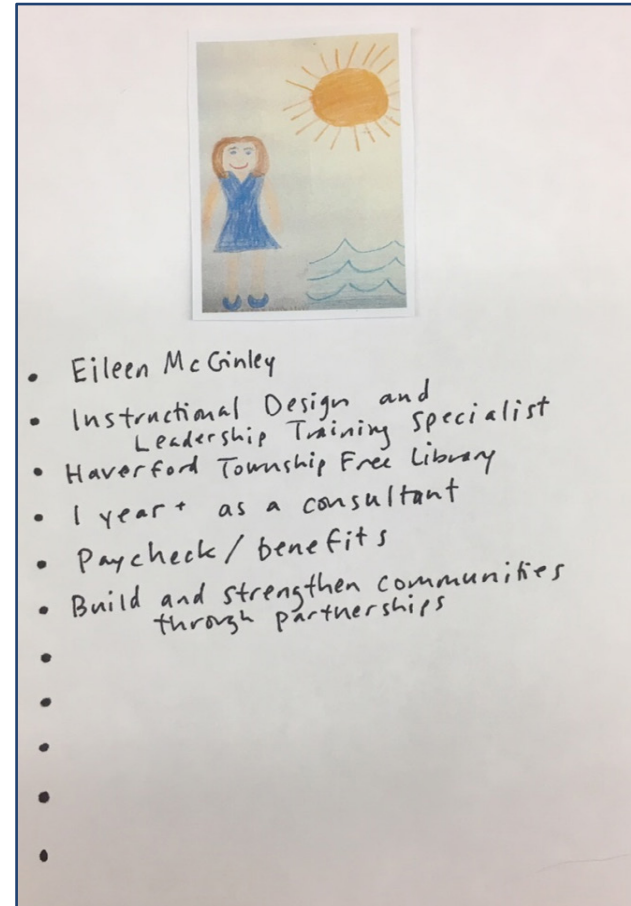
Participant Guide Pages 4-8

TRADING CARD

Reminder of your library superpowers!

TRADING CARDS

- First and last name
- Job at your library
- Library "home"
- Months/years at your library
- Paycheck/benefits
- Purpose/reason for working at a public library



Today's card should be something like this.

Activity from: <http://gamestorming.com/trading-cards/>

INTRODUCTIONS WITH TRADING CARDS

Take 5 minutes to introduce yourself
to your table using your trading card

GROUND RULES

How can we make sure our conversations are authentic?

We will create a list of general rules to ensure that all voices are heard and considered.

GROUND RULES REFLECTION QUESTIONS

1. As an individual, what do you need to ensure a safe environment to have honest discussions about public libraries and community engagement?
2. What are some concerns you may have about sharing your professional experiences today? How might the group be able to manage such concerns?
3. What are some ground rules that will help you share your ideas?

GROUND RULES¹

- One speaker, one mic
- No one knows everything, together we know a lot
- Move up, move up
- We can't be articulate all the time
- Embrace curiosity
- Acknowledge the difference between intent and impact
- Add rules that you think are missing

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¹ Adapted from Anti-Oppression Resource and Training Alliance. (2017).
Anti-oppressive facilitation for democratic process.

GROUND RULES IN PRACTICE

- We will use the ground rules to guide our discussions.
- At times we may refer back to the rules to keep us on track.

USING GROUND RULES IN YOUR COMMUNITY DIALOGUES

- Ground rules can be helpful when you engage in discussions with your community.
- Take a minute to think of community meetings hosted at your library that could benefit from Ground Rules. Write them down in your Participant Guide.
- Let's put these rules to the test and begin our activities!

PERSONAL AND PROFESSIONAL STRENGTHS

- Building connections with our community can be thought of in many different ways, given our different job roles
- How can you use your personal strengths to participate within a team that's striving toward a common goal: [Creating Community-Centered Libraries](#)

STRENGTHS ACTIVITY

- Choose five qualities from the list
- We will share our strengths as a group

WHY DO STRENGTHS MATTER IN COMMUNITY ENGAGEMENT?

Your personal strengths will align with specific community engagement skills, such as:

- Asset mapping
- Networking
- Communication skills
- Planning programs
- Advertising and social media
- Facilitating community discussions

Let's consider our strengths in relation
to a team model framework

VOCABULARY

- **Team roles:** Roles we feel strongest performing that will help us contribute to our teams meaningfully and also clarify how we can work together.

BELBIN MODEL OF TEAM ROLES

- Dr. Meredith Belbin, an English researcher who studies Team Management
- Nine different roles that people take on when working on a team
- The Belbin model is a framework to have a self-reflective discussion about:
 - ◆ Roles that are represented by your library staff
 - ◆ Roles that you could stretch into, and
 - ◆ Roles that you will need to reach outside of your team to fulfill

BELBIN MODEL OF TEAM ROLES

- We all have unique qualities that we bring to any job
- Understanding these personal qualities and sharing them with others will help us **clarify** how we can work together while **leveraging** strengths and preferences

BELBIN'S ROLES

- **Idea Maker** (creative: comes up with unconventional solutions to problems)
- **Resource Investigator** (explores opportunities and contacts)
- **Coordinator** (clarifies goals: promotes decision making)
- **Team Worker** (provides support and encourages cooperation)
- **Driver** (moves team forward)
- **Monitor/Evaluator** (objective thinker: sees all options and carefully evaluates)
- **Implementer** (turns ideas into action)
- **Completer** (attention-to-detail)
- **Specialist** (technical knowledge and skills)

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TEAM ROLES DISCUSSION QUESTIONS

1. When you participate on a team outside of work, whether it is in a community organization, a faith-based organization, your child's school, or your groups of family and friends, what two roles apply to you? How do you demonstrate these roles? What about these roles appeals to you?
2. Is there a team role on the list that you can imagine yourself stretching into over time? What steps would you need to take to perform this role? Is there a mentor you could reach out to that could guide you towards this role?

CONNECTION: PERSONAL STRENGTHS AND TEAM ROLES

- Connecting personal strengths and team roles helps us understand our roles on a team
- Looking at your strengths may lead you to try a new role
- The purpose is to leverage our strengths to build stronger teams

PERSONAL STRENGTHS AND TEAM ROLES

DISCUSSION QUESTIONS

1. How do your identified roles connect to your strengths? Or maybe they don't? Explain.
2. If your strengths don't seem to connect to your identified roles, why might that be? Is it possible your strengths could lead you to consider a different role for yourself?
3. Think about the people you work with daily. What might their roles be? How many different roles do you think exist on your library team?

Let's take an inventory of what team roles
are at your table and why this matters

WHO'S ON YOUR TEAM DIRECTIONS

- Select an activity that all libraries engage in, such as summer reading programs
- Take an inventory to discover the preferred team roles of your tablemates
- Identify which roles are missing from your team
- Turn to page 15 and discuss as a group

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WHO'S ON YOUR TEAM?

Team Roles	Team Member's Name(s)
Idea Maker	
Resource Investigator	
Coordinator	
Team Worker	
Driver	
Monitor/Evaluator	
Implementer	
Completer	
Specialist	

TEAM ROLES DISCUSSION QUESTIONS

1. Are all nine team roles covered? What roles are missing?
2. How might you share this tool with your library team? When would you introduce the topic?
3. Identify friends, group members, library patrons, civic groups, or local nonprofits that could potentially fill a missing role on your library team or expand your abilities in a certain role (ex. resource investigator, specialist).
4. Plan specific ways to begin to engage with these individuals and organizations on an upcoming project or to strengthen a current program.

TEAM ROLES IN PRACTICE GROUP DISCUSSION

This tool helps uncover what roles your staff enjoy most and what roles staff members might be interested in stretching into.

- How can this tool be useful at your library?
- When can you use this with your staff, seasonal employees, friends, group members, and other community partnerships?
- Who is already reaching out to coworkers across your organization to fill roles?
- Could you support a coworker that wants to stretch into a new role?

LIBRARY TEAM ROLES PLANNING TEMPLATE

- Clarify roles
- Create action plans
- Strategize which community partners can fill roles on your team

CONNECTING WITH YOUR COMMUNITY TO BUILD YOUR TEAM

- After the break we will discuss engaging individuals, businesses and large institutions through the process of asset mapping and networking
- These assets could potentially fill vital roles on your library team

BREAK

OUTREACH vs. ENGAGEMENT

- **Community Outreach:** Building awareness and sharing information about programs, resources, and services with people in a community.
- Examples: door-knocking, tabling at community events, flyering, phone-banking, and doing presentations about the library's resources.



What are some examples of Community Outreach at your library or department?

OUTREACH vs. ENGAGEMENT

- **Community Engagement:** Building relationships between staff and surrounding communities to empower people to take ownership of their library and its resources. Engagement is an active partnership that serves the interest of local communities and the public good.
- Examples: getting community members involved in the planning of programming, facilitating conversations in which people can envision what they want out of their library, and including community members as experts in their own neighborhoods.



What are some examples of Community Engagement at your library or department?


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COMMUNITY ASSETS

- When you hear the phrase “community asset,” what words and phrases come to mind? How do you conceive of this term as it relates to your work with your library community?
- While engaging in a discussion with your team, note any and all ideas that come to mind—the possibilities are endless!

COMMUNITY ASSETS

Write down an example of a community asset, such as "people who frequently use the library."



- Eileen McGinley
- Instructional Design and Leadership Training Specialist
- Haverford Township Free Library
- 1 year+ as a consultant
- Paycheck/benefits
- Build and strengthen communities through partnerships
- People who frequently use the library
-
-
-
-

Activity from: <http://gamestorming.com/trading-cards/>

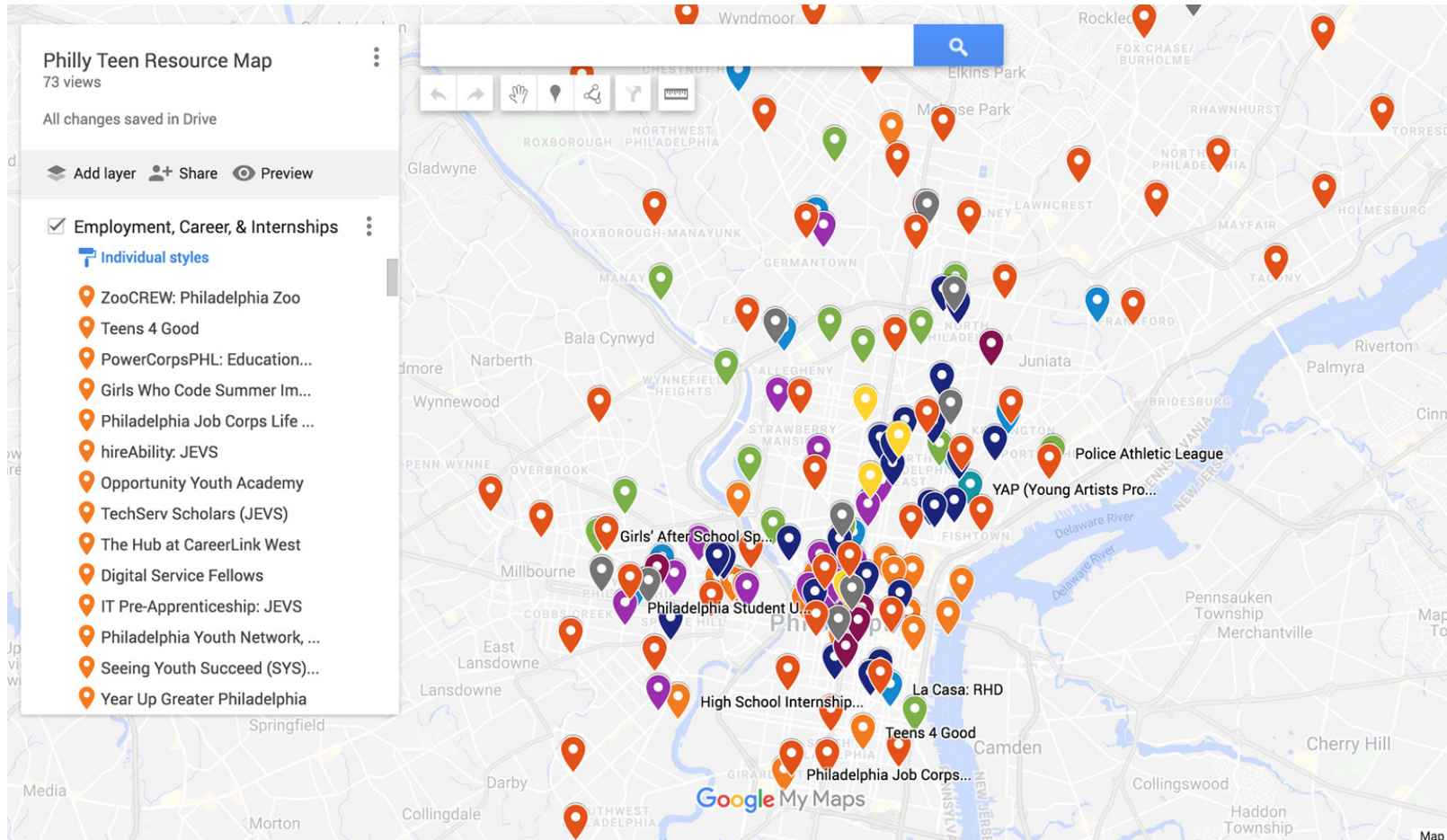
WHAT IS A COMMUNITY ASSET?

The **individuals** (their knowledge, skills, attitudes, talents, awareness, social connections—everything they embody), **community organizations**, and **larger institutions** that provide resources and services to your local community.

WHAT IS AN ASSET MAP?

- An **inventory** of the resources that exist in your local community, including individuals, community organizations, and larger institutions.
- **Formats** could include Google Maps, spreadsheets with contacts, PowerPoints with categories, lists of links, binders of resources, business card binders. Any format that works for you!

PHILLY TEEN RESOURCE ASSET MAP



https://www.google.com/maps/d/u/1/edit?mid=1F4uE6O_iHbWXvHNESI_BuuaGC7TZaoq0&ll=39.955755119519%2C-75.18304472579848&z=12

PHILLY TEEN RESOURCE TRACKING SHEET

Philly Teen Resource Tracking ☆ 🏠

File Edit View Insert Format Data Tools Add-ons Help [Last edit was made on June 4 by Megan Jackson](#)

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This document is intended to help library staff keep track of community partnerships and contacts. Click the link to the right for the interactive resource map with more detailed information about each organization/program.

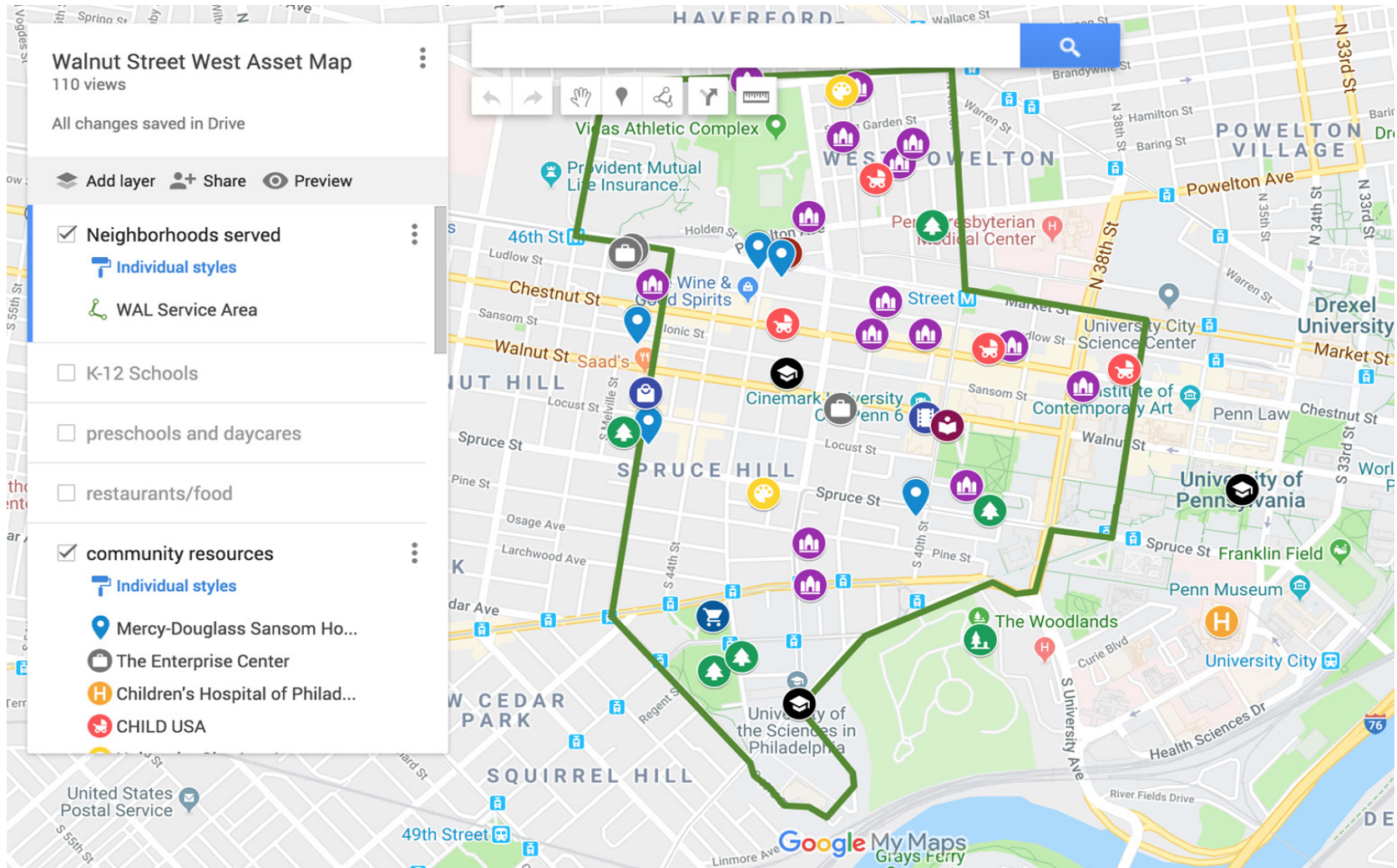
This document is intended to help library staff keep track of community partnerships and contacts. Click the link to the right for the interactive resource map with more detailed information about each organization/program.

[Click here for interactive Philly Teen Resource Map](#)

Organization	Resource Type	Nearest Library	Region	Address	Phone Num
Achieving Independence Center	Housing/Shelters/	Rodriguez	North	1415 N Broad St #100, Philadelphia, PA 19122	215-574-919
AMLA Latin School of Performing Arts	Arts/Media	Wyoming	North	4261 N 5th St, Philadelphia, PA 19140	267-229-759
ArtWell	Arts/Media	Fishtown	North	100 W Oxford St Suite E-1200, Philadelphia, PA 191	215-386-770
ASAP: After School Activites Partnerships	Other	N/A	N/A	1520 Locust St # 1104, Philadelphia, PA 19102	215-545-272
Asian Arts Initiative	Arts/Media	Parkway Cent	Center	1219 Vine St, Philadelphia, PA 19107	215-557-045
Association of Women in Forensic Science	Employment/Care				
Attic Youth Center	LGBTQ+	PCI	Center	255 S 16th St, Philadelphia, PA 19102	215-545-433
Awbury Arboretum					
Ayuda Community Center	Arts/Media	Wyoming	North	4400 N Marshall St, Philadelphia, PA 19140	215-329-577
Bartram's Garden					
Basic Center Program: Pathways Inc	Housing/Shelters/	Blackwell Reg	West	125 S 52nd St, Philadelphia, PA 19139	215-474-150
Casa Del Carmen	Other	Wyoming	North	4400 N Reese St, Philadelphia, PA 19140	215-329-566
CHOP Karabots Pediatric Care Center, West Philadelphia	Health/Wellness	Blackwell Reg	West	4865 Market St, Philadelphia, PA 19139	267-425-980
College Access Center	Education	Parkway Cent	Center	1709 Benjamin Franklin Pkwy, Philadelphia, PA 191	215-739-936
College Access Center	Education	Walnut Street	West	4548 Market St # R16, Philadelphia, PA 19139	215-476-222
College Access Program: Honickman Learning Center	Education	Cecil B. Moor	North	1936 Judson St, Philadelphia, PA 19130	215-235-290
Congreso Programs (Various)	Other	Lillian Marrerc	North	2830 N American St, Philadelphia, PA 19133	215-763-887
Core Services Inc	Other	East Chesa	North	8540 Market Rd, Philadelphia, PA 19111	215-240-766

Sheet1 Sheet2 Explore

WALNUT STREET WEST LIBRARY ASSET MAP



GREATER OLNEY ASSET MAP



GREATER OLNEY EDUCATION ASSETS

Schools

- Some of our longest partnerships are with institutions like schools, rather than individuals.
- Thurgood Marshall Elementary School is a frequent collaborator
- Olney High has partnered with Greater Olney on several outreach events, earning us some new volunteers and new teacher collaborators for upcoming book talks!
- St Helena is a new partner, as parochial schools tend to be on a different schedule and can be harder to connect with than school district schools already used to collaborating with the public library.

KINGSESSING LIBRARY ASSET MAP

Kingsessing Library ☆ 🏠

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Present Share

Background Layout Theme Transition

Community ASSETS

3
4
5
6
7

- Community ASSETS
- Bartram's Garden
- 48th and Woodland Playground
- Kingsessing Recreation Center
- African Cultural Alliance of North America

Click to add speaker notes

3

KINGSESSING LIBRARY RECREATION ASSET

The image shows a Beamer presentation slide titled "Kingsessing Recreation Center". The slide is displayed in a Beamer viewer interface, with a navigation pane on the left and a toolbar at the top. The navigation pane shows a list of slides, with the current slide highlighted. The main content of the slide is as follows:

Kingsessing Recreation Center

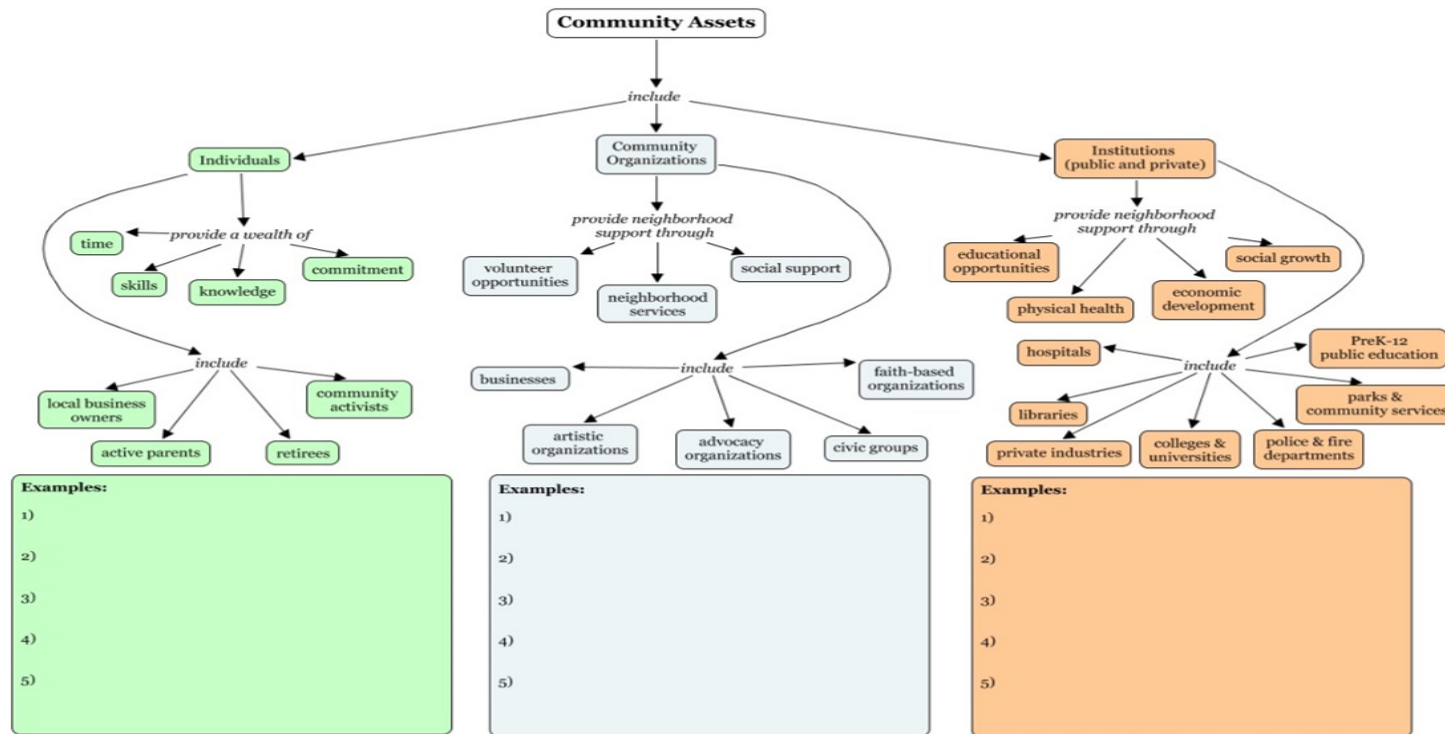
"A handball wall, a pool, a sports field, two handball courts, two tennis courts, three baseball fields, four basketball courts, a weight room, an auditorium (for talent shows, parties, plays and more), a classroom, a computer lab, a game room and a martial arts room.

After school (K-5) program, summer day camp, Jayhawks basketball program, Road Runners Football, Southwest District Services, Boxing program, Step-Up Fitness Program, Martial Arts, Total Commitment Program (video games and pool in the game room), Music Program, Weight Room and Exercise, Narcotics Anonymous, Basketball open gym, "Princess in Bloom" program, "Bravohood" Leadership Academy, Totally Tots, Project Village Restored (tutoring and career readiness), New Beginning Family Worship and Philadelphia Youth Advocate Program."

4901 Kingsessing Ave

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COMMUNITY ASSET MAP²



Florida Institute of Education at the University of North Florida
 Neighborhood Round Table Meeting June 2011
 Arlington Asset Mapping

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² Adapted from Vosoughi, M. and Monroe-Ossi, H. (2011). *Neighborhood asset mapping: moving toward convergence*. Retrieved from <https://www.unf.edu/uploadedFiles/aa/fie/Certified.msa.NO3Asset%20Mapping%20Accessible.pdf>

MAP YOUR LIBRARY'S COMMUNITY ASSETS

- **Individuals:** share their knowledge, skills, or time
- **Community Organizations:** local businesses, artistic organizations, advocacy groups, civic groups or faith-based organizations
- **Institutions:** hospitals, colleges or universities, police or fire departments, local schools, private industry or parks and recreation departments

YOUR LIST IS JUST THE BEGINNING

Listing out your local assets is just the beginning of the asset mapping process

1. Create a format that works for you
2. Tailor your asset map for a specific program or area of interest
3. Consider connections among your assets
4. Think about how you could leverage specific assets to create new partnerships and programs
 - Example: If there are a large number of arts organizations or arboretums in your neighborhood, could they join forces to support programming?

This is a “living document” and will change and grow as your neighborhood changes and grows.

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COMMUNITY ASSETS DISCUSSION

1. Talk about the community assets with which your library has relationships. How did you or your library start those relationships? How are these relationships maintained and nurtured? Do you regularly communicate with your assets through email or social media?
2. Identify asset gaps in the map you created for your library. Are there certain types of assets that are not represented at all? Who could you talk to in order to learn whether your map is as complete as possible?
3. Talk about two or three new community assets you believe would help your library programming. How can you engage these assets?
4. Does your neighborhood library have a system for tracking your assets? Is your method for tracking assets in a location (ex. binder or Google Doc) that all staff members can access and add to?

PUTTING IT ALL TOGETHER

- We've discussed personal strengths, team roles, and the assets that exist in your community
- Now it's time to use this information to connect with community members and organizations. You'll be able to add new members to your library team and leverage the support of local assets to strengthen the library

COMMUNITY CONNECTIONS

- The ultimate goal is to *connect* with the community
- Feeling uncomfortable when you are networking is completely normal
- Time and practice will help you navigate these conversations more effectively

NETWORKING DISCUSSION

1. Describe the types of networking experience you have engaged in as part of your library outreach, such as tabling events, book mobile or school visits.
2. What aspects of networking do you find the most challenging?
3. What strategies have led to new connections with your community or new partnerships?

NETWORKING ESSENTIALS

Things to consider in your introduction:

- Name
- Current position and library home
- What you and your library home can offer the community, including space
- A goal, interest, or aspiration for your library
- Your purpose/why you enjoy your work
- Social media platforms your library uses
- What other key points can you add based on our previous discussion?

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YOU'VE INTRODUCED YOURSELF...THEN WHAT?

Tip 1: Prepare

- Be ready to introduce yourself, your position and your goals for the conversation.

Goals you might want to share:

- Is there something new that your library is launching?
- Is there a team role you are looking to fill?
- Are you trying to grow your social media presence?

YOU'VE INTRODUCED YOURSELF...THEN WHAT?

Tip 2: Smile

Looking approachable goes a long way.

YOU'VE INTRODUCED YOURSELF...THEN WHAT?

Tip 3: Find Common Ground

- When you find an interesting connection with someone you are more memorable.

Questions to find common ground:

- What brings you to this event?
- What organizations are you representing today?
- Have you found any new resources you think you might use?
- Have you attended this resource fair before?

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YOU'VE INTRODUCED YOURSELF...THEN WHAT?

Tip 4: Use “Power” Questions

These questions ensure you have a two-way conversation and help you delve deeper to support future engagement. Use your “power” questions:

- To show interest
- To learn about ways of thinking
- To build trust

NETWORKING IS A SKILL

Many people are reluctant to have networking conversations and that is completely normal!

1. These interactions are a skill that people can turn on and off.
2. Networking is a skill that requires practice. With practice comes expertise and comfort. So let's practice!

NETWORKING ROLE-PLAY

Scenario: Imagine you're at the Nonprofit Institute for Community Providers. This is a time to meet others and make initial connections that may lead to future partnerships. Your library is hosting an information table, as are a variety of other organizations. Your goal is to find a connection with the person to whom you're speaking. Share what you and your library/organization have to offer and find out if there is crossover in your and the other person's work.

NETWORKING ROLE-PLAY DISCUSSION QUESTIONS

1. Consider how you could create a more compelling library networking introduction by leveraging your library's programs and services when discussing the specific needs and goals of the community.
2. If you supervise staff, how might you train members of your library team to create an introduction that engages community members? If you are not a supervisor, how might you lead by example?

STRENGTHS AND STRETCHES

Reflect on each of the skills we discussed today.
What are your areas of strength for each skill?
In what ways can you stretch to develop this skill further
or share this skill with your library team?

WORKSHOP REVIEW

- Each table needs a note taker.
- At your table, take 3 minutes to talk about key takeaways that you learned today.
- Take 3 minutes to talk about how to TAKE what we discussed today and TURN it into an action. For example:
 - Networking Introductions: try meeting with a store owner near my library to get to know their name
 - Team Roles: share what I learned about my strengths and preferred support roles with my supervisor and seek advice on how I can support a current program with my strengths

HOMEWORK: “TAKE AND TURN” ASSIGNMENT

During the next week, take time to reflect on:

- Team Roles and Strengths
- Networking Introductions
- Community Expedition

Participant Guide Pages 29–30

We hope you have learned skills in today's workshop that will shift your practices toward a common goal of community engagement for your community as defined by your community.

THANK YOU FOR PARTICIPATING!