

The Iron is HOT:
Libraries as Innovative Catalysts &
Creative Community Centers

The Library of the 21st Century

The successful library serves as a vibrant and active community center:

- taking a leadership role as a creative catalyst,
 - exploring new ways to build partnerships,
 - strengthen community and
 - contribute to economic development.

Take-aways

Hope

Oppportunity

Time

The Inside/Outside Approach

**“In order to draw people in, first
you have to reach out.”**

– Nikitin and Jackson, “Libraries That Matter.”

The G.O.Y.A. principle

Challenges to the Library Community

- So much has changed in such a short period of time.
- The recession has created a struggle for community dollars. Library budgets are tight.
- Librarians – and staff - have to take on new roles as informers, educators, and inspirational catalysts in their communities.
- Technology is forcing new skills to be learned almost daily.
- Library staff *and* board members must become comfortable with articulating not only what libraries do for the community but *why* what they do is important and of value.

There are 17,000 libraries in the United States, more than there are McDonald's fast food restaurants.

How do Libraries add Value?

- Nichols: “Libraries should use their credibility as a trusted place to their advantage.”
- What value does a library bring to its community? Name it! Claim it!

The Power of **WHY**?

“People don’t care
what you do, they care
why you do it.”

- Jerry Nichols

Implementing the G.O.Y.A. Principles

“If you don’t know **WHY** you can’t
know **HOW**.” –Simon Sinek

Wallkill Public Library, Wallkill, NY

www.wallkillpubliclibrary.org







“Geek the Library Night” at Hudson Valley Renegades Game, June 2012.

“We don’t communicate with the community consistently enough, if we did, they would know what we are doing. We must give people a reason to pay attention.

– Robert Hubsher



What is Marketing for Libraries?

- Marketing is a stance and an attitude that focuses on meeting the needs of users. It is a means of ensuring that libraries, librarians, and librarianship are integrated into both today's and tomorrow's emerging global culture. Marketing is not separate from good practice. It is good practice.”

– from *Blueprint for Your Library Marketing Plan: a Guide to Help You Survive and Thrive*.

**It matters little what you are
doing if no one knows you
are doing it.**

Books Alive! children's theatre project



Programming in the Arts



Multi-cultural programming



Common Core!



“Programs and services don’t speak for themselves. We have many types of users and broad based services that effect people differently. Most commercial products have a very clear market, not so with libraries.”

—Robert Hubsher

Drop in for...
Teen Tech Tutoring

*Do you want to learn your family history
but just don't know where to start?*
Learn ANCESTRY with Charlotte

Family Build-It!
WITH LEGO™ BRICKS & K'NEX™

Cooking with Cookbook



Saturday, March 5 @ 1:00-2:30pm

**Celebrating Pi Day in March with a
PIE PARTY!**

- Make a pie recipe, pizza, meat, etc.
- Prepare at home
- Bring it and share with everyone

**Cornwall Public
LIBRARY** 

**CHECK OUT A SELECTION OF
OUR PROGRAMS AND EVENTS**

www.cornwallpubliclibrary.org • 845.534.8282

Marketing Segmentation

- Marketing places the emphasis on the customer, the library user.
- Customers are the most important people to be served in the library.
- One size does *not* fit all.
- You want to reach your target markets with the most relevant message to provide extreme customer service.









Barriers or Opportunities?

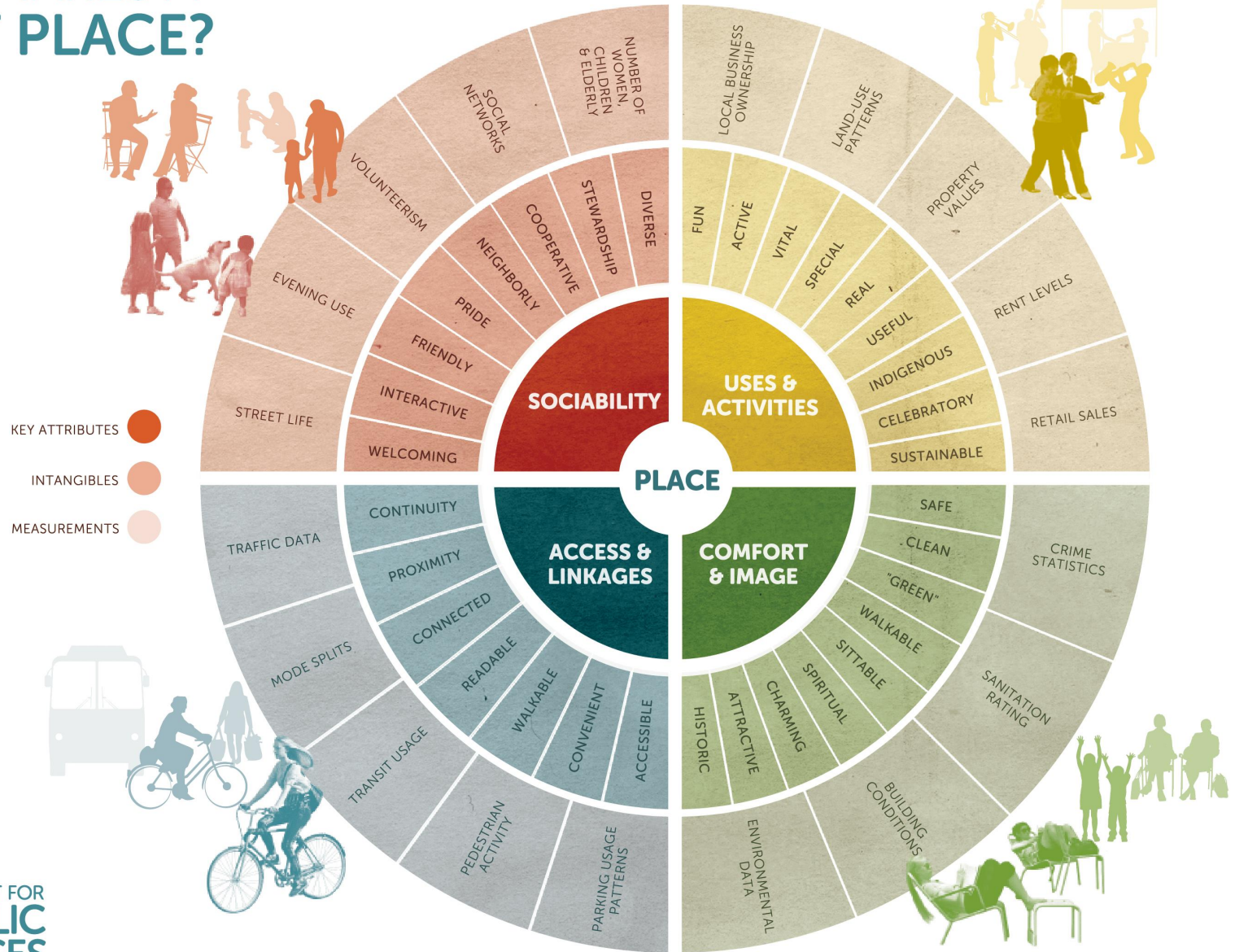
- *How to begin?*
- *Board resistance*
- *Staff and time limitations*
- *Size and location of your library*
 - *Budget constraints*

Placemaking

- Placemaking is community organizing, using a people-centered approach, to designing and revamping public spaces into attractive gathering places for fun, communication, connection, cultural enrichment, learning and enjoyment.
- It is about observing people, their behaviors and interaction with space, and how often they return to use the space again.

-Excerpted from the Project for Public Spaces, <http://www.pps.org>.

WHAT MAKES A GREAT PLACE?





**PLEASE
SIT, RELAX
& ENJOY
OUR LAWN!**





Placemaking and Public Libraries

- Paradigm shift – extend your mission beyond a place for the storage of knowledge.
- Adopt elements of a downtown business anchor.
- See your success linked to your role as public places and destinations.
- Turn your facility “inside out.”
- You can do it: “Lighter, Quicker, Cheaper.”

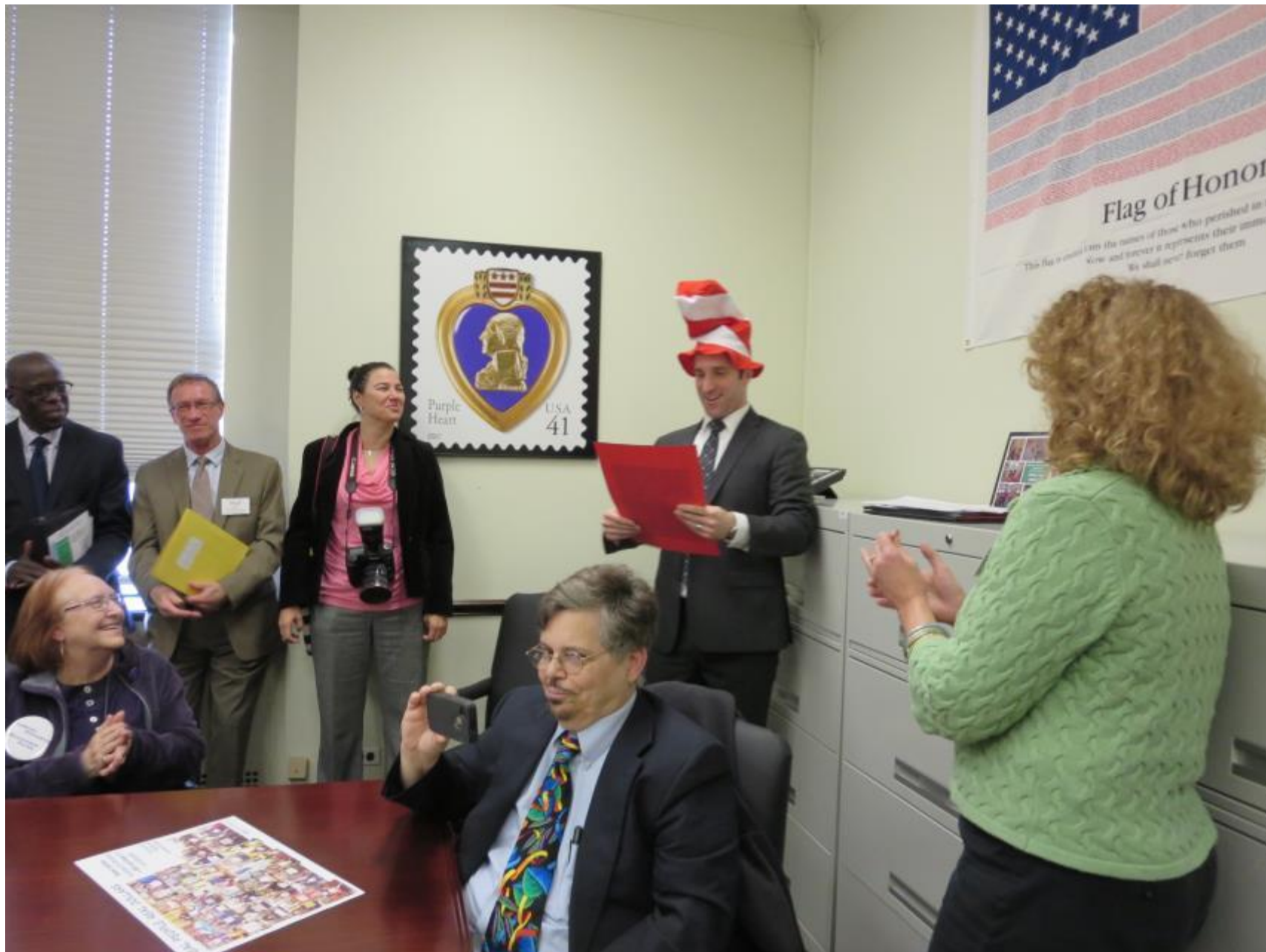
Return on Investment

- Downtown revitalization projects.
- Attract repeat visitation on a regular basis.
- Potential for collaboration with other small downtown businesses.
- Begin strategic dialogue between libraries, small business, town councils, political leaders.
- Solidify your role as partners in education.
- Take a seat at the decision-making table and toot your library horn!





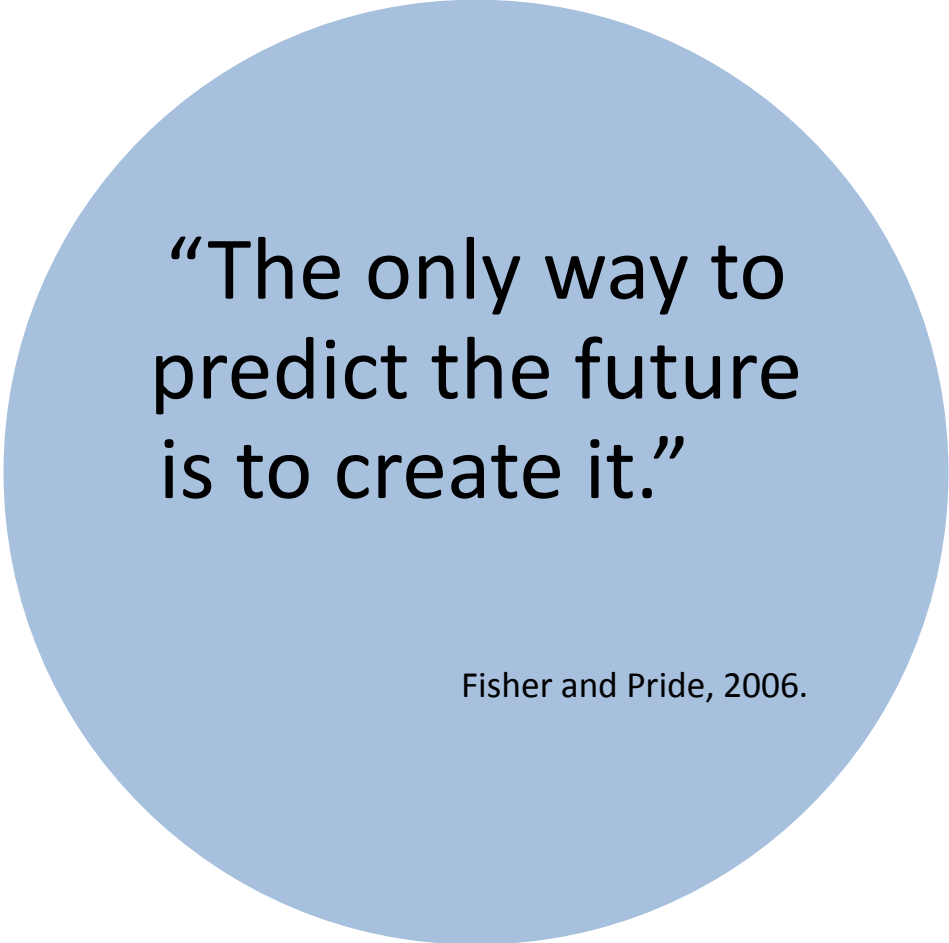




The Future

“The time of the quiet library with the all-knowing librarian is over. Public libraries have, during the past ten years, been changing from collections to connections and now also towards creativity and collaboration.”

– Skot-Hansen, Dorte, Casper Hvenegaard Rasmussen, and Henrik Jochumsen, 2013.



“The only way to
predict the future
is to create it.”

Fisher and Pride, 2006.

