

make it  
happen.

## Indispensable Libraries

Rebekkah Smith Aldrich | Southeastern NY Library Resources Council | August 2017



Photo Credit: Jessica Fontenot

Vital

Visible

Viable



# LIBRARIES HAVE A PR PROBLEM.

Pew Internet & American Life Project | 2013

# 30%

[are not sure what we do]

Pew Internet & American Life Project | 2013

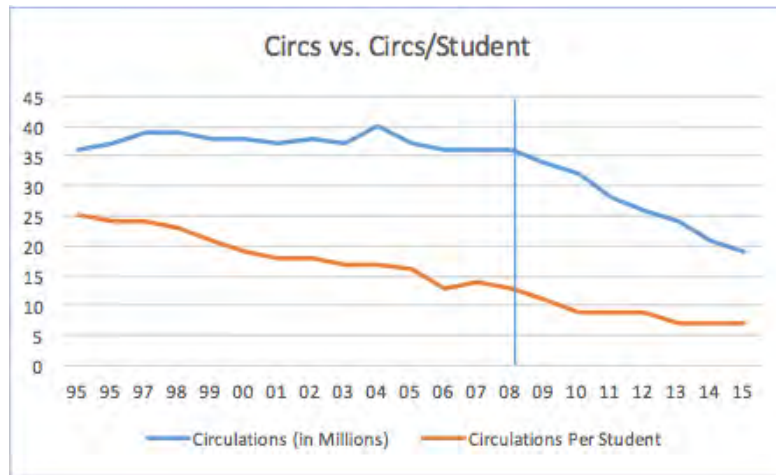


## Public Library Circulation

	2010	2011	2012	2013	2014	% Change '10-'14
<b>New York<sup>1</sup></b>	165,527,000	163,232,000	158,242,000	153,715,000	143,089,000	<b>-14%</b>
<b>United States<sup>2</sup></b>	2,462,187,000	2,440,743,000	2,420,508,000	2,372,578,000	2,311,745,000	<b>-6%</b>

<sup>1</sup> IMLS Public Libraries in the United State Survey [<https://www.imls.gov/research-evaluation/data-collection/public-libraries-survey/explore-pls-data/pls-data>]

<sup>2</sup> Ibid.



*Less Than Meets the Eye: Print Book Use Is Falling Faster in Research Libraries*, Rick Anderson,  
The Scholarly Kitchen, 8.21.17 [<http://bit.ly/2g0ywfc>]

“Use of public libraries  
drifts **down...**”

-The Pew Research Center, April 7, 2016

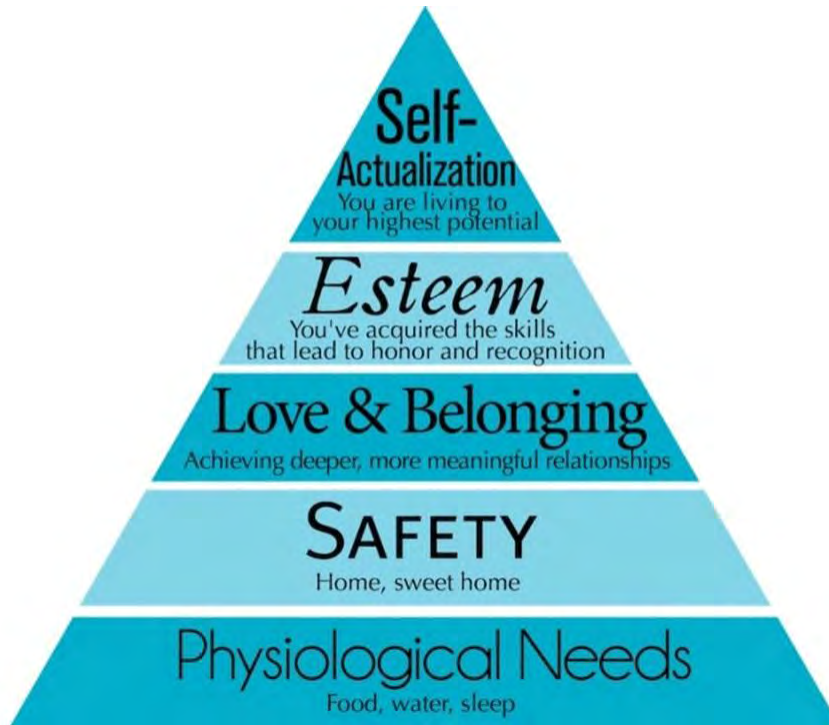






May you live in  
**interesting** times.





## “Assessing & Managing Risks”



*Climate Change 2014: Impacts, Adaptation, and Vulnerability,*  
Intergovernmental Panel on Climate Change, United Nations

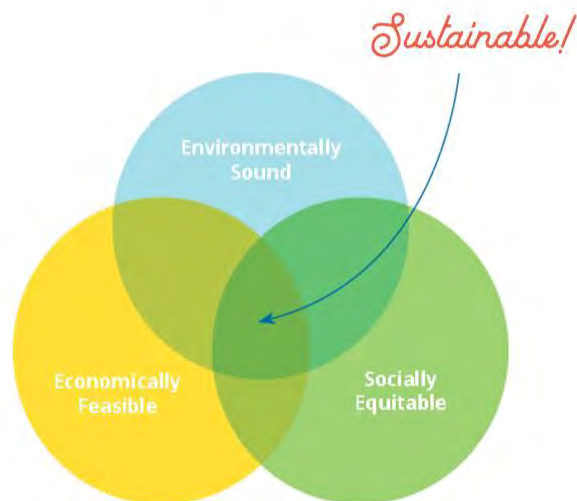


**"Social equity and community contribute to resilience."**

*The Resilient Design Principles, ResilientDesign.org*



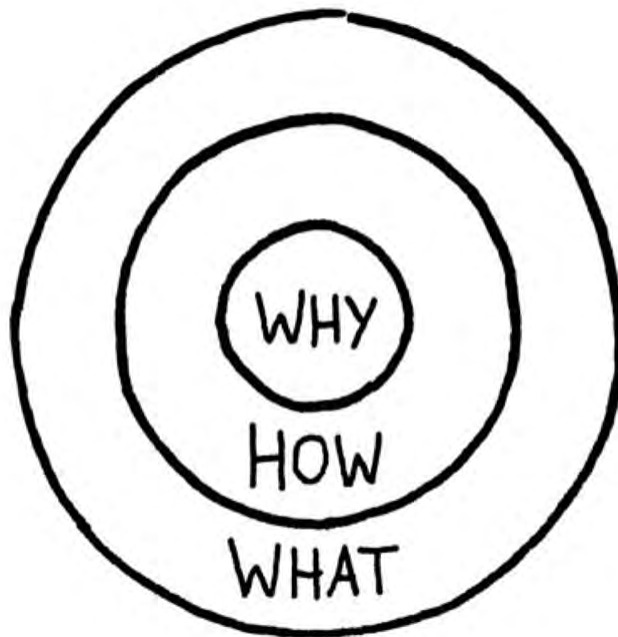
## Triple Bottom Line



# Strategy: Defined

Create a **sustainable competitive advantage...** by "**deliberately** choosing a different set of activities to deliver **unique value.**"

-Michael Porter, *Competitive Strategy*



**START  
WITH  
WHY**  
HOW GREAT THINGS HAPPEN  
STARTING IN WHY ACTION  
SIMON SINEK

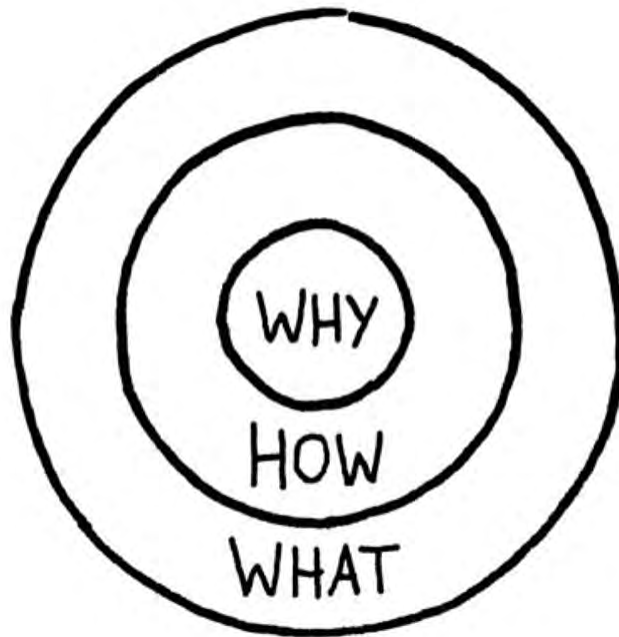
# "I believe..."



## Core Values

- |                                      |                         |
|--------------------------------------|-------------------------|
| ✓ Access                             | ✓ Intellectual Freedom  |
| ✓ Confidentiality/Privacy            | ✓ Preservation          |
| ✓ Democracy                          | ✓ The Public Good       |
| ✓ Diversity                          | ✓ Professionalism       |
| ✓ Education and<br>Lifelong Learning | ✓ Service               |
|                                      | ✓ Social Responsibility |

*Core Values of Librarianship, American Library Association*



**START  
WITH  
WHY**

HOW GREAT LEADERS INSPIRE  
A FOLLOWING BY MAKING IT CLEAR  
WHY THEY DO WHAT THEY DO

SIMON SINEK

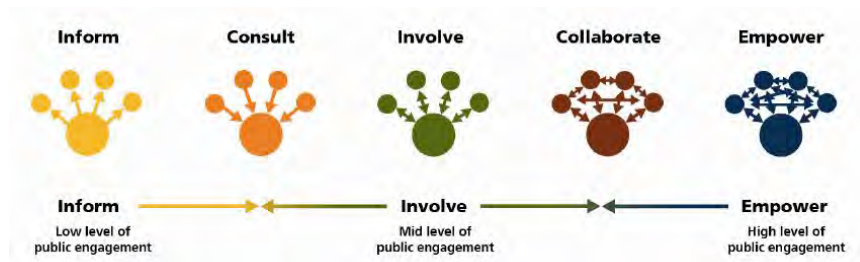
Empower

Engage

Energize



## Community Engagement



Concept: International Association for Public Participation

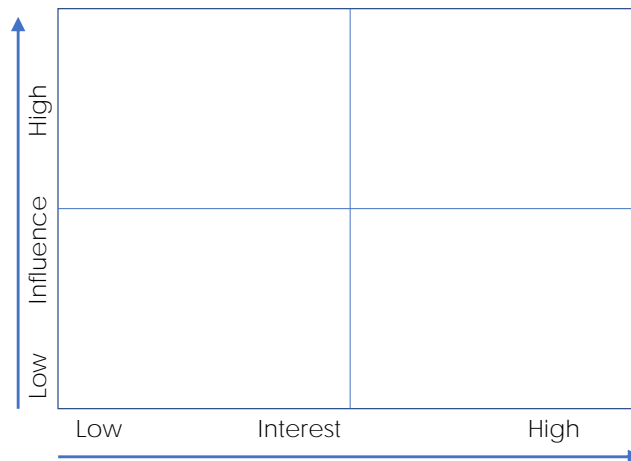


1. What kind of community do you want to live in?
2. Why is that important to you?
3. How is that different from how you see things now?
4. What are some of the things that need to happen to create that kind of change?



<http://www.ala.org/transforminglibraries>

## Stakeholder Analysis





# Catalyst & Convener

Sustainable Libraries  
Certification Program





*Our Values represent our most deeply held beliefs.*

**EXCELLENCE**  
We cultivate a culture of excellence, holding ourselves accountable to a high standard. We support people in achieving their highest potential.

**INCLUSIVENESS**  
We practise inclusiveness by respecting, reflecting and appreciating the diversity in our community.

**INNOVATION**  
We continuously learn and improve by seeking new ways of being, seeing and doing.

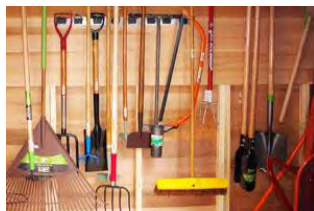
**SUSTAINABILITY**  
We manage our resources responsibly to maintain financial, social and environmental sustainability for the well-being of our community.

**TRUST**  
We conduct ourselves openly and with integrity.

**SUSTAINABILITY**  
We manage our resources responsibly to maintain financial, social and environmental sustainability for the well-being of our community.

west vancouver  
MEMORIAL LIBRARY

**2016 – 2020  
STRATEGIC PLAN**



**EVERY  
DECISION  
WE MAKE  
AFFECTS HOW  
PEOPLE  
EXPERIENCE  
THE LIBRARY.  
LET'S MAKE SURE  
WE'RE CREATING  
IMPROVEMENTS.**

Walking Paper





People are interested in:

**“Creating vs. Consuming”**

- Growing their own food
- Fixing their own stuff
- Creating their own art/music
- Having a voice; sharing ideas
- Hands-on Experiences
- Creating Community



## E-Everywhere



**Highland Public Library** *Grow with us.*

Home | Resources & More | About Us | Contact | Donate

Home — Online Patron Registration form

**Online Patron Registration form**

You can now register for a library card online! Fill out the form and within 2-3 business days you will receive an email with your library card number and temporary PIN. This card can be used to access all of our e-content: e-books, downloadable audiobooks, streaming videos, databases, all available! Your physical card will be held at the library you will need it only if you want to check out any physical items or visit other libraries in HPLS. To pick it up simply stop in when the library is open with photo ID and address verification. Please contact the library with any questions.

Registration Form: \* indicates required field

Online Library Card Registration

First Name \*

Middle Initial

Last Name \*

Email \*

Address \*

Phone Number \*

Birth Date \*

CAPTCHA Code \*

Submit

zinio

IndieFix

OverDrive

Highland Valley Reads

# Pop-Up



Outdoor Reading Room, Seattle Public Pop-Up Library



Suffolk Public Library (VA) Pop-Up Library



**Free WiFi**

Library-sponsored; free WiFi in parks and recreational facilities

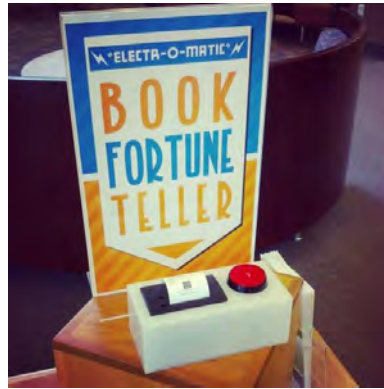
See Also: The Uni Project  
<http://www.theuniprject.org>



Albany, NY



smartstock 300: check out items to patrons from anywhere in the library



Reading Recommendations:  
Westerville Public Library (OH)



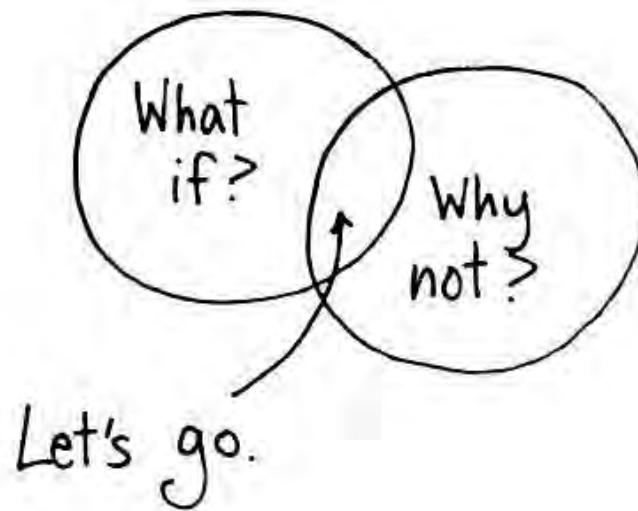
VHS-to-DVD converter:  
Bethlehem Public Library (NY)

## Fandom

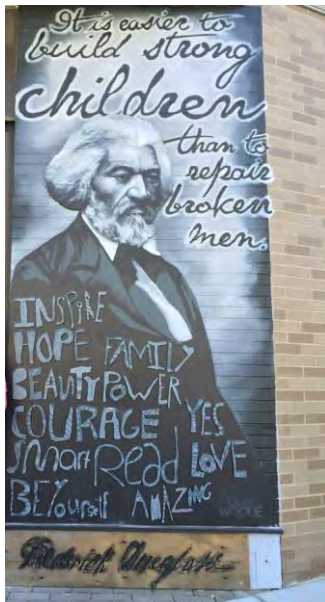


Desmond- **Fish Library's** ➡  
Downton Abbey tea party  
to celebrate the final  
season's premiere episode





"Super-califrigilistic-expefreakin-awesome"



Monroe County Library System

Rochester, NY



## Community as Collection



## Readers' + Beer Advisory







Outside the Lines | Libraries Reintroduced | September 10-16, 2017 | [getoutsidethelines.org](http://getoutsidethelines.org)

Your **vibe**  
attracts  
your **tribe**.



## Inspire Investment

- ✓ Good Will
- ✓ Volunteerism
- ✓ Funding

# Catalyst & Convener

You've got to think about big things while you're doing small things, so that all the small things go in the right direction.

-Alvin Toffler , futurist

# What is standing in your way?

- Policy?
- Procedure?
- Staffing Patterns?
- Perceived Lack of:
  - Time?
  - Space?
  - Money?
  - Staff?
- Willingness?

The lack of  
resources is no  
longer an excuse  
not to act.

- Jaime Lerner, former mayor of  
Curitiba, Brazil



**BE  
BOLD**

 rsmith@midhudson.org

 @Rebekkah

 SustainableLibraries

*Thank You*