

Strategically Engaging from the Bottom Up

Intentionally Putting Your Community First when Planning



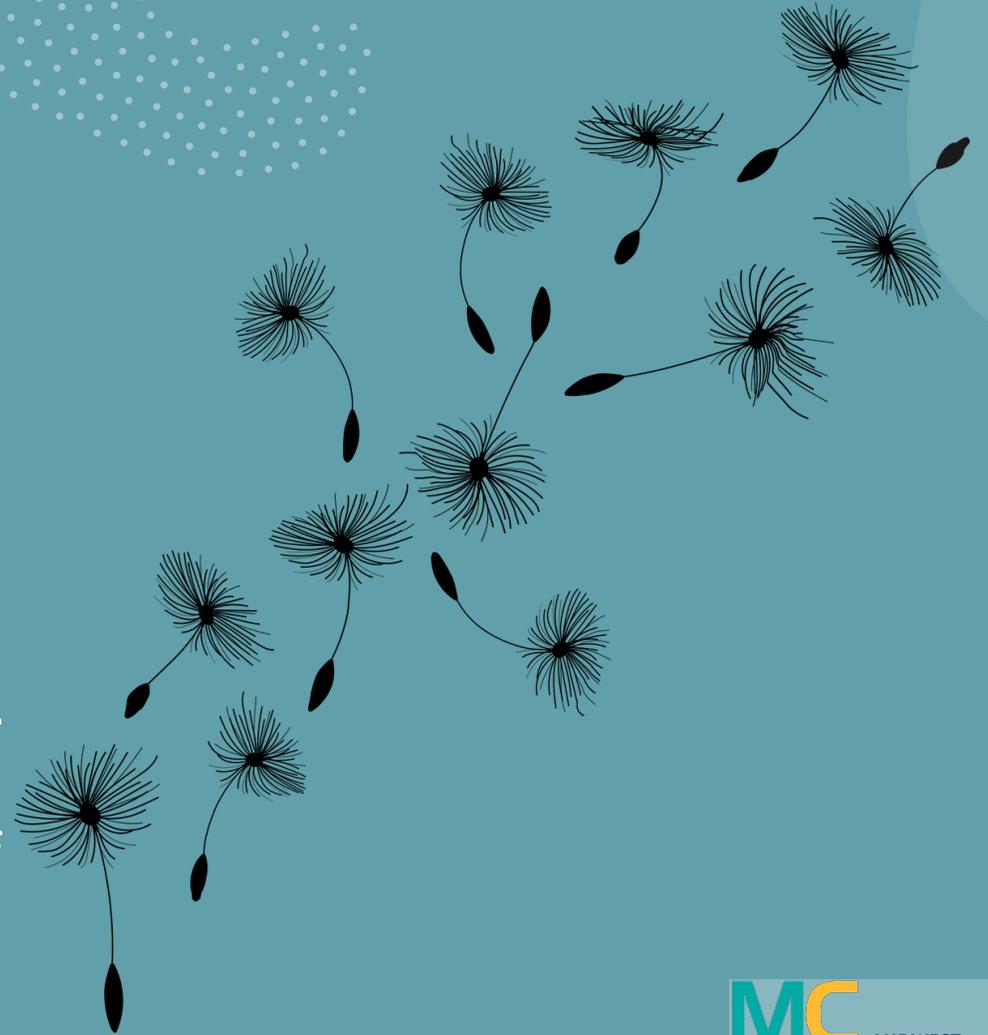
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What is Community Engagement?

It's a two-way conversation. A dialogue.

Community engagement can take many forms, and covers a broad range of activities.

It is a planned process with the specific purpose of working with identified groups of people, whether connected by geographic location, special interest, or affiliation.





Why Engage When Planning

Why engage?

- Tell the community's story
- Tell the library's story
- Gain Input



- Creates ownership and buy-in
- Creates opportunities for partnerships
- State requirements

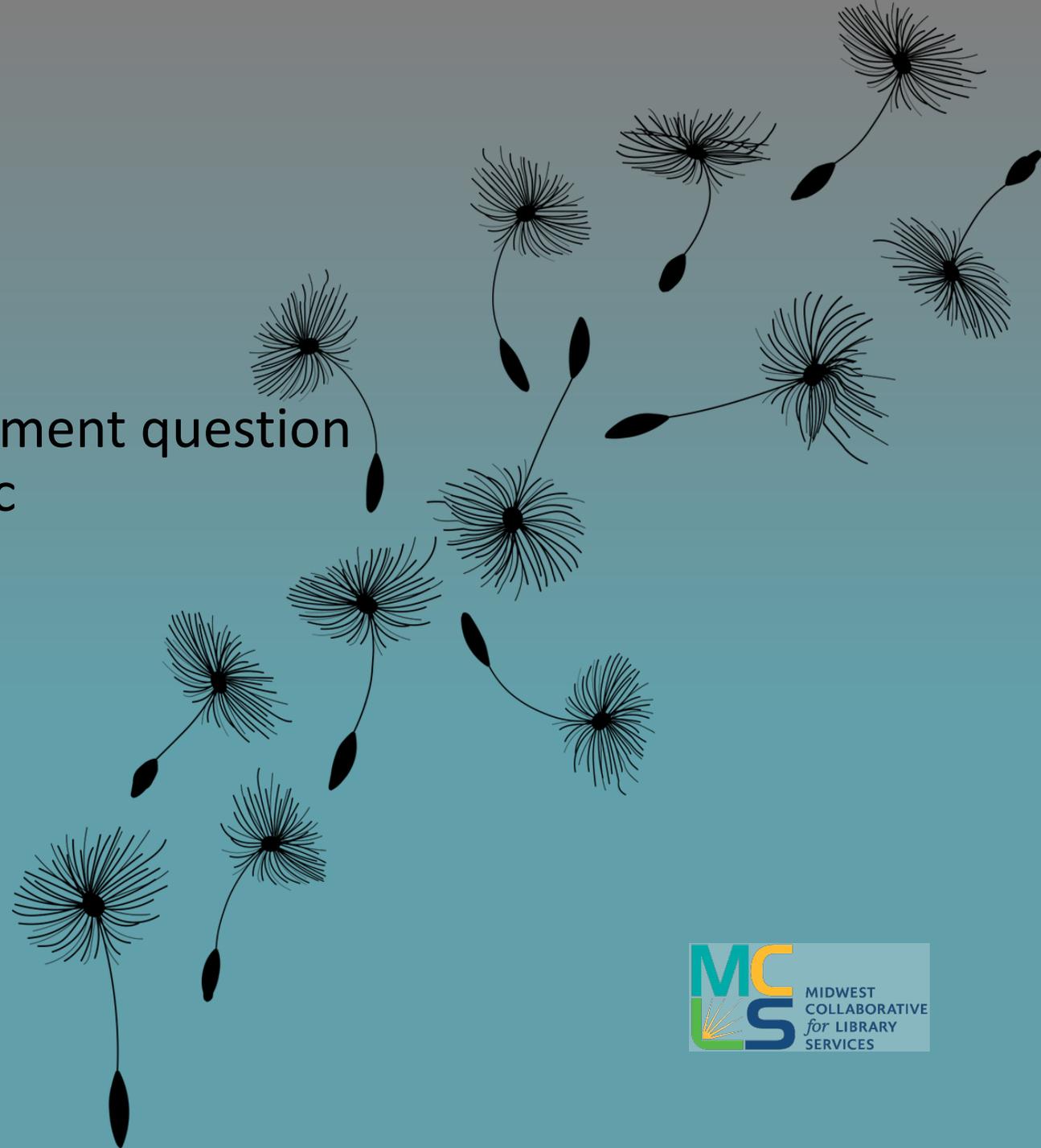




How to Engage

Passive Engagement

- Collecting Stories
- Have staff primed with an engagement question while they interact with the public
- Note boards
- Surveys/Form Responses



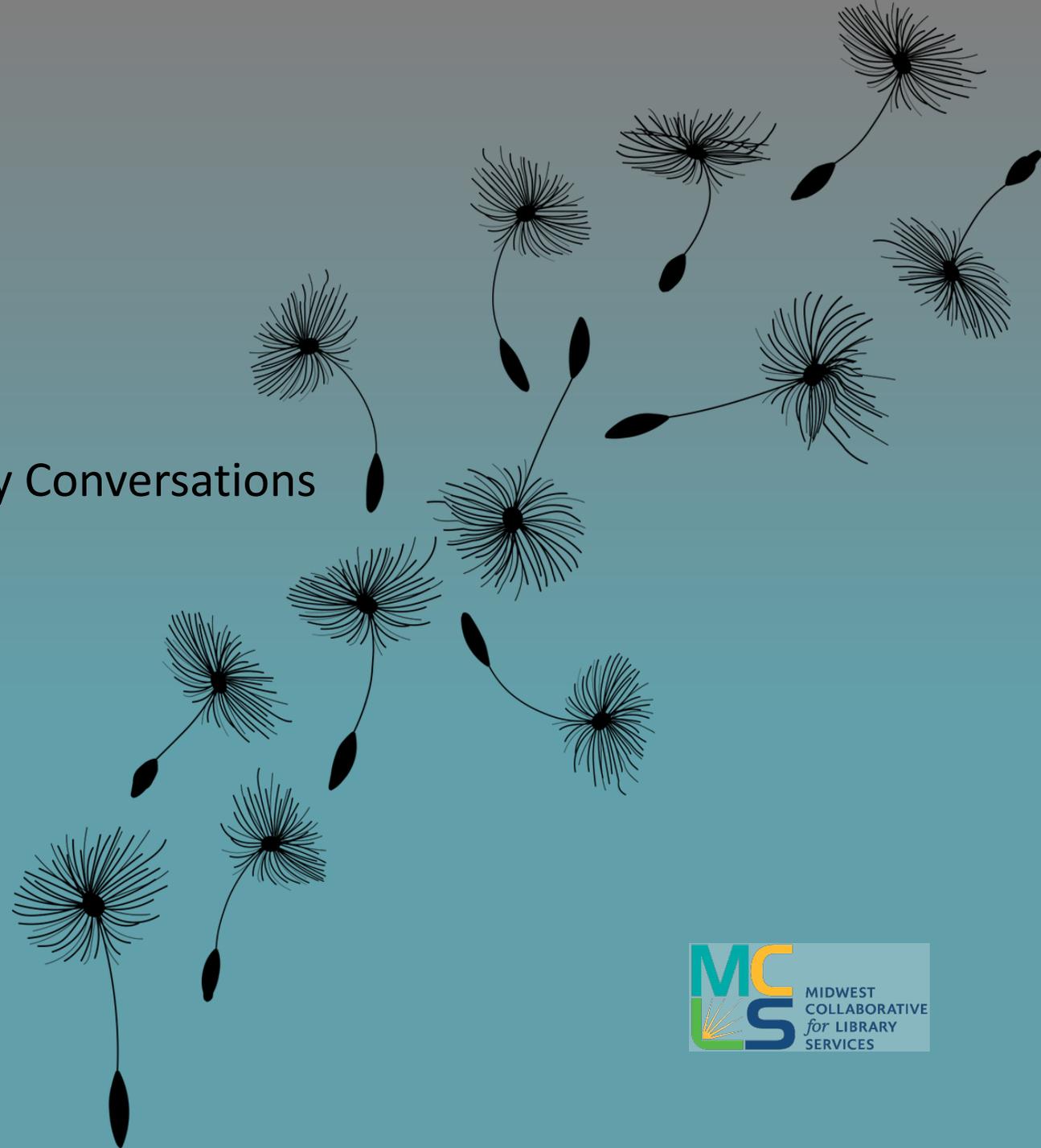
One-on-One Interviews

- Keep it short
- Ask personally
- Schedule ahead



Conversations

- Small Group Conversation
 - Focus Groups
 - The Harwood Institute's Community Conversations
 - Conversation Café
 - Aspen Institute
- Large Group Conversation
 - World Café
 - Future Search



Virtual Engagement

- Passive engagement
 - Padlet
 - Jamboard
 - FlipGrid
- Small group conversations
 - Zoom, Microsoft Teams, Google Meet or Hangouts, RingCentral, BigBlueButton, WebEx
 - Make it accessible for people to participate via phone, computer, with or without video or audio



Some Methods of Engagement

- Aspen Institute's Dialogue on Public Libraries
- World Café
- Conversation Café
- The Harwood Institute for Public Innovation
- Future Search

<http://bit.ly/leadtheway2020>

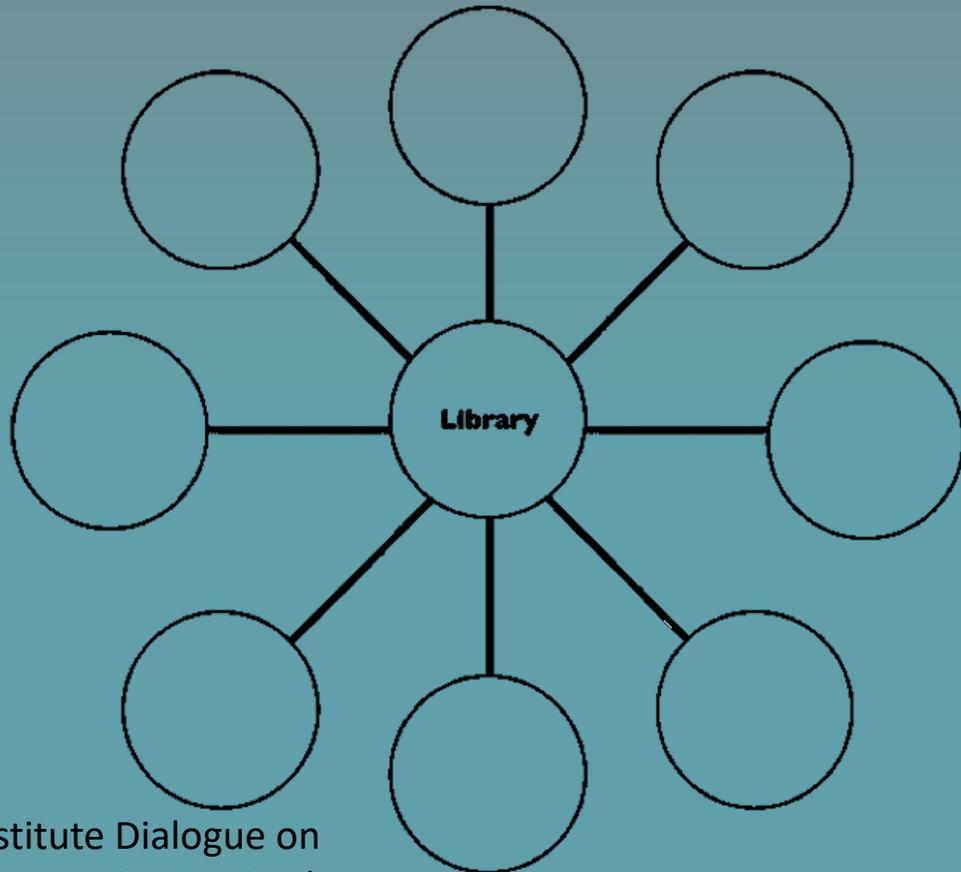




Who to Engage

Know Your Community

- Identify stakeholders

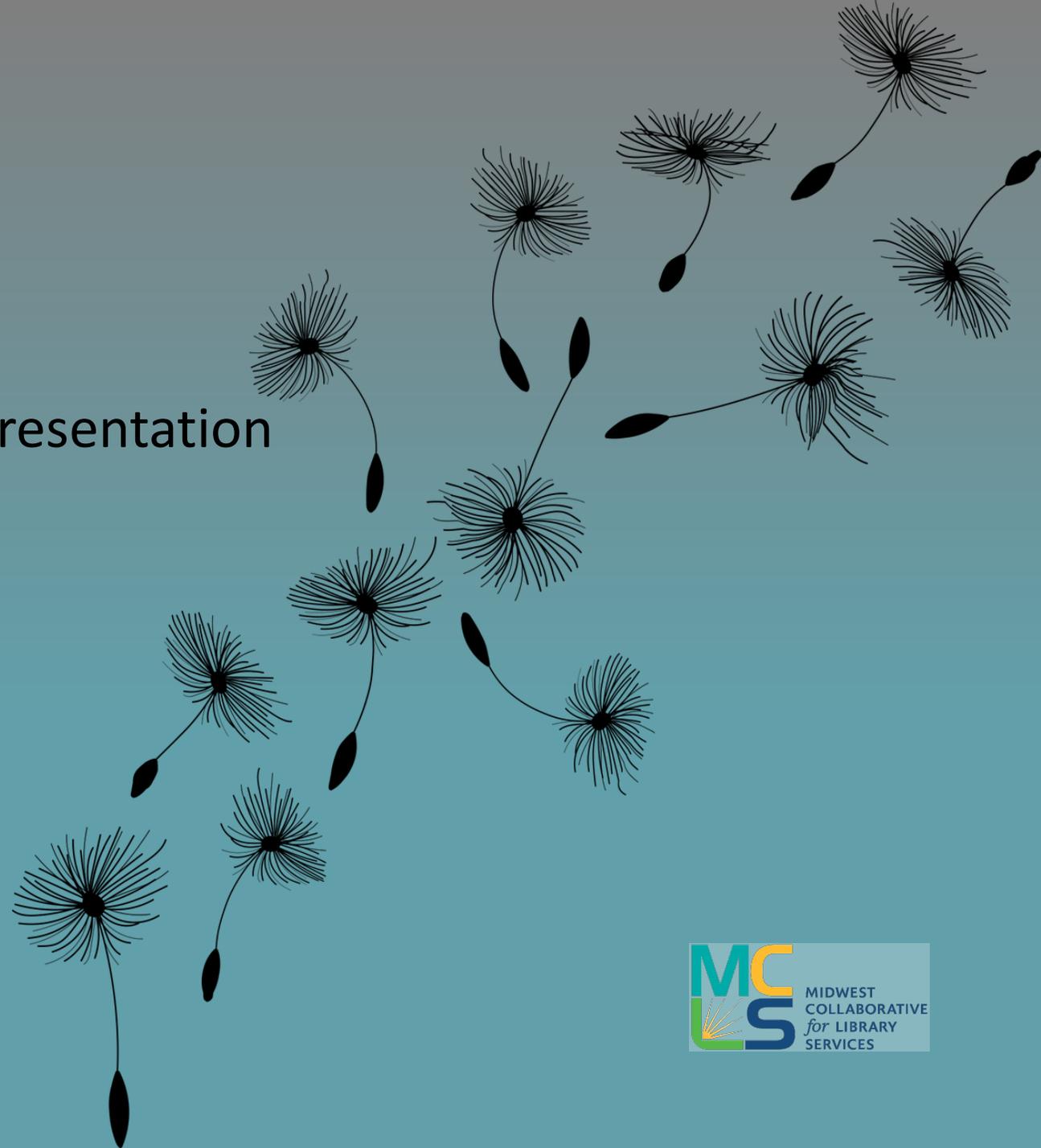


Aspen Institute Dialogue on
Public Libraries Action Guide



Strategically Inviting

- Brainstorm names
- Make sure you have a diverse representation



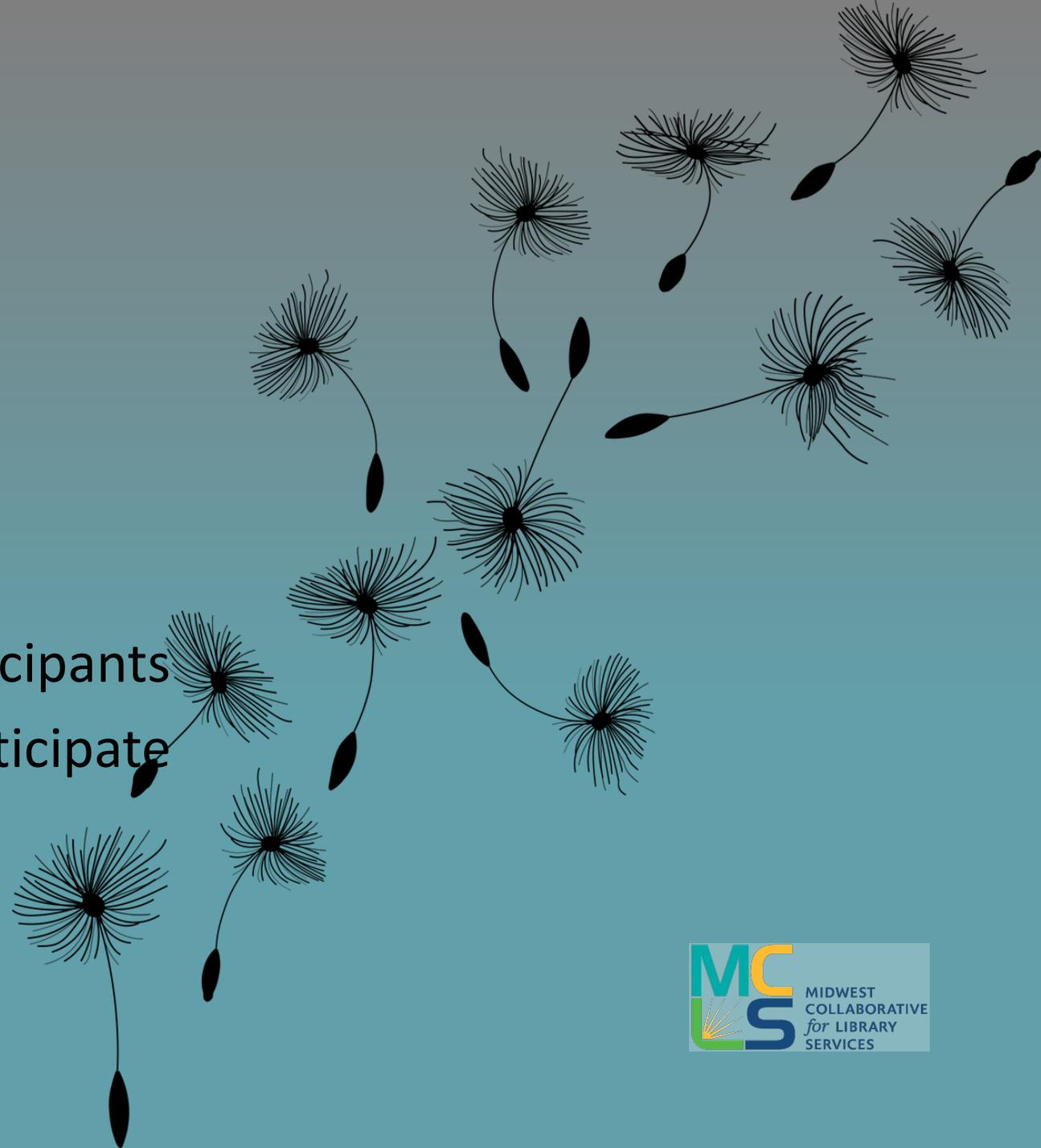


Successfully Engaging

Logistics

- Personal invitations
- Personal follow-up

- Have food
- Offer an incentive (prize) for participants
- Offer multiple time frames to participate
- Be up front with how long the conversations will be



Go out & engage!



Thank you!

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