Future-Proofing the Library

How to Anchor the Library in Values and Mission and Effectively Communicate Library Impact in the Community

Niche Academy Webinar September 6, 2023

Peter Bromberg, Executive Director | EveryLibrary

EveryLibrary | 501(c)4 Political Action Committee
- Election Days and Negotiations
- Support for Legislative Agendas
- Outreach and Activism to the Public

EveryLibrary Institute - 501(c)3 Research and Policy Think Tank
- Research Agenda
- Training Programs
- Programmatic Partnerships and Coalitions

PLAYBOOK | LINK TO PRESENTATION PDF AND GOOGLE SLIDES

https://bit.ly/futureproof-niche

We're going to spend some time together. So What? (aka goals for the presentation)

- Understand how to future-proof the library by staying anchored in the library's values & purpose, and by creating meaningful outcomes and experiences for patrons.

- Feel encouraged and more confident in talking about the library, your presence in the community, and the value the library is providing - so that your message resonates with a variety of listeners with different beliefs and ideologies.

- Understand how to construct effective messaging and how to engage stakeholders and get organized for successful action.

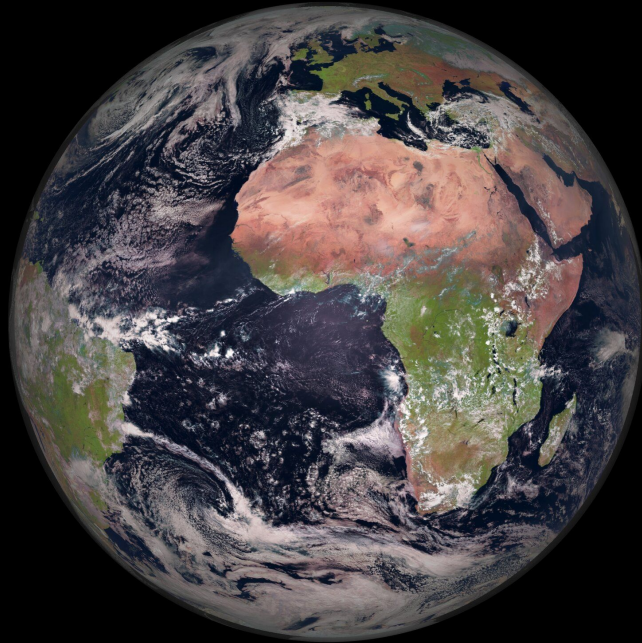# What We're Going to Cover Today

Anchoring in Values and Mission

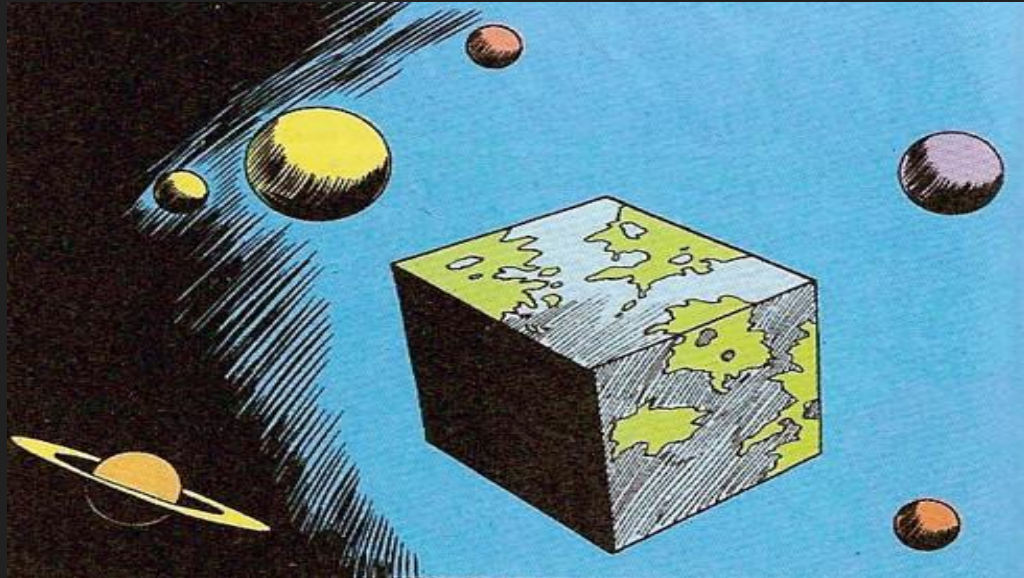Focusing on Outcomes and Experiences

Effective Messaging

Effective Messaging Practice

Key Takeaways - Now What?

Context:
The World We Are Living In

We are Living in a "Deeply Weird World"

"I think that the future, even 10 or 20 years out, is going to get deeply weird.

It's going to challenge us, as a species, in ways that we've not had to confront in our long evolution."

- Michael Edson, Sept 6, 2011

Co-founder at Museum for the United Nations – U.N. Live

Formerly: Director of Web and New Media Strategy Smithsonian Institution

"The kind of change we're experiencing now: **exponential**, fast, **continuous**; global in scale, **accelerating** in speed, and **enormous in scope**.

"Anyone [reading this] has already **seen more change in their lifetime** — of broader scope, larger scale, and faster speed — **than our ancestors saw in hundreds, thousands, or even tens of thousands of years**…

"**And we're just getting started** — just beginning to chart the surface of what will come."

–Michael Edson

April 6, 2017, "Forward to the Age of Scale"
(Post on Medium)

We are Living in a "Deeply Weird World"

WIRED

BACKCHANNEL BUSINESS CULTURE MORE ∨ SIGN IN | SUBSCRIBE

WILL KNIGHT   KHARI JOHNSON   BUSINESS   MAR 28, 2023 7:00 AM

Now That ChatGPT Is Plugged In, Things Could Get Weird

Letting the chatbot interact with the live internet will make it more useful—and more problematic, too.

Graveyard of Obsolete Tech

Replaced By

Being Replaced By

Being Replaced By
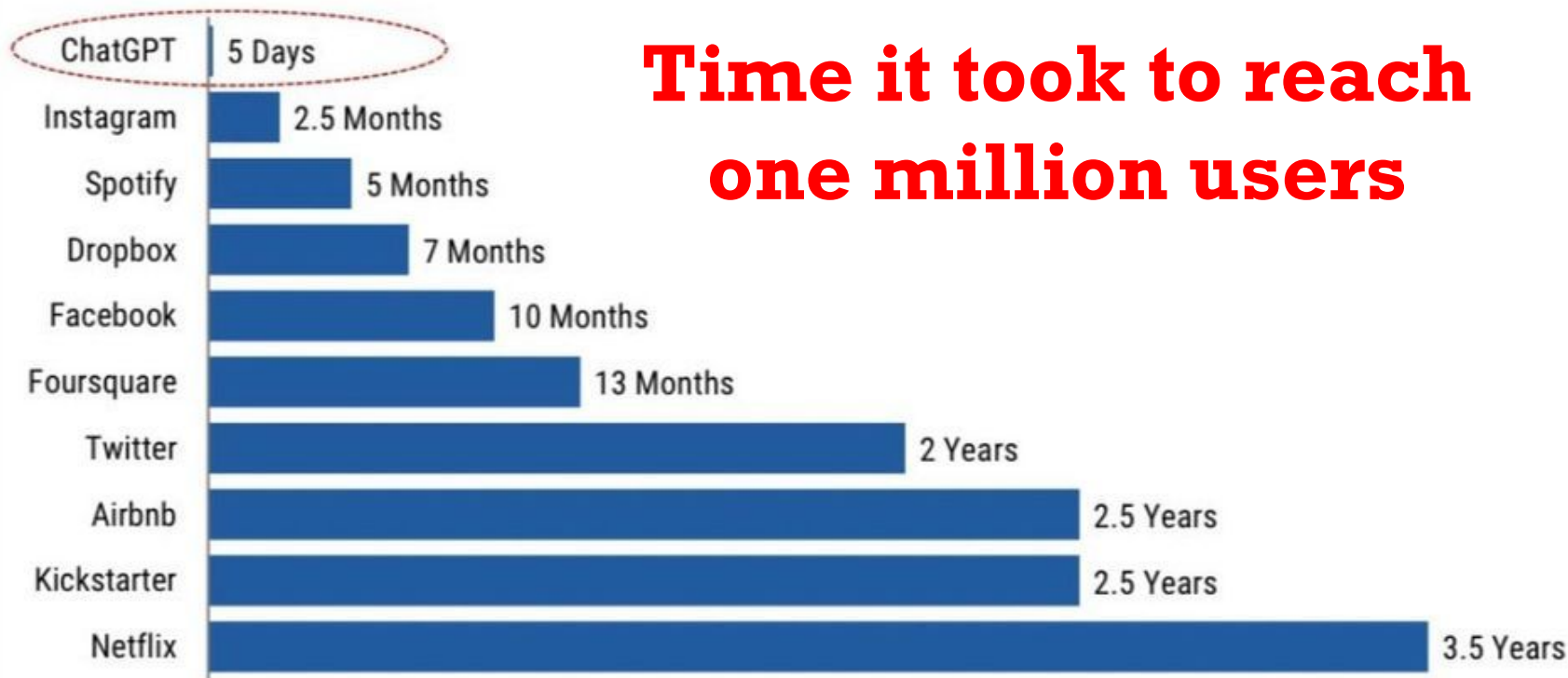
Being Replaced By

Windows 11

February 28, 2023

Introducing a big update to Windows 11 making the everyday easier including bringing the new AI-powered Bing to the taskbar

By Panos Panay, Chief Product Officer

Exhibit 1: ChatGPT – the fastest growing user base of all time

Time it took to reach one million users

ChatGPT	5 Days
Instagram	2.5 Months
Spotify	5 Months
Dropbox	7 Months
Facebook	10 Months
Foursquare	13 Months
Twitter	2 Years
Airbnb	2.5 Years
Kickstarter	2.5 Years
Netflix	3.5 Years

Deeply Weird =

Exponentially
Accelerating
Pace of Change

what got us here
won't get us there

What changes?
Tools, Methods, and Techniques

What doesn't change?
Values and Purpose (Mission)

Two Strategies

Anchor ourselves in
values and purpose

Focus on observable outcomes
and meaningful experiences
for real people

Start With
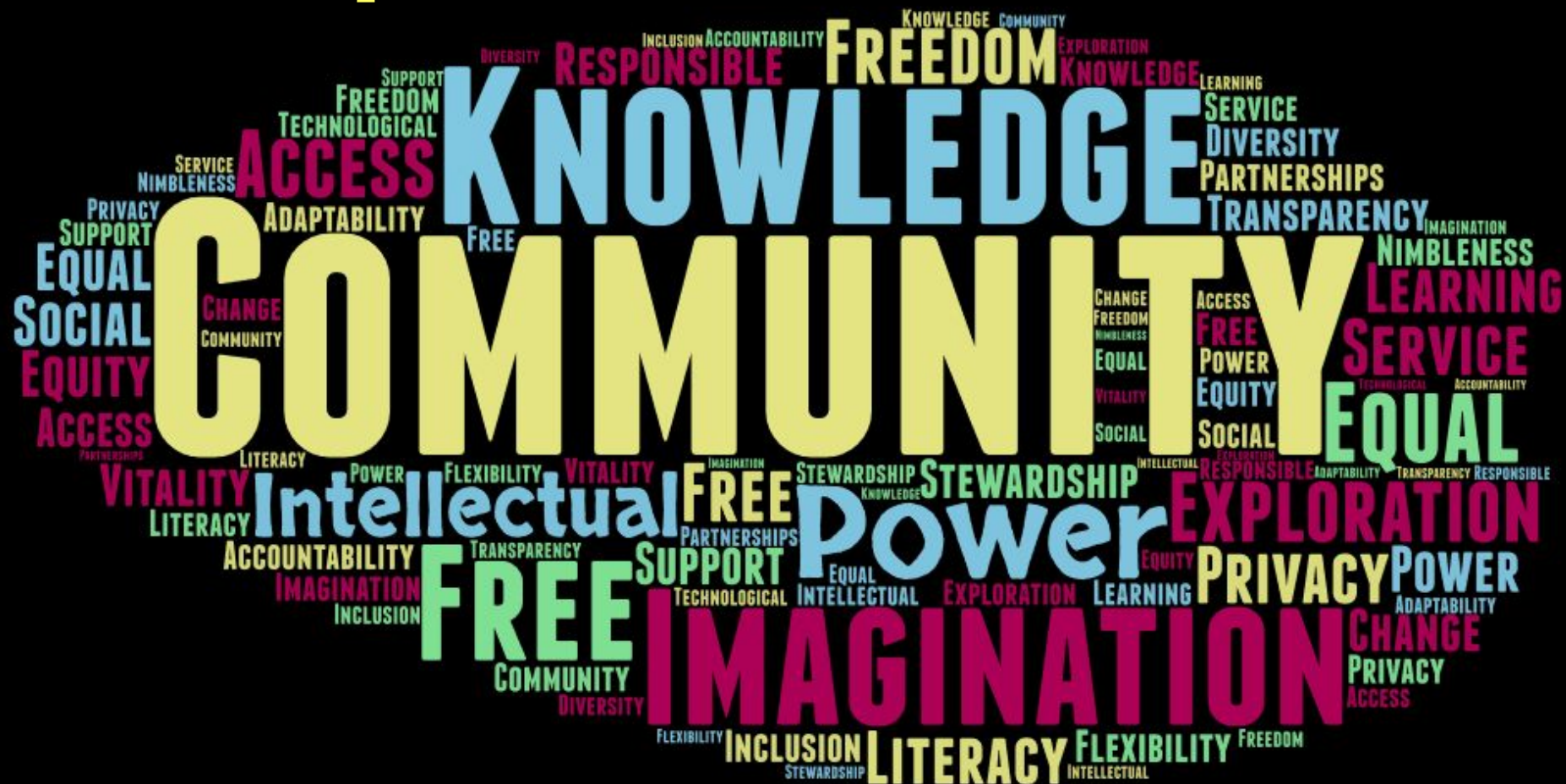# Values and Purpose/Mission

Values and Purpose Are Relatively Stable

Anchor Yourselves in Values and Purpose

WHAT ARE YOUR ORGANIZATIONAL VALUES?
WHAT IS YOUR ORGANIZATIONAL PURPOSE?

Why was your organization created?
What difference does it hope make, and for whom?
Who would notice or care if it didn't exist, and why?

Values/Purpose

Align Values/Purpose of Library to Priorities of Local Stakeholders, Organizations, and Elected Officials

Library Values & Purpose

Library Oper-ations

Stakeholder Mission & Priorities
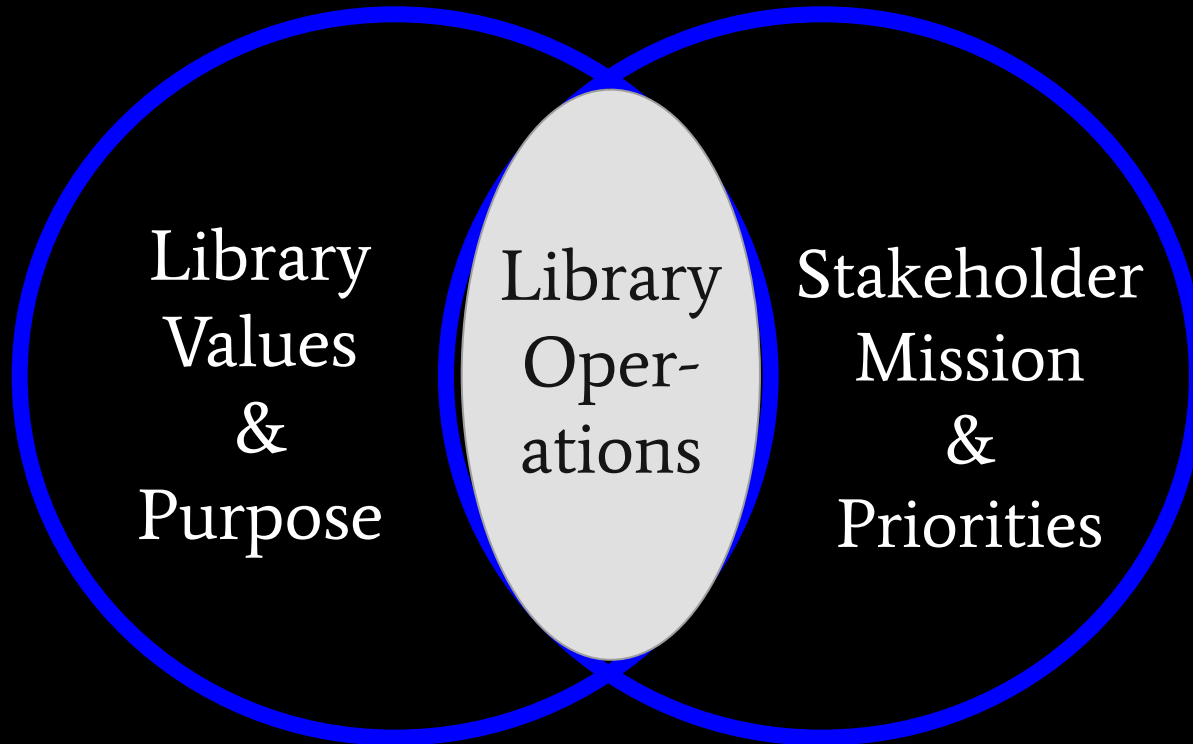
LIBRARY OPERATIONS

Anchored in Purpose.

Focused on Outcomes and Experiences.

Core Services and Programs

are the things we do which lead to…

Outcomes

Which are the observable differences
we make in the lives of the people we serve.

Experiences

the quality and the emotional resonance
of those outcomes.

Outcome

#020 // The Joan Trousers

The Joan Trousers are easy to make and look amazing! Sew them up in an evening and wear them to work the next day. They feature wide legs, a 2" waistband with belt loops and a button, scoop pockets, and an optional sash belt. These editorial looking pants are the ultimate secret pajamas!
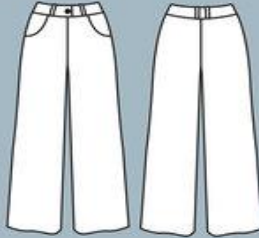
size chart:

IMPERIAL (IN)	XS	S	M	L	XL	XXL
bust	32-33	34-35	36-37	38-39	40-43	44-46
waist	24-25	26-27	28-29	30-32	33-35	36-39
hips	34-35	35-36	37-38	39-41	42-45	46-49

METRIC (CM)	XS	S	M	L	XL	XXL
bust	81-84	86-89	91-94	96-99	102-109	112-117
waist	61-64	66-69	71-74	76-81	84-89	91-99
hips	86-89	89-91	94-97	99-104	107-114	117-125

finished garment measurements:

IMPERIAL (IN)	XS	S	M	L	XL	XXL
waist	21	23	25	27	30.5	33
hips	33	35	38	40	43	47
inseam	22.25	22.5	22.75	23	23.25	23.5

METRIC (CM)	XS	S	M	L	XL	XXL
waist	53	58	64	69	77	84
hips	83	88	95	102	109	119
inseam	57	57	58	58	59	60

Friday Pattern Company

Experience
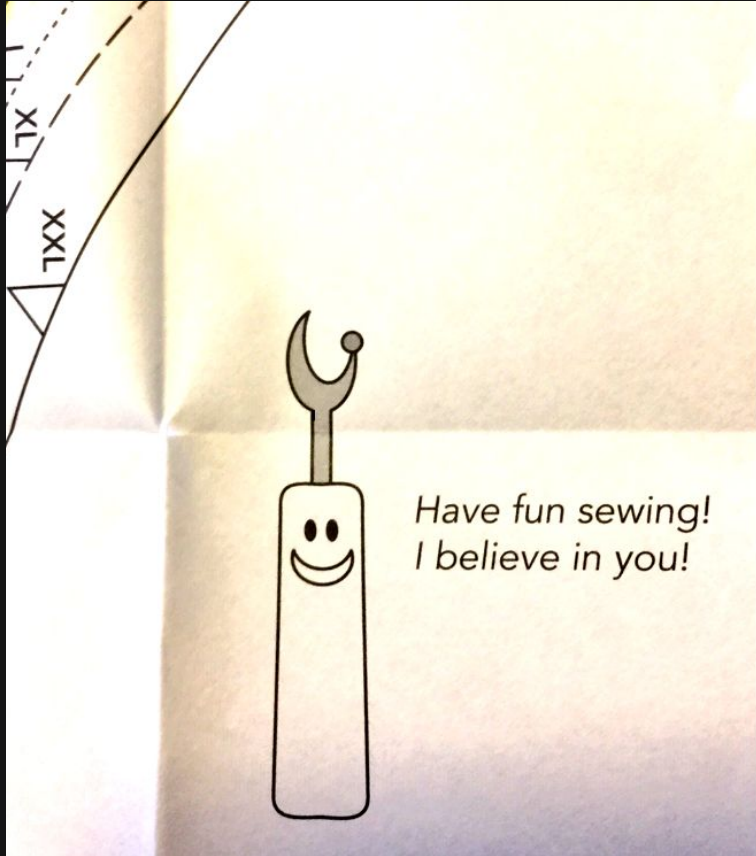
"It was such a nice surprise, I wasn't expecting that…

"So many people posted it to instagram with a 🙂 "

Outcome

Experience

"Customer Service" is only one important element in creating positive experiences.

Other elements include:

Policies, procedures, signage, building design, spaces, parking, merchandising, UX, lighting, marketing, sound, furniture, smells, visual appeal, cleanliness, accessibility, etc.

How to Talk About What We Do
in a way that builds support

Effective Messaging

Talking about library values, experiences, and outcomes with stakeholders and community members across
the political spectrum

Effective Messaging Across the Political Spectrum

The Three Languages of Politics

Framing our Message
Three Languages of Politics

> We have to tailor our message to appeal to multiple audiences

Not every potential supporter cares about the same issues, or sees the world in the same way.

Three Languages of Politics
by Arnold Kling

Humans evolved to send and receive signals that enable us to recognize people we can trust. One of the most powerful signals is that the **person speaks our language**.

In politics, Kling claims that progressives, conservatives, and libertarians are like tribes speaking different languages. **The language that resonates with one tribe does not connect with the others.**
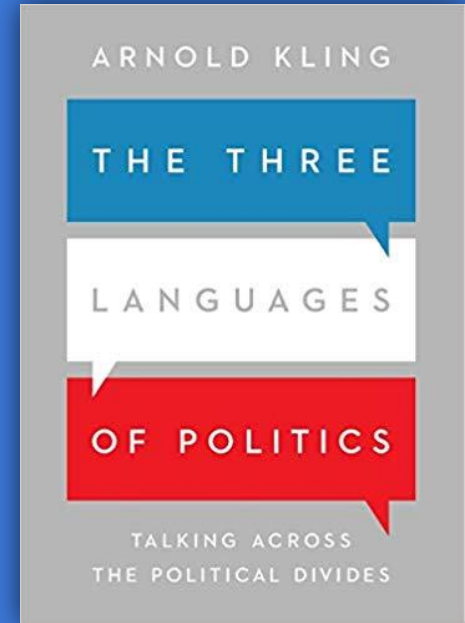
Three Languages of Politics
Our Heroes

(P): My heroes are people who **stood up for the underprivileged**. The people I cannot stand are the people who are indifferent to oppression of women, minorities, and the poor

(L): My heroes are people who **stood up for individual rights**. The people I cannot stand are the people who are indifferent to govt. taking away people's ability to make their own choices.

(C): My heroes are people who have **stood up for Western values**. The people I cannot stand are the people who are indifferent to the assault on the moral virtues and traditions that are the foundation for our civilization.

Three Languages of Politics
by Arnold Kling

The three languages can be used to honestly and accurately frame library value and impact

ARNOLD KLING

THE THREE

LANGUAGES

OF POLITICS

TALKING ACROSS
THE POLITICAL DIVIDES
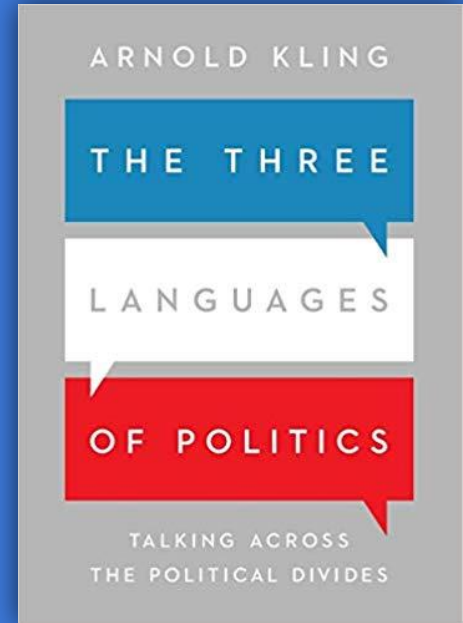
Three Languages of Politics
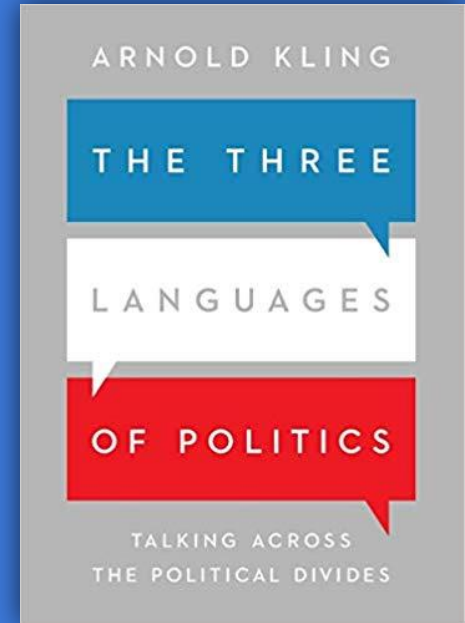## by Arnold Kling

Progressive
Speak to Equity & Social Justice

Libertarian
Speak to Liberty & Self-Direction

Conservative
Speak to Shared Culture & Traditional Values

Example: Framing Fine Free Library Materials

Progressive

Speak to Equity and Social Justice

"Fines create an inequitable barrier of service that hits hardest those among us who can afford it least and who are historically disenfranchised."

Example: Framing Fine Free

Libertarian

Speak to Self-Direction, Liberty, Good use of Taxes, Rationality

"The Library is the place where people, by the sweat of their brow, hard work, and individual choice can grow their skills, build businesses, prepare for college or career – which helps reduce the use of government assistance. AND… It's the place where no one tells you what to do or think."

We don't want to lead people into welfare, unemployment, incarceration - expensive drains on the taxpayer - for an unpaid $10 fine. That's just not rational.

Example: Framing Fine Free

Conservative

Speak to Shared Culture/Values

"Many new arrivals rely on the Library to learn what it means to become an American – to become part of our community, and understand our Utah values."

"And we will still hold people responsible for materials.... If they don't return the books, they will be billed."
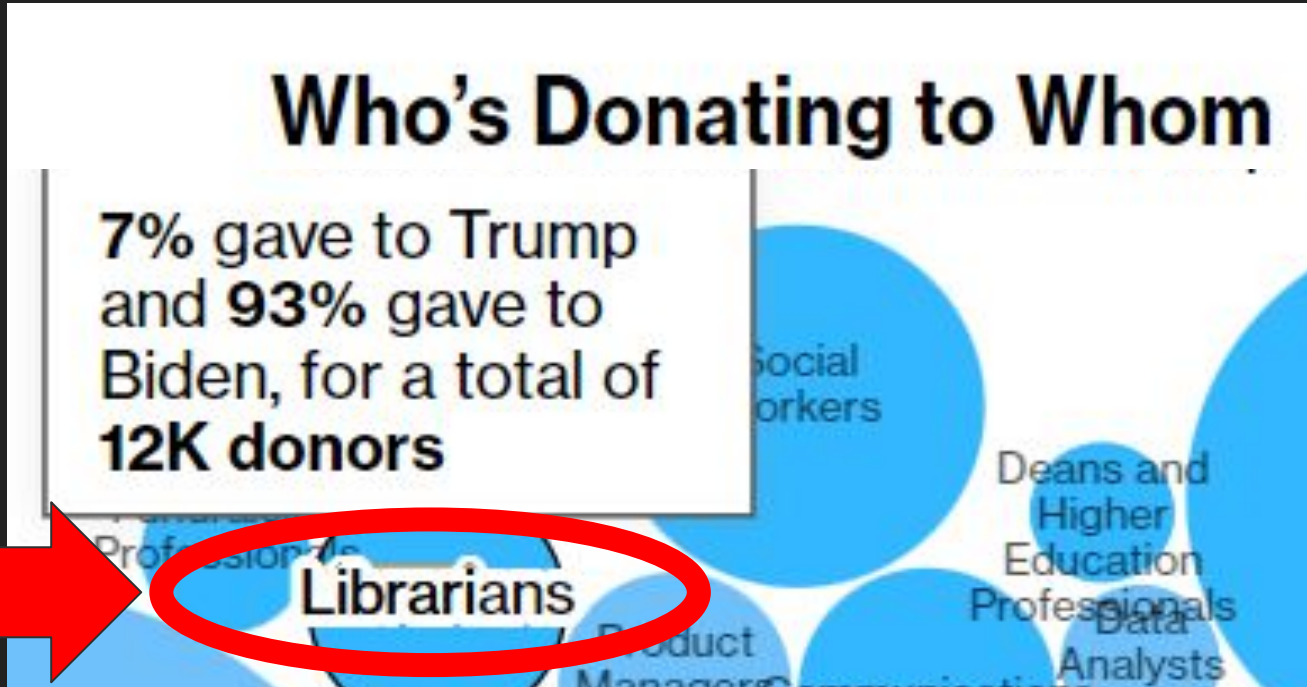
Three Languages of Politics
DANGER WILL ROBINSON!

We tend to default to talking about the library in ways that reflect OUR OWN IDEOLOGICAL WORLDVIEW

Three Languages of Politics
DANGER WILL ROBINSON!

Who's Donating to Whom

7% gave to Trump and 93% gave to Biden, for a total of 12K donors

Librarians

Social Workers

Deans and Higher Education Professionals

Data Analysts

Three Languages of Politics
DANGER WILL ROBINSON!

We must therefore know our default worldview and <u>intentionally</u> use language that will appeal to others

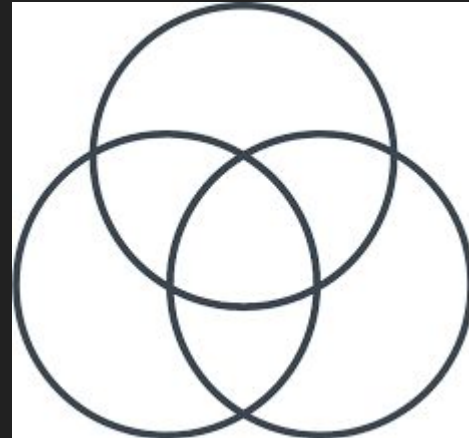# Effective Messaging
Mapping Messages to Community

Coalition Building
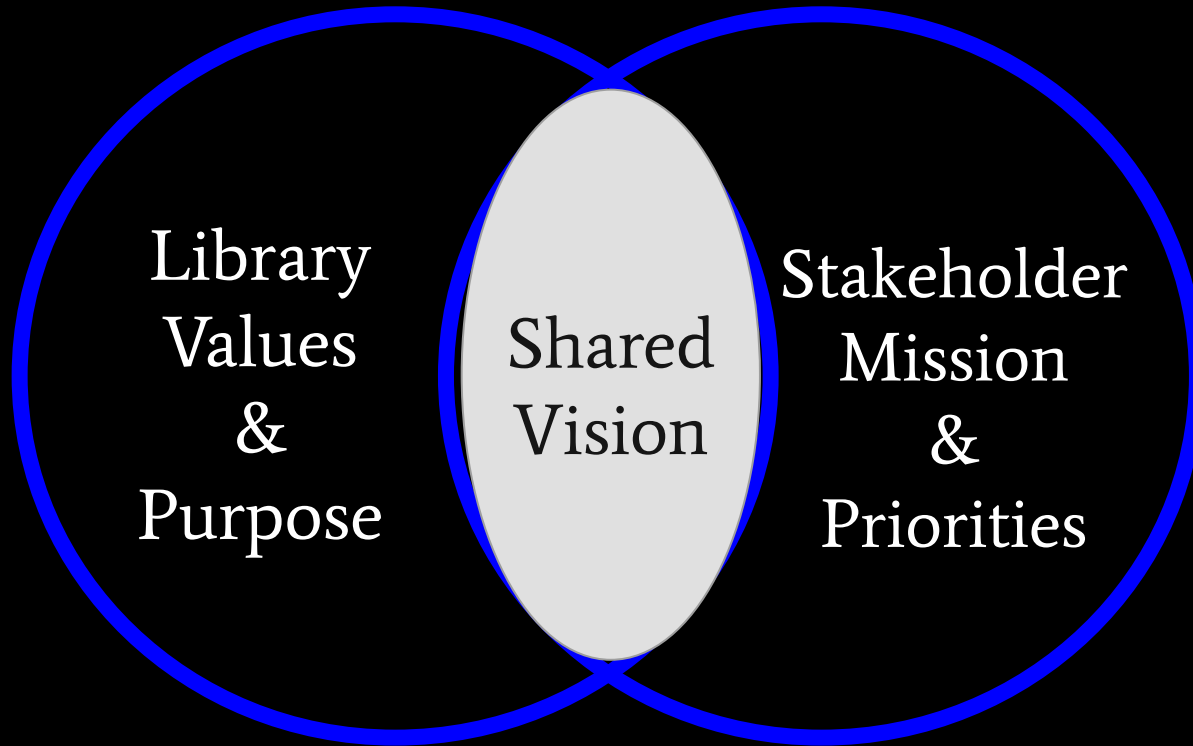
Coalitions are Built on Common Cause and Common Concern.
<u>Not</u> on Programming or Services

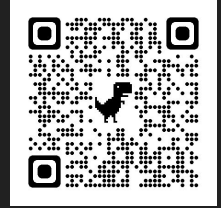**Message the Library Around:**

- Shared Values
- Common Mission
- Aligned Vision

Building Coalitions: Ask, "Who Else Cares?"

(p. 2 of Playbook)

- **Educational Stakeholders**: "Who else cares about education?"

- **Social Welfare or Faith-Based Stakeholders**: "Who else cares about the same populations?"

- **Governmental Stakeholders**: "Who Cares What Your Tax Rate is?"

- **Civic/Social/Arts Organization Stakeholders**: "Who Else Wants to Change the World a Bit?"

- **Business Stakeholders**: "Who Doesn't Always Know about how your agency supports a healthy, thriving economy?"

- **Politicians and Local Elected officials**: "Who else has constituents and cares about the overall healthy functioning of the community?"

- **Formal/Informal Media and Social Networks**: "Who needs to hear it first?"

Developing Effective Messaging

27 WORDS
9 SECONDS
3 POINTS

Developing Effective Messaging
EXAMPLE

Students are struggling with school

The library is helping our kids from slipping through the cracks

My staff and I are deeply committed to supporting kids, parents, and families.
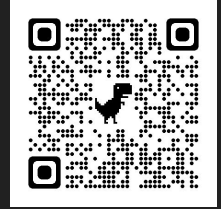
Developing Effective Messaging
EXAMPLE

Our Main Street has struggled for years.

When libraries are renovated and expanded downtowns are revitalized.

Our library draws thousands of people a month to our downtown shopping area.

Develop 27 - 9 - 3 Messages for Each Sector

- **Educational Stakeholders**: "Who else cares about education?"

- **Social Welfare or Faith-Based Stakeholders**: "Who else cares about the same populations?"

- **Governmental Stakeholders**: "Who Cares What Your Tax Rate is?"

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Using The Three Languages of Politics

Develop 27 - 9 - 3 Messages
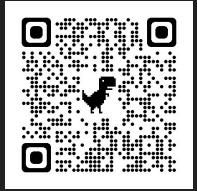
1. Who is the audience?
2. What/Who do they care about?
3. What do you want them to think, feel, or do?
4. How can you infuse your personal passion?

See page 4 for 27-9-3 messaging practice

Effective Messaging
Combining Data and Stories

Combining Stories/Data for Maximum Impact

People make decisions emotionally
Data alone will not persuade

Support for your work is **driven by emotion and belief** in the library's positive impact in the lives of community members.

Combining Stories/Data for Maximum Impact

DATA

We referred 37 people to VOA for housing assistance in the last quarter.

Combining Stories/Data for Maximum Impact

STORY

I'm writing in regard to one of your librarians to tell you a bit about how she helped my wife and I at a time when we were in **dire need and feeling extremely distraught.** I'm pretty sure that **if we hadn't met this sensitive librarian** compassionately acting beyond her duties to put us in touch with those who she hoped could help us that **we'd probably be dead**, considering the depth of our despair.

Combining Stories/Data for Maximum Impact

Story/Quote/photo → Data/Multiplier → Outcome

Harry and Gladys Smith
(Formerly homeless Library patrons)

"If we hadn't met this sensitive librarian we'd probably be dead. She helped at a time when we were in dire need and extremely distraught"

148 Housing Referrals in 2021

Supportive Housing helps people live and thrive in the community; **less likely to be incarcerated**; aids people with disabilities in getting **better healthcare**; and **help seniors stay in the community** as they age.

Source: Center on Budget and Policy Priorities

Combining Stories/Data for Maximum Impact

Story/Quote/photo → Data/Multiplier → Outcome

"My grandma takes me to the Library every week – I've read 127 books since I got my new card last year!"

+26,000

NEW CARDHOLDERS AFTER FINE FREE

Reading builds vocabulary which is a key indicator of future academic success

(Marzano & Pickering, 2005)

Building Support in Your Community

Library Support is not based on Usage

Library Support is not based on Usage

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Library Support is not based on Usage

Building Support in Your Community

Market to build understanding of impact - not just "asses in seats"

everylibrary

EveryLibrary is a national organization dedicated to building voter support for libraries. As a gold-rated nonprofit organization, we help public, school, and college libraries secure new funding. Discover more and pledge to support libraries at action.everylibrary.org.

A CLOSER LOOK AT LIBRARIES   READING   ENTREPRENEURSHIP   FAMILIES   HEALTH   LIFESTYLE | SUPPORT L   🔍 🐦 f 📷 Follow

LATEST LIBRARY STORIES

https://medium.com/everylibrary

Building Support in Your Community
Use EveryLibrary Medium Articles

How the Library Can Help You Adjust to College Courses

Discover More about Your Family Tree at Your Local Library

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Four Ways Libraries Can Help Local Small Businesses

https://medium.com/everylibrary

Building Support in Your Community
Use EveryLibrary Medium Articles

9 Ways You Can Halt the "Summer Slide"

Public Libraries — A Great Life Hack for Families

https://medium.com/everylibrary

Building Support in Your Community
Fight For the First

- Provides a free platform for community members to organize in support of the library

- Petitions and Events can be used to ID supporters, and activate them when necessary

- EveryLibrary provides free coaching and consulting and puts $$ behind digital marketing

fightforthefirst.org/

Building Support in Your Community
GROUPS

Saline County Library Alliance

Our group is focused on protecting the Saline County Library in Arkansas from attacks on the First Amendment and providing support for the continued strength and stability of the library for all our neighbors.
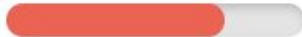
250 Members

Organizers

AW   BM

fightforthefirst.org/

Building Support in Your Community
PETITIONS

fightforthefirst.org/

Building Support in Your Community
PETITIONS

Stop the Defunding of Samuels Public Library

By signing this petition, we stand together for the freedom of each individual and parent to make

4,532 of 5,000 Signatures

Created by **Jackie Masella**

fightforthefirst.org/

Building Support in Your Community
EVENTS

Warren County Board of Supervisors Meeting

The Board of Supervisors is meeting on September 5th. This is the LAST CHANCE for public comment before they vote on the significantly defunding the Library.

fightforthefirst.org/

Thank you! Stay in touch!

Handout and Slidedeck Here
https://bit.ly/futureproof-niche

Peter Bromberg, Executive Director | EveryLibrary.org