



# **The Heart of Your Community... The Library, Of Course!!!**



**Library Strategies, A Consulting Group of The Friends of the Saint Paul Public Library**

# Today's Library....

*Today's libraries are no longer simply distribution points for materials. They are a place where people access technology (of all kinds), find resources for work and school, build job skills and seek employment, gather for meetings and socialization, and learn at all stages of life.*

*21<sup>st</sup> century libraries are places for after-school enrichment and skill building. They are living rooms, meeting rooms and classrooms for the community.*

# What's Happening Inside Today's Libraries?

- Books, DVD's, databases and resources (in print & from the cloud)
- Job centers & small business resources
- Community meeting spaces
- Technology training & digital literacy
- Pre-school readiness

# What's Happening Inside Today's Libraries?

- **New American assimilation (language & culture)**
- **Self-driven learning**
- **Technology-based creativity (Makers' Space)**
- **Entertainment, engagement, curiosity**

# What's Happening At Your Library???

- **What are the most popular uses of your library?**
- **How is this changing the need for space? Staffing?**
- **How are the changes in library use affecting your budget?**

# How Do New Demands Affect Your Library?

- **Collections and resources (print & electronic)**
- **Staff training**
- **Change in the library and staff culture**
- **Flexible space**
- **Increased bandwidth & Wifi (particularly in rural areas)**
- **Private and public spaces (quiet & loud)**

# How Should Libraries Respond to Their New Roles?

- Find out what the community really needs
- Support a healthy, engaged Friends or foundation
- Engage in strategic planning for the library and its support organization
- Engage in political advocacy
- Conduct private fundraising
- Create community partnerships

# Advocating For Your Library

- **Public support is for operational and capital needs**
- **Advocacy is a year-round activity**
- **Advocacy is a shared activity with the library & its support organization**
- **Create an advocacy committee and a clear platform each year**
- **An advocacy success story**



# Effective Fundraising for Your Library

- Private fundraising is for innovation and enhancements
- Create a separate 501(c)(3) fundraising organization
- Only one group should exist to do fundraising for your library
- Recruit the best & most influential individuals to sit on your fundraising board
- Focus your fundraising efforts on individuals
- Conduct membership campaigns in mid-year
- Personalize individual solicitations

# Creating Community Partnerships

- Identify appropriate partners for programs and services (businesses, government organizations, nonprofits, media)
- Determine the win-win-win
- Leverage your partners' resources to have a greater impact
- Nurture relationships with your community partners

# What Is the Role of Trustees in Today's Library?

- Know what goes on in your library
- Be the voice of the library in the community
- Initiate and engage in strategic planning for the Library (and support organizations)
- Ensure adequate resources for operational needs through political advocacy
- Work with your Friends & foundation to secure private funding for innovation & enhancement of basic services

# Three Thoughts for the Future

- Are we, as Trustees, doing all we can to ensure that the library is the heart of our community?
- Are we providing the necessary support to our Friends and/or Foundation?
- Am I fully committed to my personal role in supporting the library?

# NEED MORE INFO???

Go to: [www.thefriends.org](http://www.thefriends.org)

Or... contact Sue Hall

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