



# AN ACTION PLAN FOR WORLD DOMINATION THROUGH LIBRARIANSHIP

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# Jelly Babies, Katrina, and Libraries



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When I was asked to write a piece in support of [National Libraries Day](#) I was instantly





# Recession: \$131 billion worse than we thought

By Annalyn Censky @CNMoney July 29, 2011: 2:50 PM ET

## SIZE OF THE U.S. ECONOMY



SOURCE: BUREAU OF ECONOMIC ANALYSIS, DOLLAR FIGURES ARE ADJUSTED FOR INFLATION

As portrayed by the red line, the U.S. economy plunged 5.1% during the recession. Originally, the government had estimated only a 4.1% drop.

NEW YORK (CNNMoney) -- The depths of the Great Recession were even greater than originally reported -- by \$131 billion, to be exact.

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## Mortgage & Savings Center

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5/1 ARM		3.25%	↑	3.16%
30 yr refi		4.18%	↓	4.21%
15 yr refi		3.20%	↓	3.22%

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# Action Plan

1. First Conquer Your Own Demons
2. Control the Narrative
3. Get Invited In By Being Present
4. Never Neutral- Add Value

# First Conquer Your Own Demons: Competition



- Not Competing with Google or Amazon or Apple

# First Conquer Your Own Demons: Libraries

librarian | lɪˈbre(ə)rɪən |

noun

a person, typically with a degree in library science, who administers or assists in a library.



# First Conquer Your Own Demons: Libraries

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noun

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library | 'lī,brerē, -brərē |

noun (pl. **libraries**)

a building or room containing collections of books, periodicals, and sometimes films and recorded music for people to read, borrow, or refer to: *a school library* | [ as modifier ] : *a library book*.

- a collection of books and periodicals held in a library: *the Institute houses an outstanding library of 35,000 volumes on the fine arts*.
- a collection of films, recorded music, genetic material, etc., organized systematically and kept for research or borrowing: *a record library*.
- a series of books, recordings, etc., issued by the same company and similar in appearance.
- a room in a private house where books are kept.
- (also **software library**) Computing a collection of programs and software packages made generally available, often loaded and stored on disk for immediate use.

ORIGIN late Middle English: via Old French from Latin *libraria* 'bookshop,' feminine (used as a noun) of *librarius* 'relating to books,' from *liber, libr-* 'book.'

# First Conquer Your Own Demons: Libraries

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- Librarians Make Libraries
- The Mission of Librarians is to Improve Society through Facilitating Knowledge Creation in Our Communities

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- Librarians Make Libraries
- The Mission of Librarians is to Improve Society through Facilitating Knowledge Creation in Our Communities
- A Mandated Mediated Space (Virtual And/ Or Physical) Owned By The Community, Stewarded By Librarians, And Dedicated To Knowledge Creation

# First Conquer Your Own Demons: Collections

- Recognize the Shift in Collections
- Recognize the Barriers in Service
  - “How can I help you?”
  - “What are you passionate about?”

# First Conquer Your Own Demons: Books

- It's About Knowledge
  - Knowledge is NOT a thing
- Building Knowledge is Learning
  - Not Learning with Books, or Scrolls, or Databases, or Microfiche - **JUST LEARNING**
- Librarians Are Educators

# First Conquer Your Own

www.citylab.com/cityfixer/2015/04/getting-african-american-b

Dave's World ▾ Site Maintain ▾ Look at ▾ Riland ▾ Expect 2.0 ▾ Writing Stuff ▾ Health ▾ Bookmarks ▾ Development ▾ Google Translate Clip to OneNote

Library as Incubator on Twitter: 'This guy's putting books in barbershops for African American boys...' New York City's 'Barbershop Books' Could Be the Push African-American Boys Need to Get R...

**CITYFIXER**

## Getting African-American Boys to Read With 'Barbershop Books'

Many young black males don't see reading as part of their identity, one NYC educator believes. Haircut by haircut, he's trying to fix that.

LAURA BLISS | [@mslaurabliss](#) | Apr 15, 2015 | 6 Comments

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# Control the Narrative

- Crisis Narrative: Useful, but Fleeting and Demoralizing
  - People Respond to Aspirations More Than Deficits
- Yes, Some Librarians Have Tattoos
- The Problems with Books +
  - Don't Think of an Elephant

# Control the Narrative

- LaRue's 7 Messages [with Lankes additions]
  1. We're [librarians] here for you when times are tough
  2. We [librarians] think ahead
  3. We [librarians] are co-creators
  4. We [librarians] make things better
  5. We [librarians] build community
  6. You can trust us [librarians]
  7. We [librarians and libraries] will endure

# Control the Narrative



7. We **[librarians and libraries]** will endure

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# Cont

ive

- LaRue's 7

1. We're [

2. We [lib

3. We [lib

4. We [lib

5. We [lib

6. You can

7. We [lib

**Overview – Toronto Public Library Delivers \$5.63 of Economic Impact for Every \$1 Spent**

- Toronto Public Library creates over \$1 billion in total economic impact
- Total direct benefit as much as \$500 per member
- The average open hour at a branch generates \$2,515 in direct benefits
- Return on Investment is 463%
- Intangible benefits deliver value
- MPI followed a thorough, comprehensive approach to calculating the economic impact of TPL services

v  
1  
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3  
4  
4  
4

re tough

**So Much More:  
The Economic Impact  
of the Toronto Public  
Library on the City  
of Toronto**

MARTIN  
*Prosperity* Institute

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# Get Invited In By Being Present

- Get Out of the Building
  - Community Reference
  - Embedded Librarianship
  - Every Hotspot a Library

# Never Neutral- Add Value

- Professional Values
  - Learning
  - Openness
  - Intellectual Freedom and Safety
  - Intellectual Honesty (not Unbiased)
- Members NOT Customers NOT Users



# The Results

- Look Like the Community Not Each Other
- Learning Based Institutions
  - Spaces:
    - Maker Spaces? Entrepreneurship?
  - Services:
    - True University Presses (Blogging, Video)
  - Collections:
    - Fishing Poles? Lectures? Author Talks?

# Power to The People!





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Slides & Screencast @  
<http://www.DavidLankes.org>