



From Books and Mortar to Community Hubs

R. David Lankes | <http://www.DavidLankes.org>

A Library?!

- Living Knowledge Network
 - Networking People Not Stuff
- Bromley by Bow and Bob's Park
- Workary
- Fighter Jets and Leadership
- Fun Palaces
- Dance Club

Outline

- Power of Narrative
- A US Example
- Elements of a Library Narrative
- Power of Librarianship and Partners





The Power of Narrative





Control the Narrative

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

Control the Narrative



7. We will endure

Control the Narrative

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

Cont

- LaRue's 7

1. We're h
2. We thir
3. We are
4. We mal
5. We buil
6. You can
7. We will

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
2
3
4
4
4

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

MARTIN
Prosperity Institute

Control the Narrative

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



LEARNING OFFER



HEALTH OFFER



INFORMATION OFFER



READING OFFER



DIGITAL OFFER

**BECAUSE
STUDENTS CAN'T
AFFORD
SCHOLARLY
JOURNALS ON
A RAMEN
NOODLE BUDGET.**

**LIBRARIES
TRANSFORM**
AN INITIATIVE OF THE AMERICAN
LIBRARY ASSOCIATION

LIBRARIESTRANSFORM.ORG

**BECAUSE
PUNCTUATION
WITHOUT
IMAGINATION
MAKES A SENTENCE,
NOT A STORY.**

**LIBRARIES
TRANSFORM™**

**BECAUSE THERE
ARE MORE
THAN
14,400,000
SEARCH RESULTS
FOR THE 2016
PRESIDENTIAL
ELECTION.**

**BECAUSE
MORE THAN A
QUARTER OF U.S.
HOUSEHOLDS
DON'T HAVE A
COMPUTER WITH
AN INTERNET
CONNECTION.**

**LIBRARIES
TRANSFORM™**



These Public Libraries Are for Snowshoes and Ukuleles

By PATRICIA LEIGH BROWN SEPT. 14, 2015







Libraries are
Obsolete



Libraries are
Obsolete



Tattooed
Librarians





Libraries are
Obsolete



Tattooed
Librarians



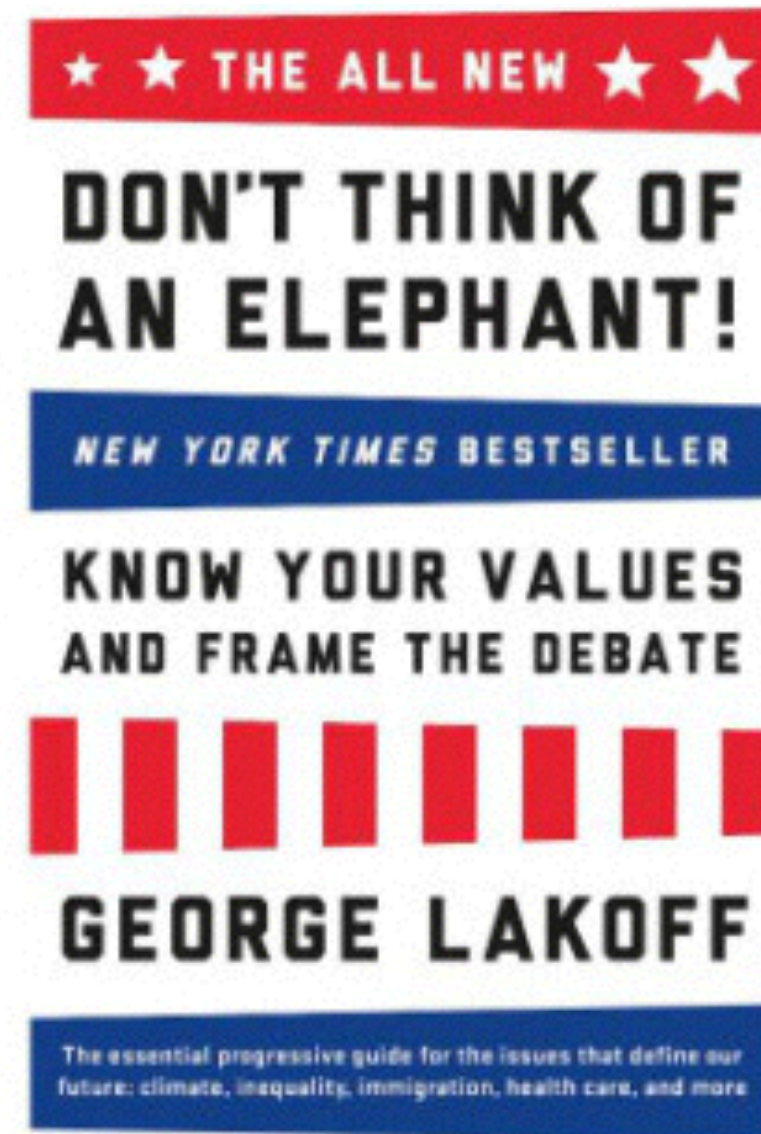
Libraries &
Community

Features

- Active Messaging
 - “It’s not bragging if it’s true”
- Focus on Benefits
- The Dangers of Nostalgia
- Words Matter

Don't Think of an Elephant

- What Do We Call Them?
- Customer, Consumer, User, Patron?
- Information v Knowledge



Learning

Learning

Learning

The Mission of The Librarian is To
Improve Society Through Facilitating
Knowledge Creation in a Community

Learning

The Mission of The Librarian is To
Improve Society Through Facilitating
Knowledge Creation in a Community

We Help Communities Make Smarter
Decisions

Tools for Learning v. Facilitating Learning



Learning

- Participatory
 - Inquiry Driven
 - Built Through Conversation
- Social
- Fiction and Nonfiction
- Lifelong and Continuous

Risk in Advocating “Libraries”



Risk in Advocating “Libraries”

- The building is big and interesting



Risk in Advocating “Libraries”

- The building is big and interesting
- Full of the latest equipment that cost a lot of money



Risk in Advocating “Libraries”

- The building is big and interesting
- Full of the latest equipment that cost a lot of money
- Come and meet other sick people and get medicine



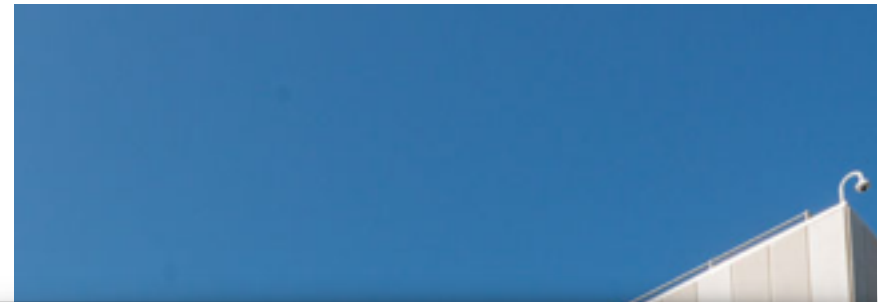
Risk in Advocating “Libraries”

- The building is big and interesting
- Full of the latest equipment that cost a lot of money
- Come and meet other sick people and get medicine
- Remember as a child when you had your tonsils out and you could eat all the ice cream you want-yeah, we still have ice cream



Risk in Advocating “Libraries”

- The building is big and interesting
- Full of the latest equipment



People and Purpose

- Come and meet other sick people and get medicine
- Remember as a child when you had your tonsils out and you could eat all the ice cream you want-yeah, we still have ice cream



Learning

The Mission of The Librarian is To
Improve Society Through Facilitating
Knowledge Creation in a Community

We Help Communities Make Smarter
Decisions

Google
Publisher

Learn Teacher

— Authors —

The Mission of The Librarian is To
Improve Society Through Facilitating
Knowledge Creation in a Community

We Help Communities Make Smarter
Decisions

Librarian

Entrepreneur

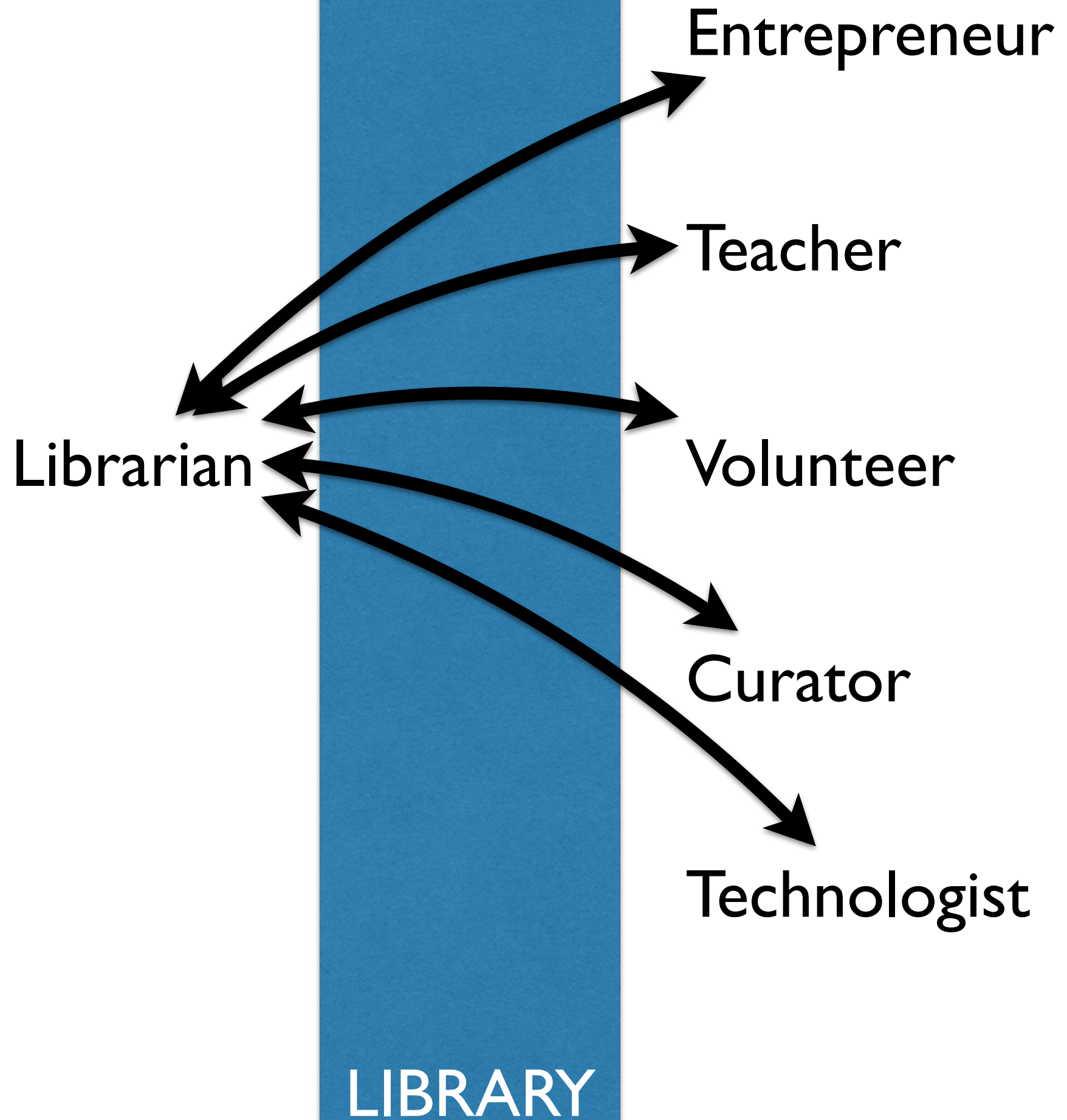
Teacher

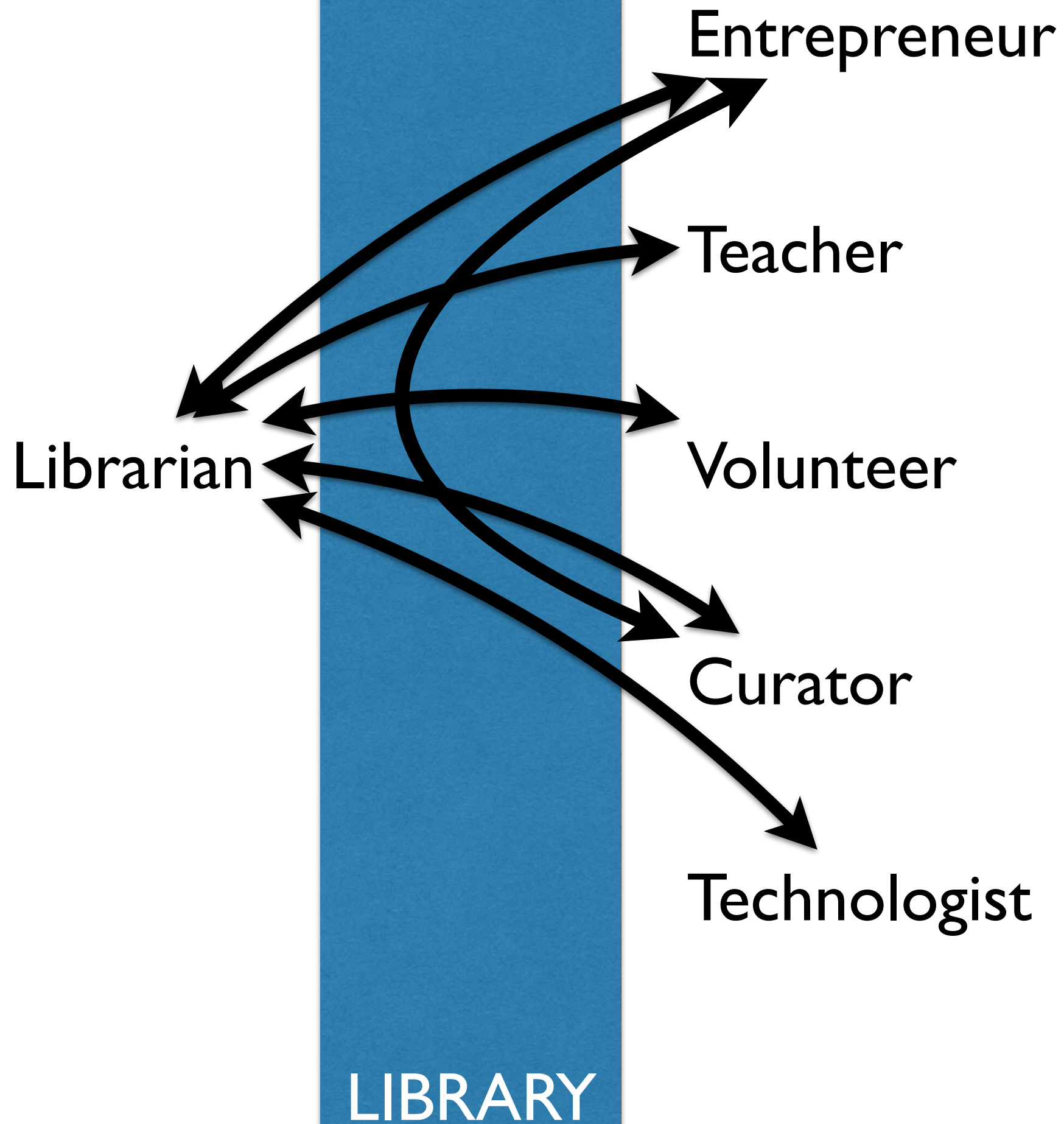
Volunteer

Curator

Technologist

LIBRARY





LIBRARY

Learning
Openness
Intellectual Freedom
and Safety
Intellectually Honest
not Unbiased

Librarian

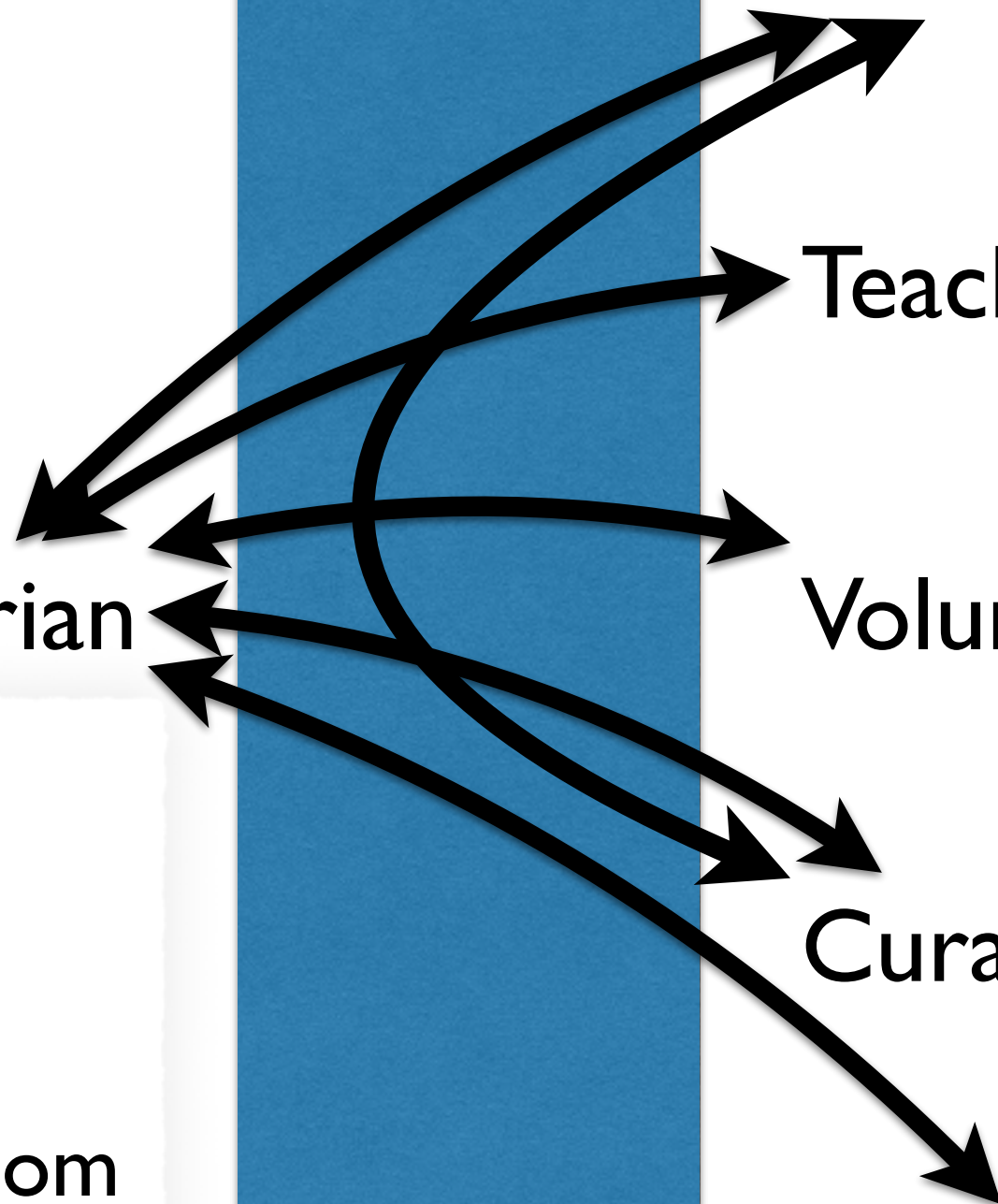
Entrepreneur

Teacher

Volunteer

Curator

Technologist



**“A library always makes
the difference!”**

A Librarian

“A library always makes
the difference!”

A Librarian
Chooses to make

“A library always makes
the difference!”

A Librarian
Chooses to make
“A library always makes
the difference!”

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