From Books and Mortar to Community Hubs

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

https://ileadusa.wordpress.com/2015/06/16/keynote-handouts-for-june-2015/
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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

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

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LEARNING OFFER

HEALTH OFFER

INFORMATION OFFER

READING OFFER

DIGITAL OFFER
BECAUSE STUDENTS CAN’T AFFORD SCHOLARLY JOURNALS ON A RAMEN NOODLE BUDGET.

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

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  SEP. 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”

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- 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
Learn

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

A Librarian Chooses to make
A librarian chooses to make

“A library always makes the difference!”

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