CONNECTIONS NOT COLLECTIONS

Innovation, Transformation & Democracy

sara kelly johns & erica freudenberger

http://turningoutward.wikispaces.com/Resources+for+Harwood+presentation
IN THE BEGINNING...
# TURN OUTWARD

Look at the two columns below. For each row choose the word that best describes the focus of your work or efforts in the community.

<table>
<thead>
<tr>
<th>I am generally focused on:</th>
<th>I am generally focused on:</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Activity</td>
<td>□ Action</td>
</tr>
<tr>
<td>□ Programs</td>
<td>□ People</td>
</tr>
<tr>
<td>□ My Organization</td>
<td>□ My Community</td>
</tr>
<tr>
<td>□ People as Consumers</td>
<td>□ People as Citizens</td>
</tr>
<tr>
<td>□ Process</td>
<td>□ Progress</td>
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<tr>
<td>□ Outreach</td>
<td>□ Engagement</td>
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<tr>
<td>□ Public Relations</td>
<td>□ People’s Reality</td>
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<tr>
<td>□ Inputs</td>
<td>□ Impact</td>
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<tr>
<td>□ Claiming Turf</td>
<td>□ Coming Together</td>
</tr>
<tr>
<td>□ Charity</td>
<td>□ Change</td>
</tr>
<tr>
<td>□ Feeling Good</td>
<td>□ Doing Good</td>
</tr>
</tbody>
</table>

Count the checkmarks in the right column to find your Turn score □
AND THEN ....

LIBRARIES TRANSFORMING COMMUNITIES
OUTREACH & MARKETING
COMMUNICATING VALUE
BEING VALUABLE
We are embedded in a MAGICAL MATRIX OF CONTINUAL MOTION

Bob Berman
PEOPLE CAN SOLVE THEIR OWN PROBLEMS.
SOCIAL TRANSFORMATION IS WITHIN THE REACH OF ALL COMMUNITIES.
PUBLIC KNOWLEDGE

Ask Exercise

We want to get a sense of people’s aspirations for their community and learn about the kind of community they want to create. Introduce yourself by saying, “Hi, I’m in a training session at the Hanwood Public Innovators Lab. We’re trying to learn more about people’s aspirations for their community. Would you be willing to answer four quick questions?”

1. What kind of community do you want to live in?

2. Why is that important to you?

3. How is that different from how you see things now?

4. What are some of the things that need to happen to create that kind of change?

NOTES FROM CONVERSATION 1

Who did you talk with?

Key ideas you want to remember:
WHAT ARE THE ASPIRATIONAL GOALS OF OUR COMMUNITIES?
ASPIRATIONS

Talk about aspirations and find common ground for working with others:

Take a moment to focus on your community aspirations and to identify next steps you want in creating change. Add your aspirations, challenges, and the new conditions to create in the spaces provided below. Use this on your own and then try it in a group setting—check out the Aspirations Facilitator’s Guide to help in leading an aspirations conversation: ala.org/LTC

ASPIRATIONS
My aspirations for my community are:

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

CHALLENGES
The challenges we face in reaching these aspirations are:

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

NEW CONDITIONS
The changes needed in my community to reach our aspirations are:

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________
THE VALUE OF COMMUNITY CONVERSATIONS

Community Conversations serve two important purposes:

- They are a turned-outward way to authentically engage members of the community.
- They generate Public Knowledge that can then be used to inform decision-making of all kinds.

Engage the community to understand:

- People’s aspirations for the community.
- People’s concerns.
- How people think and talk about a given issue in relation to the community.
- The changes needed to reach our aspirations for the community.
- What people believe we can do, and who they’d trust to take action.

Community Conversation themes help inform how you:

- Engage the community: Inviting new people opens the door to new relationships.
- Find new partners: Sharing Public Knowledge creates coalition opportunities.
- Develop strategies: Working on the issue AND building capacity to work together.
- Mobilize resources: Creating natural pathways for people to contribute.
SCHOOL LIBRARIES TURNING OUTWARD

Ken Stewart

The Conversations Begin! 2013

Aspirations, Challenges, Solutions
SCHOOL LIBRARIES TURNING OUTWARD

Sue Kowalski

LEADERSHIP

COMMUNITY

https://animoto.com/play/yeNwVWh1EFII4PaiS3a23A
Engaging campus communities

Understand our campus communities better

Become more deeply rooted in the life of our communities

Create a narrative around shared community aspirations
Executing Strategies & Actions that fit our COMMUNITY

Develop strategies that achieve results and also build community

Identify and act on specific pockets of change that align to local context

Focus on creating conditions necessary for community change

Determine “who to run with” as partners

Develop networks for innovation/learning
MAKE CIVIC ENGAGEMENT A LIBRARY PRIORITY, AND LET EVERYONE KNOW
SHOW UP
ENCOURAGE AND EXPECT STAFF TO GET OUTSIDE THE LIBRARY WALLS
IDENTIFY OPPORTUNITIES TO MAKE A DIFFERENCE IN THE COMMUNITY

Urban Libraries Council, 2012
People in Red Hook, New York, said, “Our lack of public transit is keeping people isolated.”

...so the library borrowed a van and is taking its programming directly to the neighborhoods that need it.

Communities have challenges. Libraries can help. Learn how at ALA 2015.

“Turning Outward to Lead Change in Your Community”
Saturday 8:30 & 10:30 a.m., 1 & 3 p.m.

Visit ala.org/LTC for free resource guides, webinars and more.
QUESTIONS?
RESOURCES

http://www.ala.org/transforminglibraries/libraries-transforming-communities/resources-for-library-professionals


REFERENCES


Staron, Maret, Jasinski, Marie, & Weatherley, R 2006, Life Based Learning: A strength based approach to capability development, TAFE NSW ICVET with Department of Education, Science and Training (DEST)


THANK YOU

Sara Kelly Johns
skjohns@gmail.com

Erica Freudenberger
director@redhooklibrary.org

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