



**CT State Library**  
*Division of Library Development*

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# Programming, Partnership, and Burnout

**Presented by**

**Kymerlee Powe, Children/ YA Consultant**

**[Kymerlee.powe@ct.gov](mailto:Kymerlee.powe@ct.gov)**



# Today



- What constitutes as a *program*
- The importance of community
- Evaluating program success
- Examples of community driven programs
- Defeating burnout with partnerships

# Libraries are...



- An opportunity
  - Free access
  - Free resources
  - Interacting with new people and communities
  - Access to multiple types of learning
  - Engagement opportunities
  - So much more



# PROGRAMMING

# What IMLS has to say



A synchronous program session is any planned event which introduces the group attending to library services or which provide information to participants.

- Program sessions may cover use of the library services, or library tours
- Program sessions may also provide cultural, recreational, or educational information. Examples of these types of program sessions, include, but are not limited to, film showings, lectures , story hours, literacy programs, citizenship classes, book discussions.

# Investigate our Habits



- Pinterest- Links to activities or crafts
- Listservs/ Facebook groups
- Conference or workshop
- Professional Development books

\*Don't reinvent the wheel

# Library Programming Competencies



- Knowledge of the community
- Interpersonal skills
- Creativity
- Content knowledge
- Evaluation
- Financial skills
- Outreach & Marketing
- Event Planning
- Organizational Skills

# What Makes a Library Program?



Dimension	Primary Subdimension	Other subdimension
Library Profile	Library Type <ul style="list-style-type: none"> <li>• Public</li> <li>• Academic</li> <li>• K-12</li> <li>• Special</li> </ul>	Library Subtype Geographic Area Community Demographics Library Size and Capacity
Program Characteristics	Primary Intended Outcome <ul style="list-style-type: none"> <li>• Learn new knowledge</li> <li>• Learn new skills</li> <li>• Change their attitudes</li> <li>• Change their behavior</li> <li>• Gain awareness of library, resources, services, or programs</li> <li>• Have fun or are inspired</li> <li>• Together, libraries and communities build stronger and healthier communities</li> </ul>	Program topic Program format Location Deliverer Program frequency
Program Audience	Audience scope <ul style="list-style-type: none"> <li>• Appealing to library's entire audience</li> <li>• Appealing to a subset of the library's entire audience</li> </ul>	Target audience demographics Actual audience demographics
Program Administration	Development model <ul style="list-style-type: none"> <li>• Developed by the library itself</li> <li>• Developed by or with a community partner</li> <li>• Developed by a national or regional organization</li> </ul>	Funding (library, patron, partner, etc.) Specific sponsors or partners



# Public Servant vs. Library Servant



## 2. Make it not all about the stuff

- Change the community's mindset that the library's main purpose is to house and hand out books & other stuff.
- If we're not about the stuff, what are we about?
  - Celebrate developers, not just the individuals and the programs it is able to do but they can be, if whatever this way to be
  - Empower individuals but not their knowledge
  - Empower our staff to take opportunities, create services
  - Engage Schools system-wide to engage with students address the issues
  - Educators Navigator help them deeply understand education
  - Business Model canvas and innovation for service users

Support services, connect, reflect, build, be





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**COMMUNITY**

# Community Asset Map



- The Assets- The gifts, skills, and capacities that can be shared with the community
  - People
  - Associations (faith groups, cultural organizations..)
  - Institutions (university, city government, libraries, non-profits)
  - Physical Assets- buildings, parks
  - Connections- The most important aspect that holds the power!

# Sample Community Asset Map



This tool can help:  
<http://youth.gov/map-my-community>

## Local Economy

- Banks
- Business Associations
- Chamber of Commerce
- Credit Unions
- For-profit businesses
- Foundations
- Merchants

## Space

- Arenas/sports facilities
- Civic centers
- Coffee shops
- Farmers' Market
- Fire hall
- Houses of worship
- Museums
- Parks/playgrounds
- Restaurants
- School buildings (K-12, colleges, technical/vocational)
- Theaters/auditoriums
- Transit stops/facilities
- Vacant land/buildings
- VFW hall
- YMCA/YWCA



## Institutions

- Hospitals
- Not-for-profit organizations
- Media/press
- Museums
- Schools(K-12, colleges, technical/vocational)
- Social service agencies

## Organizations

- Advocacy groups
- Athletic leagues
- Block clubs/neighborhood groups
- Charitable groups
- Civic groups
- Cultural groups
- Disability/special needs groups
- Elderly groups
- Friends of the Library
- Home owners' associations
- Recreation groups
- Religious groups
- Service clubs
- Social groups
- Unions
- Women's & men's groups
- Youth groups

# Understanding the community



## Town 1

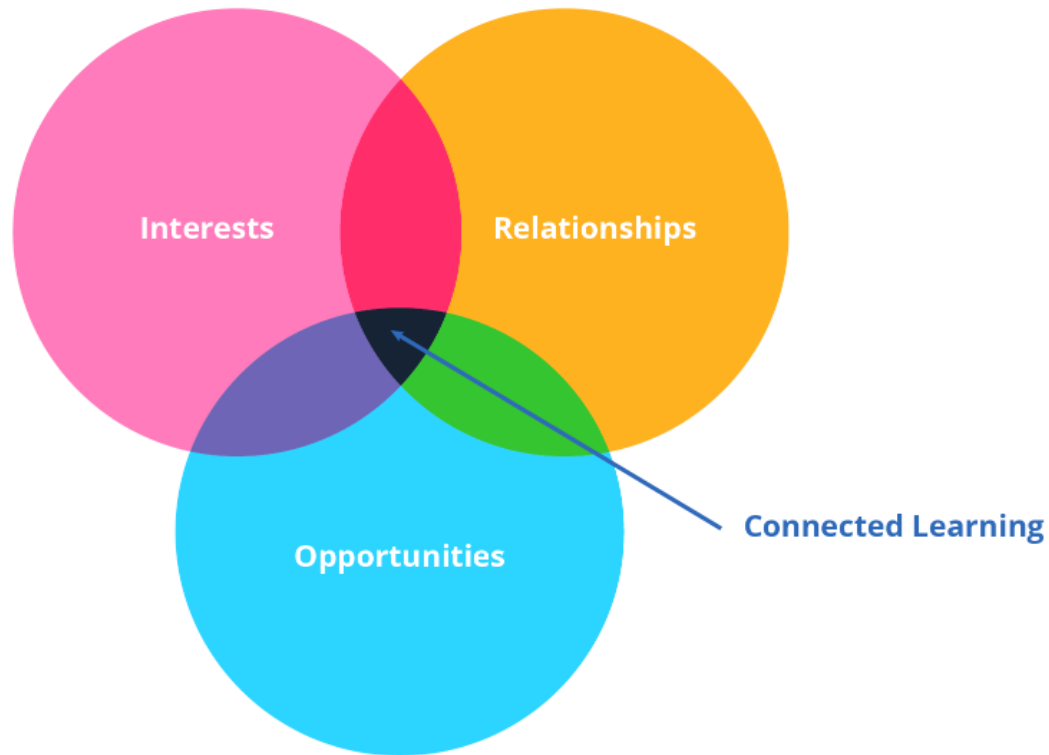
- Programming for 0-5 account for 35% of programming
  - 5% of population
- Programming for 6-19 account for 31% of programming
  - 20% of population
- Programming for 20+ account for 1/3 of programming
  - 75% of population

## Town 2

- Programming for 0-5 account for 1/3 of programming
  - Less than 4% population
- Programming for 20+ accounts for 17% of programming
  - 78% of population

“The current adult attendance rate is near equal to the average attendance rate for 0-5 year olds.”

# Connected Learning



Use connected learning principles when designing library programs



# BURNOUT

# Program Assistance



- Personnel = library employee
- Contractor/consultant = paid for services, not a library employee
- Supporter = organization/individual that endorses the project or idea but does not contribute any resources to its success
- Partner = organization that contributes resources (supplies, staff, transportation, brain power etc.) to the project



# Examples



- Screen Printing
  - Local business partner
  - Directly organized as a result of survey results from previous summer
  - Partnered with a local residential alternative school
  - No all-ages programming, no family programming, for teens
- ImprovAbility
  - For adults with developmental needs
  - The creation of the program came from the results of another program
  - The library already had made a commitment to improving resources and services around accessibility
  - Partnered with two local group

# Burnout



- Focus on capacity
- Co-creation/ co-design with the community
- Community partnership in addition to community supporters
  - Identifiable via asset mapping
- Quality over quantity
- Data/ information/ communication/ stories
- Growth mindset



# **EVALUATING SUCCESS**

# Relationships



# Understanding



# Mindset



# Questions?



**For Assistance:**

**Contact Kym Powe**

Connecticut State Library

Children/ YA Consultant

[Kymberlee.powe@ct.gov](mailto:Kymberlee.powe@ct.gov)

*Any Questions?*

