

Cultivating Community Support through Partnerships

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I didn't learn that in school!

Challenges to books & programs

Political pressure

Polarized communities

Negative media



Unmet basic needs

Burnout



Reflection

- What's an external-facing challenge you're grappling with at your library?
- How might greater community support or engagement help you with that challenge?

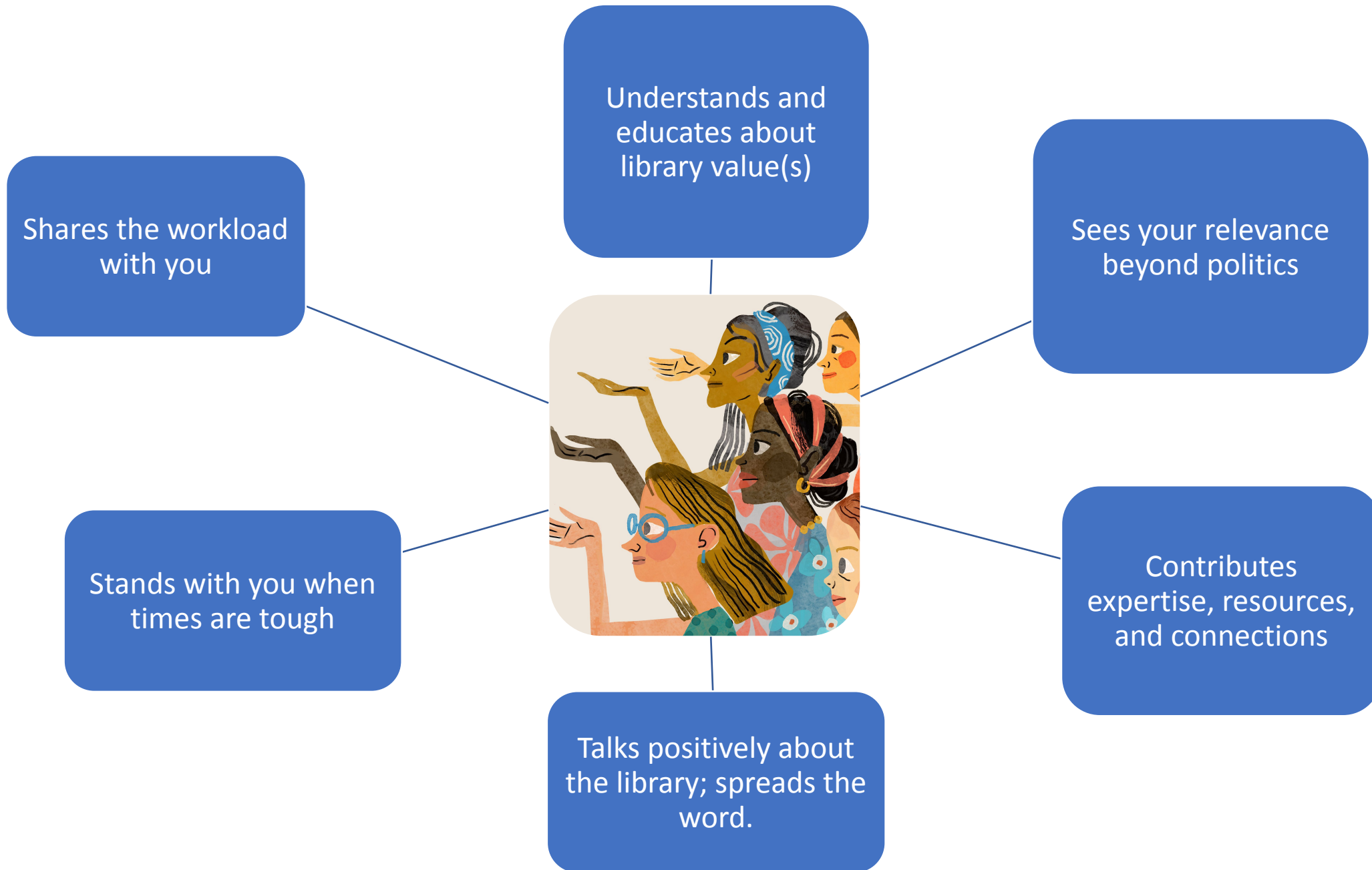


Breathe.



You aren't in this alone.





Relationships are transformative.



New & deeper use



Understanding each other's values



Advocates who experience our impact



More capacity



What does an authentic relationship look like?

- It starts with respect.
- Engagement, not outreach. Listen instead of promoting.
- Learn about strengths, gifts, and aspirations.
- Transformational, not transactional. It's about people and process, not product.
- **Commit to sustaining the relationship.**



Asset-Based Community Development (ABCD)



Everyone has gifts.



Everyone cares about something.



Asking and listening are more powerful than telling.



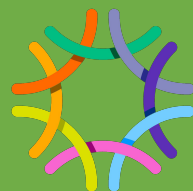
Everyone has agency and shares ownership. No giver/taker divide.

What do we do differently?

Asset-based	Deficit-Based
Try to support aspirations	Try to fill needs
Start with relationships	Start with projects
Asking and listening	Telling and promoting
Engagement	Outreach
Transformational and sustained	Transactional and one-off
Focus on people and processes	Focus on products and deliverables
Sharing power (doing with, co-creation)	Holding power (doing for)



Tip:
Language matters.



Reflection

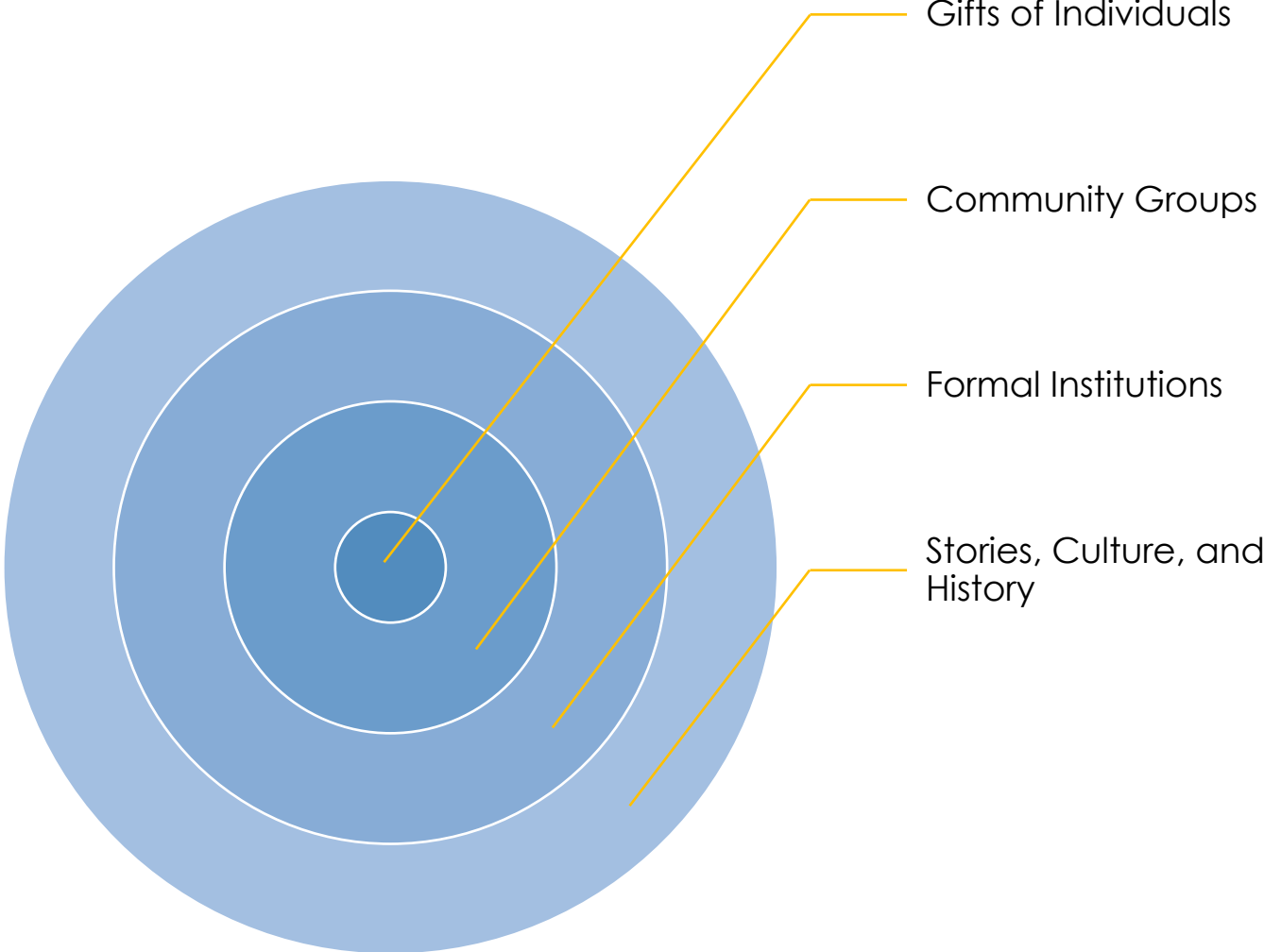
Think about a part of your community you aren't reaching as well as you would like. How can you approach an organization or leader in that community in an asset-based way?



How do we start building new relationships?



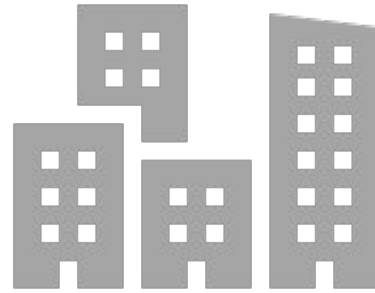
Tool: Asset / Network Mapping



Strategies for Starting and Building Relationships



Aspirations-based dialogue & conversations



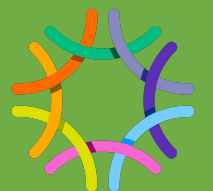
Embedding & Supporting



Co-creating library services



Tip:
Close the loop.



Reflection

Thinking of a community where you'd like to build relationships:

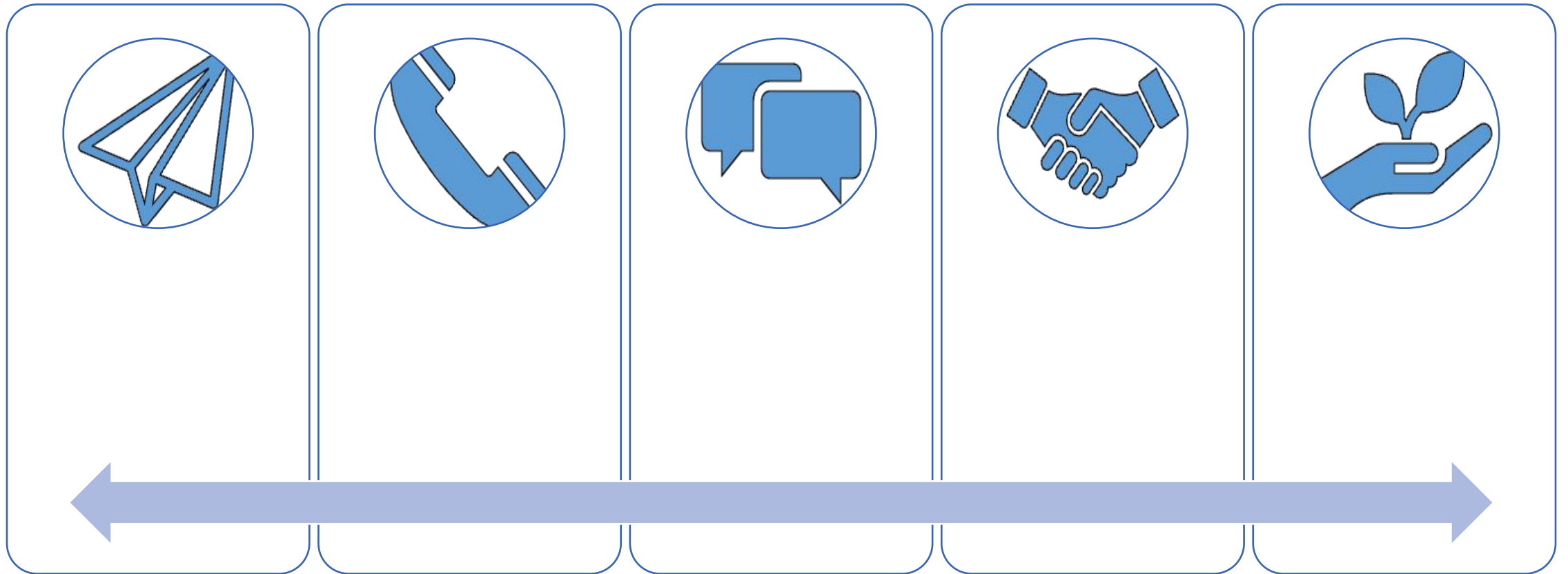
- Who is a trusted leader or champion you can reach out to?
- How will you connect with them?



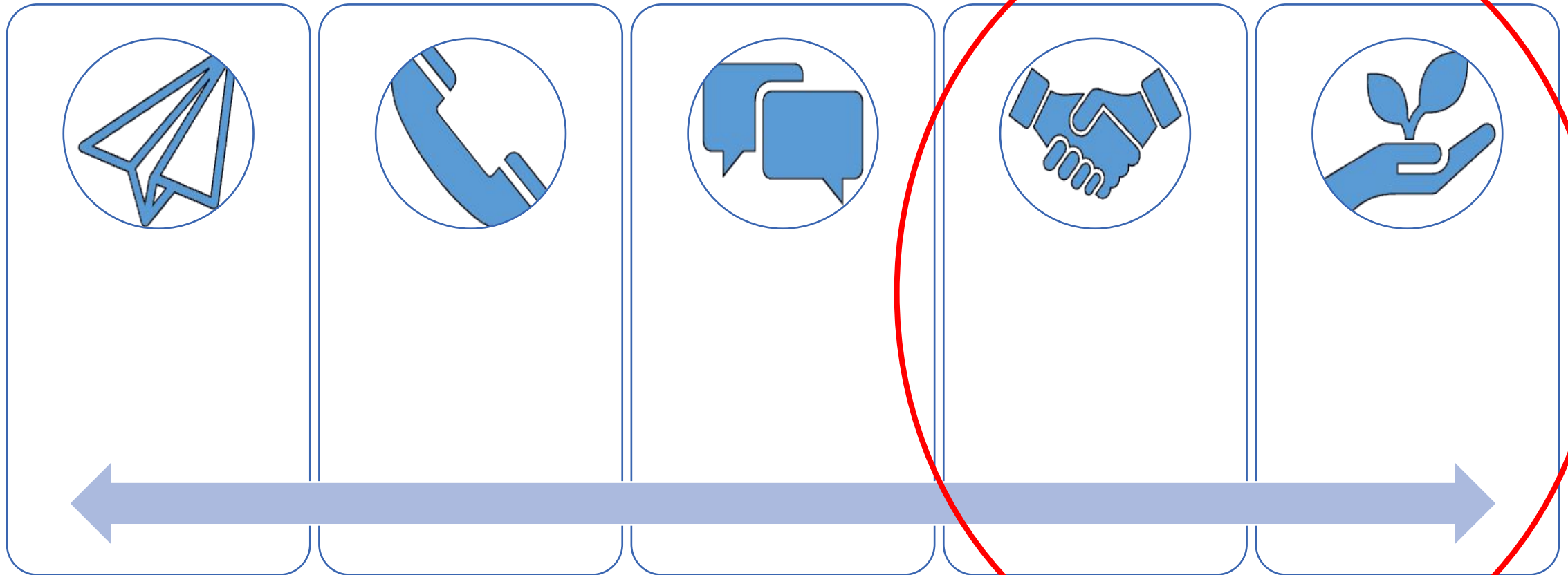
How do we nurture and sustain relationships?



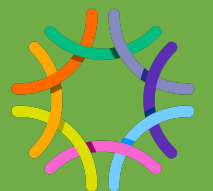
How we build relationships: Sharing power



How we build relationships: Sharing power



Tip:
Failure is part of the process.

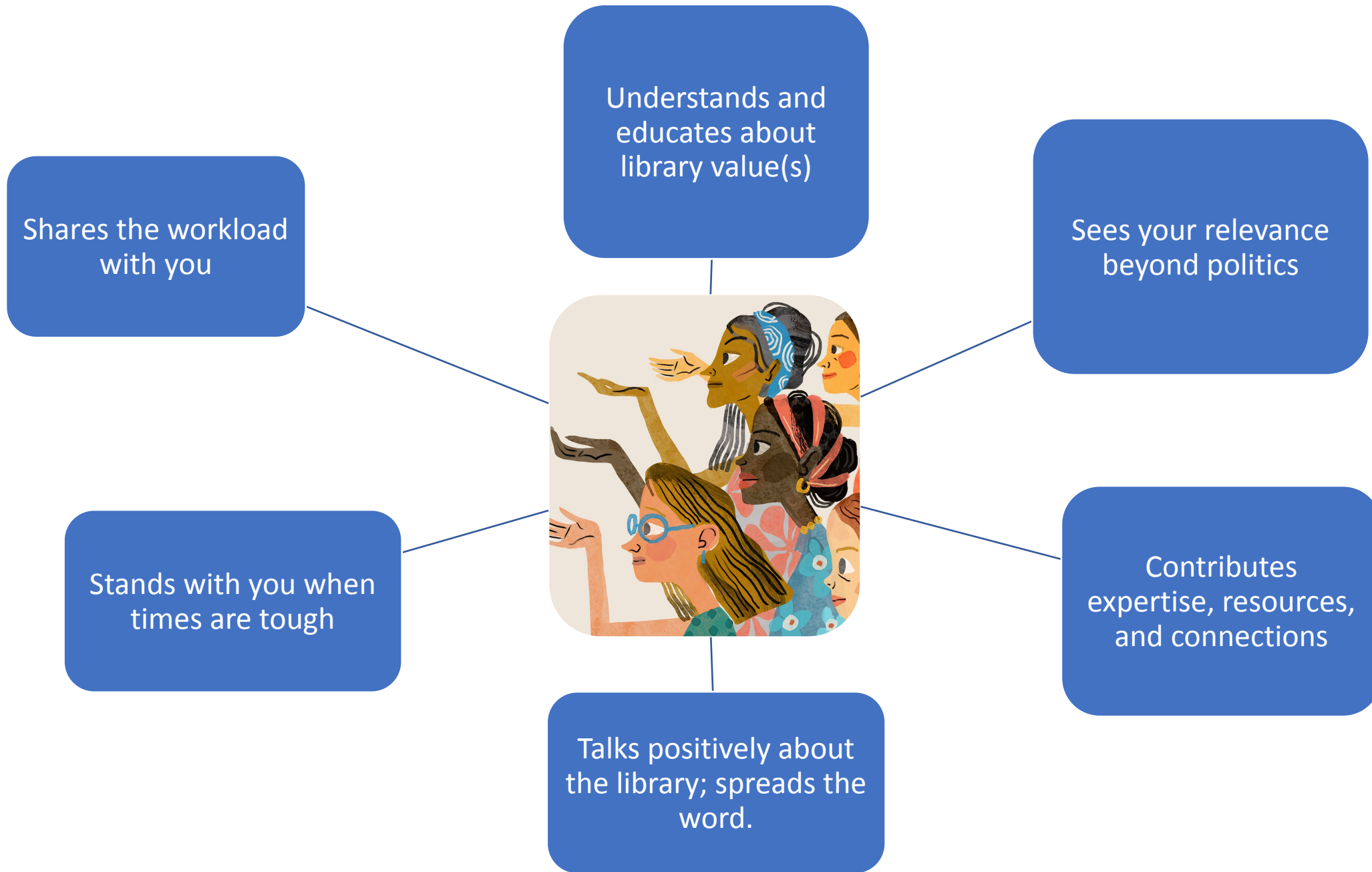


Reflection

Think about the challenge you identified earlier.

- Where are your efforts on the spectrum of public participation now? Is that where you'd like to be?
- What might it look like if your library deepened its level of community engagement and power-sharing?

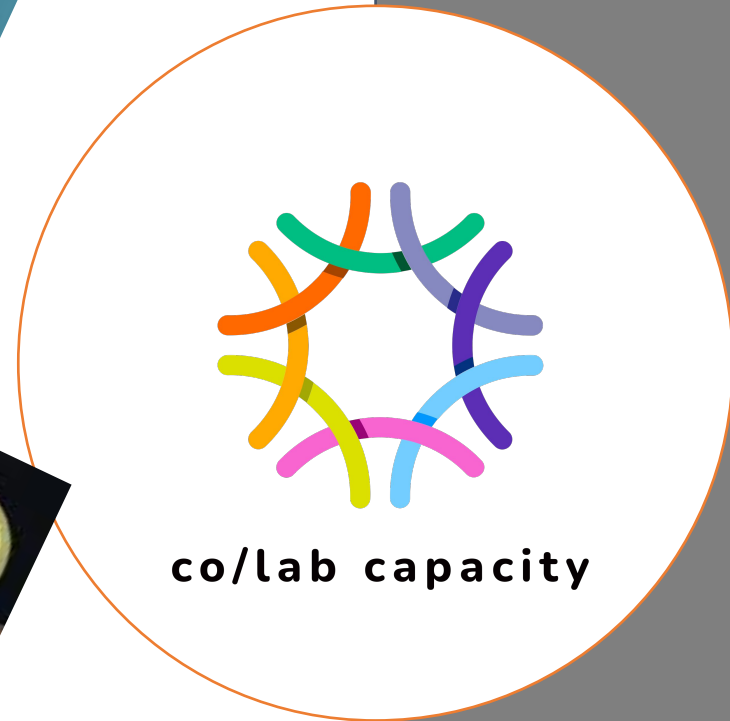
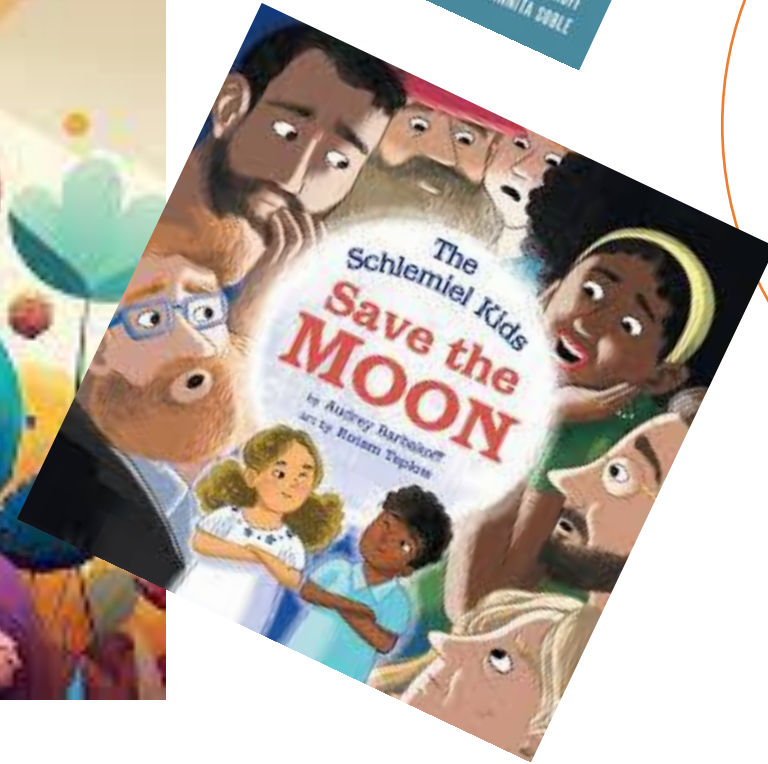
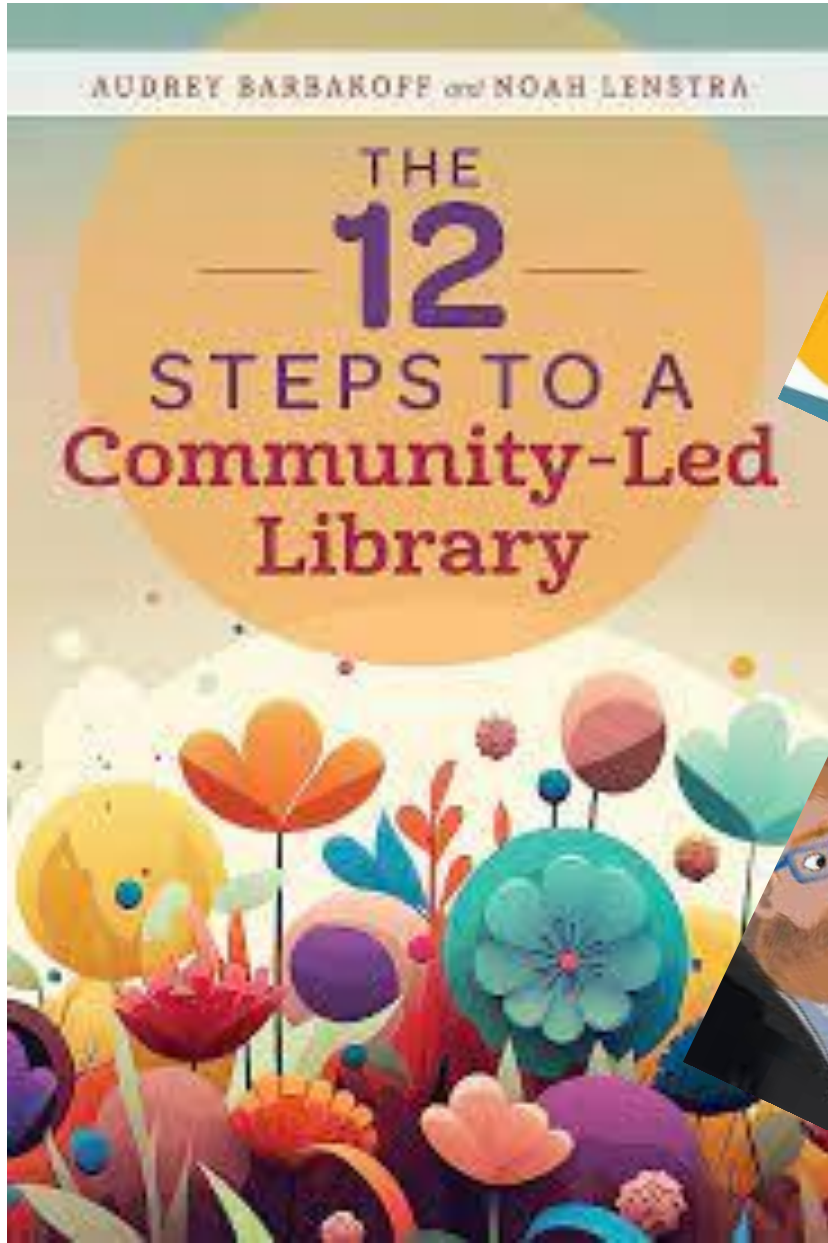




Reflection

- What is a key takeaway you're bringing with you into the rest of today? An idea or question you want to explore, or an idea that resonates?





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