



# Planting Seeds and Anticipating Blossoms: A Community Engagement Model

Adriana McCleer  
Community Partnerships Supervisor

---

Appleton Public Library



# Speaker Bio



Dr. Adriana McCleer, Ph.D.

- Librarian
- Educator
- Community Connector

# Session Overview

- Community engagement
- Prioritizing community
- Community partnerships framework
- Engagement strategies

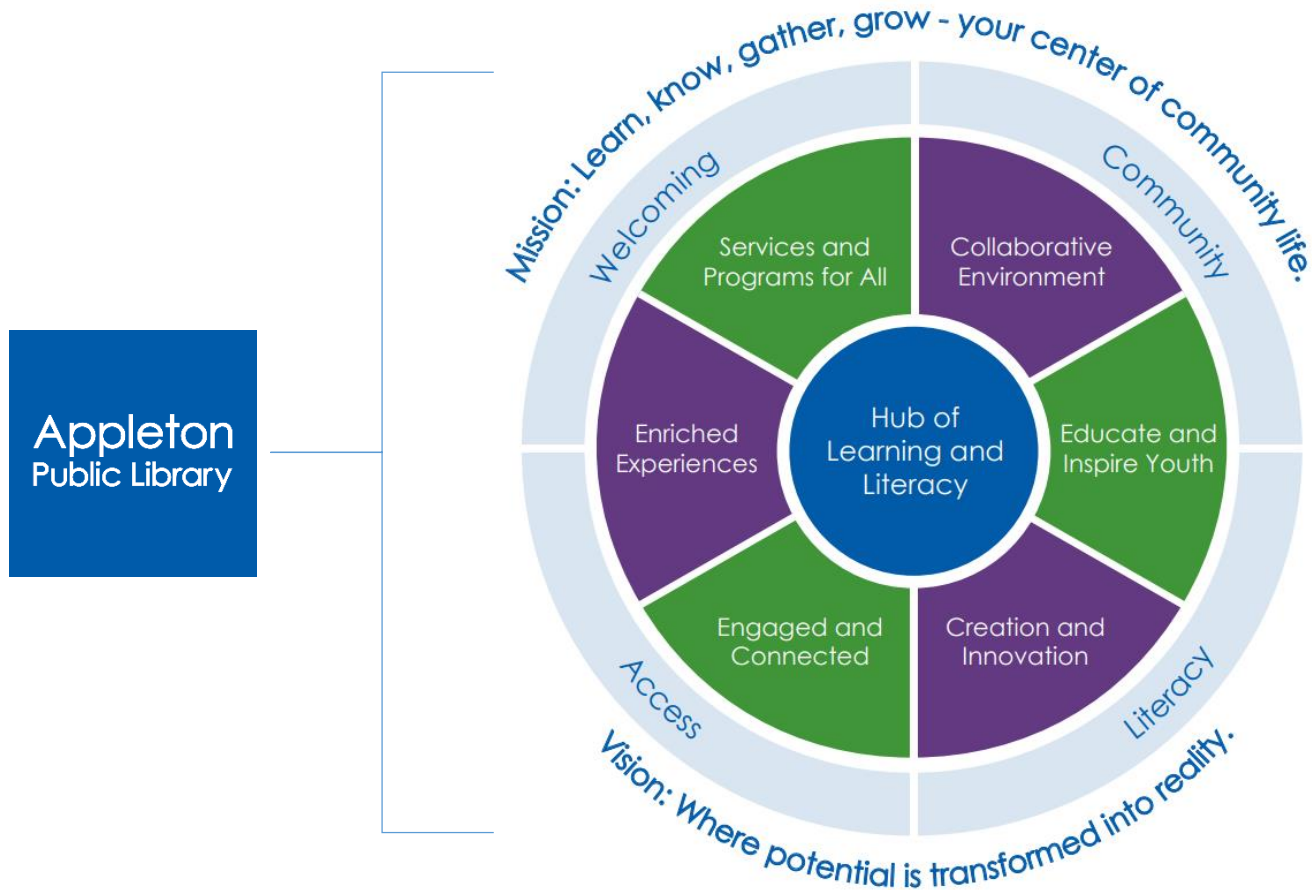
# Community Engagement



Appleton Public Library

wild  
**WISCONSIN**  
· WINTER WEB CONFERENCE · JANUARY 22-23, 2020 ·

# Prioritizing community



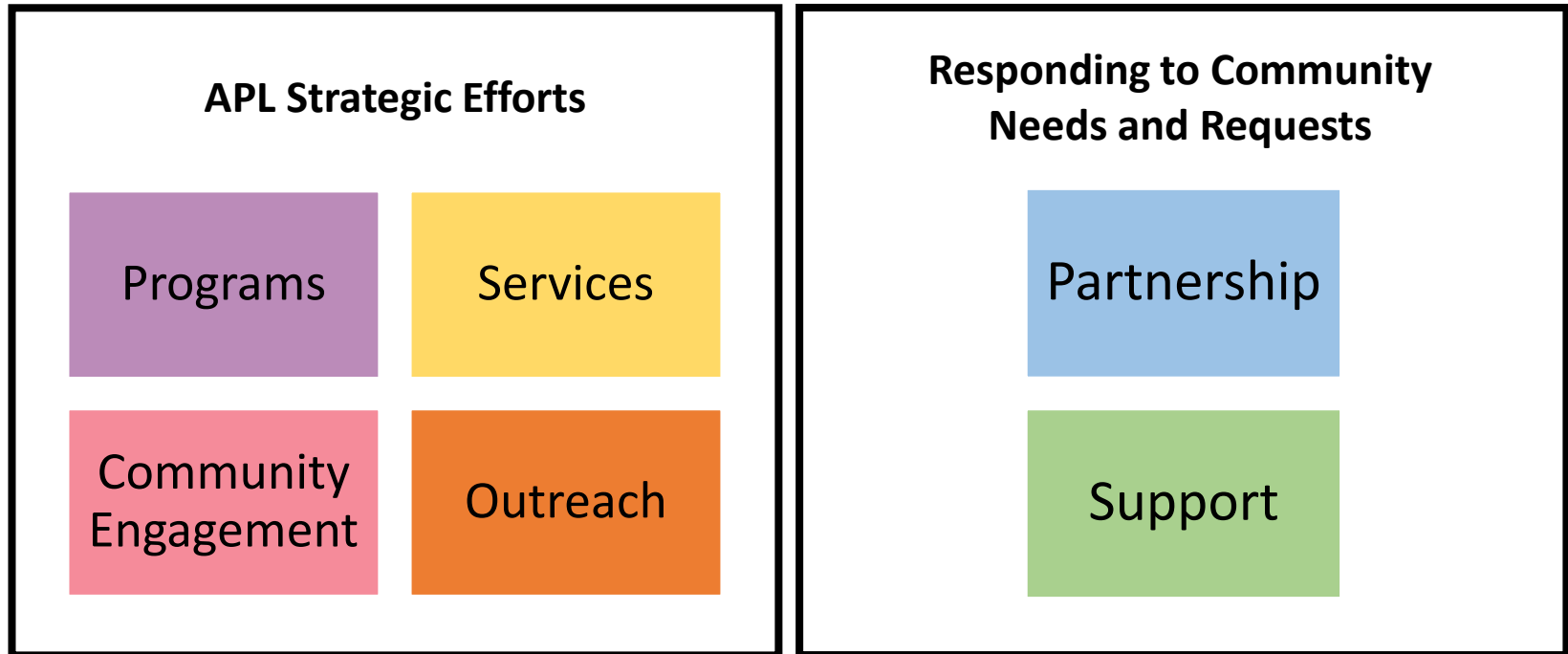
Appleton Public Library

# Idea Mapping




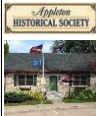









# Community Partnerships Framework



# Community Partnerships Framework

APL Strategic Efforts								
PROGRAMS			COMMUNITY ENGAGEMENT (proactive and responsive)			OUTREACH (targeted)		SERVICES
APL Presented	Volunteer Presented	Contracted Services	Community Support	Relationship Building	1:1 Conversations	Services	Promotion	Services
APL staff are the primary organizers for programs and initiatives	APL volunteers are the primary organizers for programs and initiatives	APL contracts an individual, organization, or company to present a program. This is generally not a partnership	Providing support for other organizations	Broad efforts to learn about other organizations.	Intentional learning conversations to build direct relationships that may inform services, collection, and programs	Making services available to non-users or underserved populations	Providing off-site visibility for library resources	Resource delivery to meet a stated need in the form of a product or instruction
								
Anime Night	Creative Writing	Find Your Ancestors	AHS Board	Reports & Events	1:1 conversations	Sierra in the Wild	Presentations	1:1 Sessions

Responding to Community Needs/Requests					
PARTNERSHIP (active)			SUPPORT (passive)		
Co-Sponsorship: Level One	Co-Sponsorship: Level Two	Collaboration	Coordination	Connecting	Serve as Resource/Provide Library Service
Active participation in designing a program	Active participation in implementing a pre-designed program	Active partnership with a community effort or initiative.  A.K.A. Cooperation	APL coordinate library resources for another agency  A.K.A. Facilitation	APL staff connect patron/agency with other agencies to support their efforts	APL staff provide support for community-led programs and initiatives.
					
FAN Pass	FISC	Fox Cities Book Festival	Lobby Services	Facilitation Support	Fox Trot Trail



# APL Strategic Efforts

## APL Strategic Efforts

Programs

Services

Community  
Engagement

Outreach

## PROGRAMS

APL Presented

Volunteer  
Presented

Contracted Service

## SERVICES

Services



Anime Night



Creative Writing



Find Your Ancestors



1:1 Sessions

Appleton Public Library

wild  
**WISCONSIN**  
· WINTER WEB CONFERENCE · JANUARY 22-23, 2020 ·

# APL Strategic Efforts

## APL Strategic Efforts

Programs

Services

Community  
Engagement

Outreach

## COMMUNITY ENGAGEMENT (proactive and responsive)

Community  
Support

Relationship  
Building

1:1  
Conversations



AHS Board

Reports & Events

1:1 conversations

## OUTREACH (targeted)

Services

Promotion



Sierra in the Wild

Presentations

Appleton Public Library



# Responding to Community Needs / Requests

Responding to Community  
Needs and Requests

Partnership

Support

PARTNERSHIP (active)		
Co-Sponsorship I	Co-Sponsorship II	Collaboration



FAN Pass



FISC



Fox Cities Book Festival

# Responding to Community Needs / Requests

Responding to Community Needs and Requests

Partnership










Support

SUPPORT (passive)		
Coordination	Connection	Serve as Resource/Provide Library Service



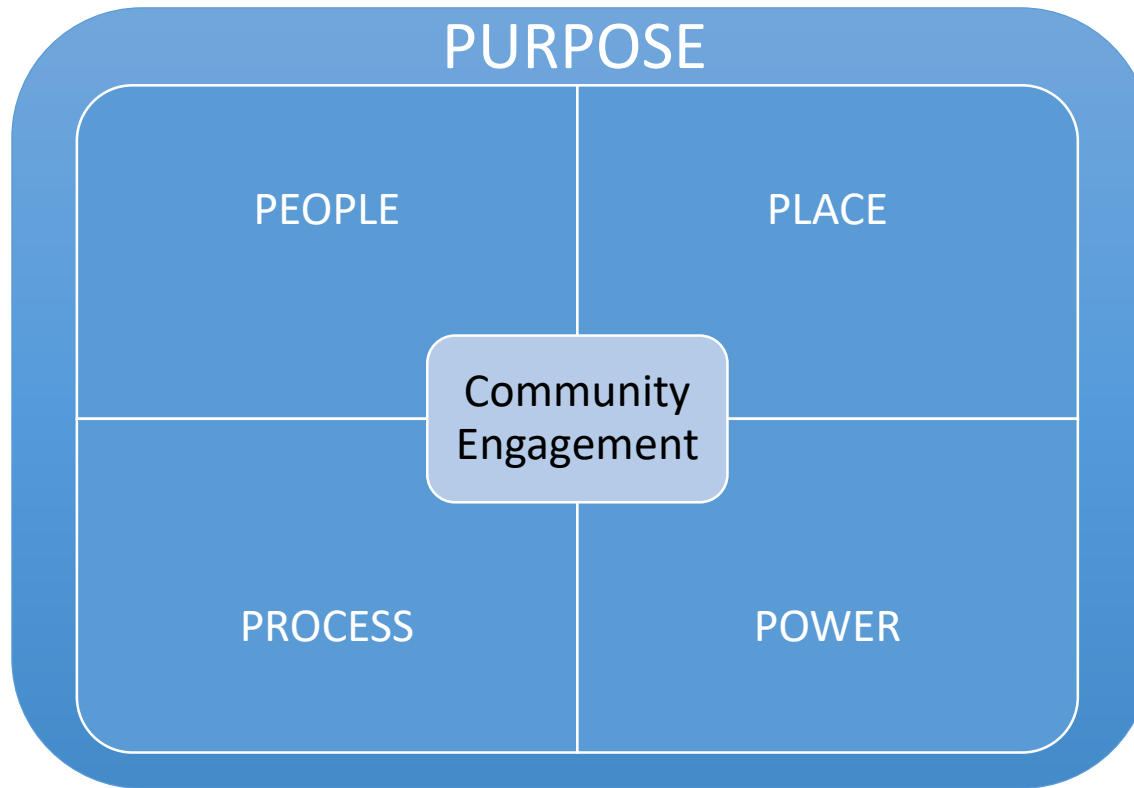
Lobby Services	Facilitation Support	Fox Trot Trail Research
----------------	----------------------	-------------------------

# Community Partnerships Framework

APL Strategic Efforts								
PROGRAMS			COMMUNITY ENGAGEMENT (proactive and responsive)			OUTREACH (targeted)		SERVICES
APL Presented	Volunteer Presented	Contracted Services	Community Support	Relationship Building	1:1 Conversations	Services	Promotion	Services
APL staff are the primary organizers for programs and initiatives	APL volunteers are the primary organizers for programs and initiatives	APL contracts an individual, organization, or company to present a program. This is generally not a partnership	Providing support for other organizations	Broad efforts to learn about other organizations.	Intentional learning conversations to build direct relationships that may inform services, collection, and programs	Making services available to non-users or underserved populations	Providing off-site visibility for library resources	Resource delivery to meet a stated need in the form of a product or instruction
								
Anime Night	Creative Writing	Find Your Ancestors	AHS Board	Reports & Events	1:1 conversations	Sierra in the Wild	Presentations	1:1 Sessions

Responding to Community Needs/Requests					
PARTNERSHIP (active)			SUPPORT (passive)		
Co-Sponsorship: Level One	Co-Sponsorship: Level Two	Collaboration	Coordination	Connecting	Serve as Resource/Provide Library Service
Active participation in designing a program	Active participation in implementing a pre-designed program	Active partnership with a community effort or initiative.  A.K.A. Cooperation	APL coordinate library resources for another agency  A.K.A. Facilitation	APL staff connect patron/agency with other agencies to support their efforts	APL staff provide support for community-led programs and initiatives.
					
FAN Pass	FISC	Fox Cities Book Festival	Lobby Services	Facilitation Support	Fox Trot Trail

# Engagement strategies



Source: Adapted from “5Ps Worksheet” (Multnomah County Office of Diversity and Equity)



# Focus on purpose



- Articulate what you are envisioning.
- Is there data or evidence that guides the direction of this effort?
- Are you focused on the community engagement process more than direct impact of your effort?

# Focus on people



- Describe the groups that will be most affected by and concerned with your effort.
- What are the benefits and burdens that communities experience with the effort?
- What is meaningful, engaging, and manageable for your library staff and volunteers?

# Focus on power



- How are you including or excluding people who are affected by this effort?
- What is your decision-making structure?
- How are you accounting for people's emotional and physical safety, and their need to be productive and feel valued?



# Community Engagement



Appleton Public Library

# Resources

- Libraries Transforming Communities
- Harwood Institute
- Asset Based Community Development (ABCD) Institute
- Multnomah County Office of Diversity and Equity

# Stay in touch



Dr. Adriana McCleer, Ph.D.

Community Partnerships  
Supervisor

Appleton Public Library

[amccleer@apl.org](mailto:amccleer@apl.org)

---

Appleton Public Library

*wild*  
**WISCONSIN**  
· WINTER WEB CONFERENCE · JANUARY 22-23, 2020 ·