



COMMUNITY ENGAGEMENT: DIGGING DEEP

Erica Freudenberger, Thriving Libraries

Montana State Library, November 18, 2020



THRIVING LIBRARIES



Erica Freudenberger



TODAY

- Zoom Etiquette & Ground Rules
- Review & Check In
- Ask Exercise
- Aspirations Exercise
- **BREAK**
- Power Mapping
- **BREAK**
- Bringing it All Together
- Wrap-Up & Debrief





ZOOM ETIQUETTE

- Name yourself, your community & your pronouns
- Cameras on for breakout rooms
- Use the chat
- Unmute for questions & participation
- Try not to multi-task

MUTUAL AGREEMENTS

- Assume self-responsibility
- Be present
- Offer ideas & listen to others
- Expand your thinking
- Focus on the future & possibilities
- Offer timely feedback
- Maintain Confidentiality



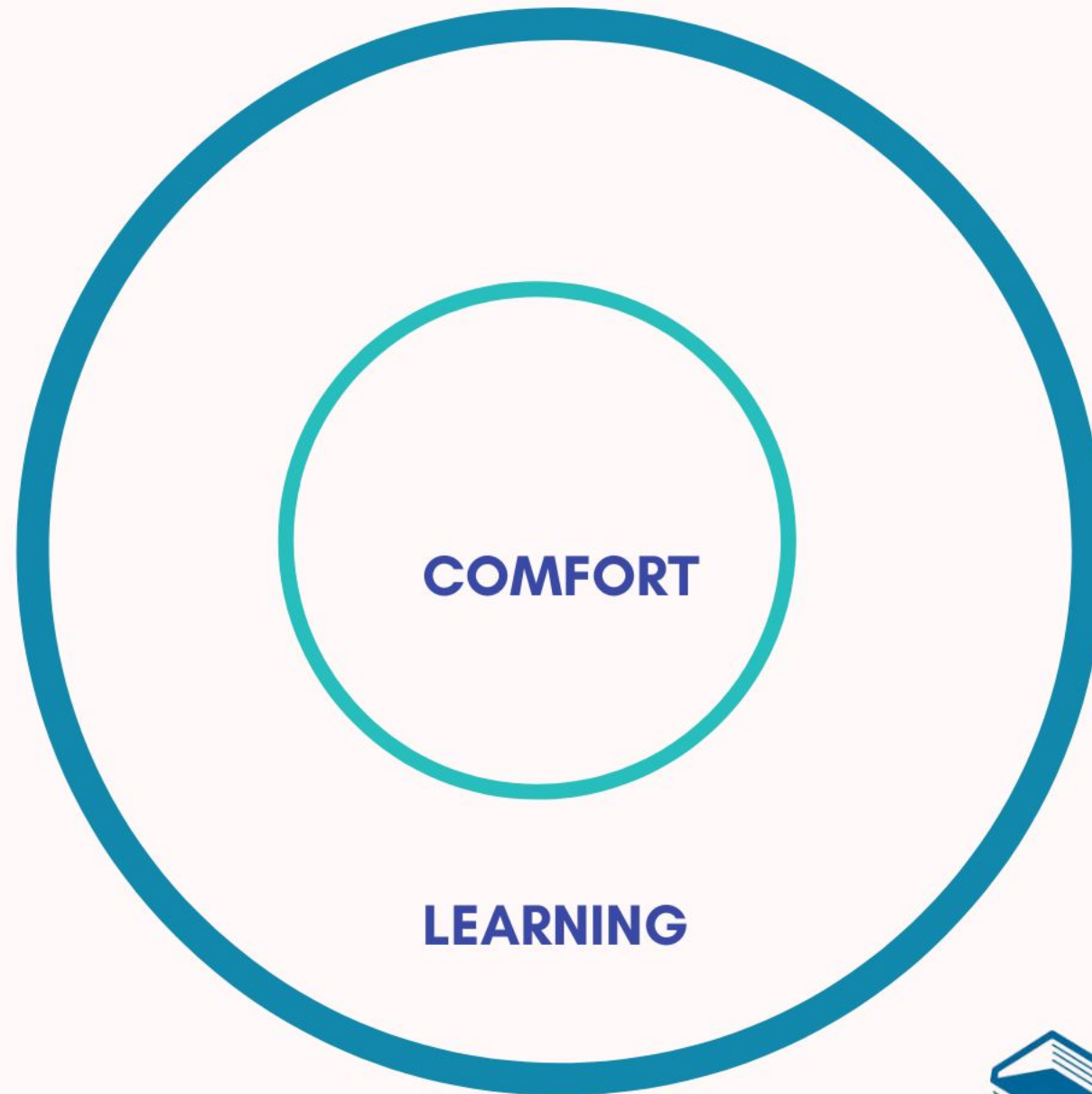
LEARNING OBJECTIVES



By the end of this training, participants will be able to:

- Create sustainable, resilient libraries by utilizing a community engagement framework for libraries
- Identify, collect, and organize local resources to help them achieve their community's aspirations
- Articulate what they've learned with others, including their Board, staff, and community stakeholders

CHAOS



COMFORT

LEARNING

REVIEW & QUESTIONS

Whole Systems Thinking
Community Engagement
Asset Based Community Development
Community Resource Plan



DATA COLLECTION



Expert Knowledge



Public Knowledge

THE 3 Qs

- Given everything that's going on, what are you hoping to achieve in the next few months?
- What's slowing or stopping progress?
- What needs to happen to reach that goal?



YOUR TURN





WHAT DID YOU HEAR?



THRIVING LIBRARIES

BREAK





ASPIRATIONS EXERCISE

- What are your Aspirations for your community?
- What challenges do you face in reaching those aspirations?
- What changes need to be made to achieve those aspirations?
- What groups or individuals do you trust to take action on these issues?

ROLES



Facilitator



Scribe



Observer

Bringing It All Together

My hope is to live in a community where
_____ (aspirations). However, right now we face
_____ (challenges). In order to get there as
a community, we need to _____
(new conditions/ change). We trust _____ to help
implement these (new conditions/change).

YOUR TURN

- Choose Facilitator & Scribe
- Use the Google doc to record conversation
- The Montana Library Community



HOW DID IT GO?



MONTANA
**State
Library**



THRIVING LIBRARIES



POWER MAP

Most Influential/Powerful

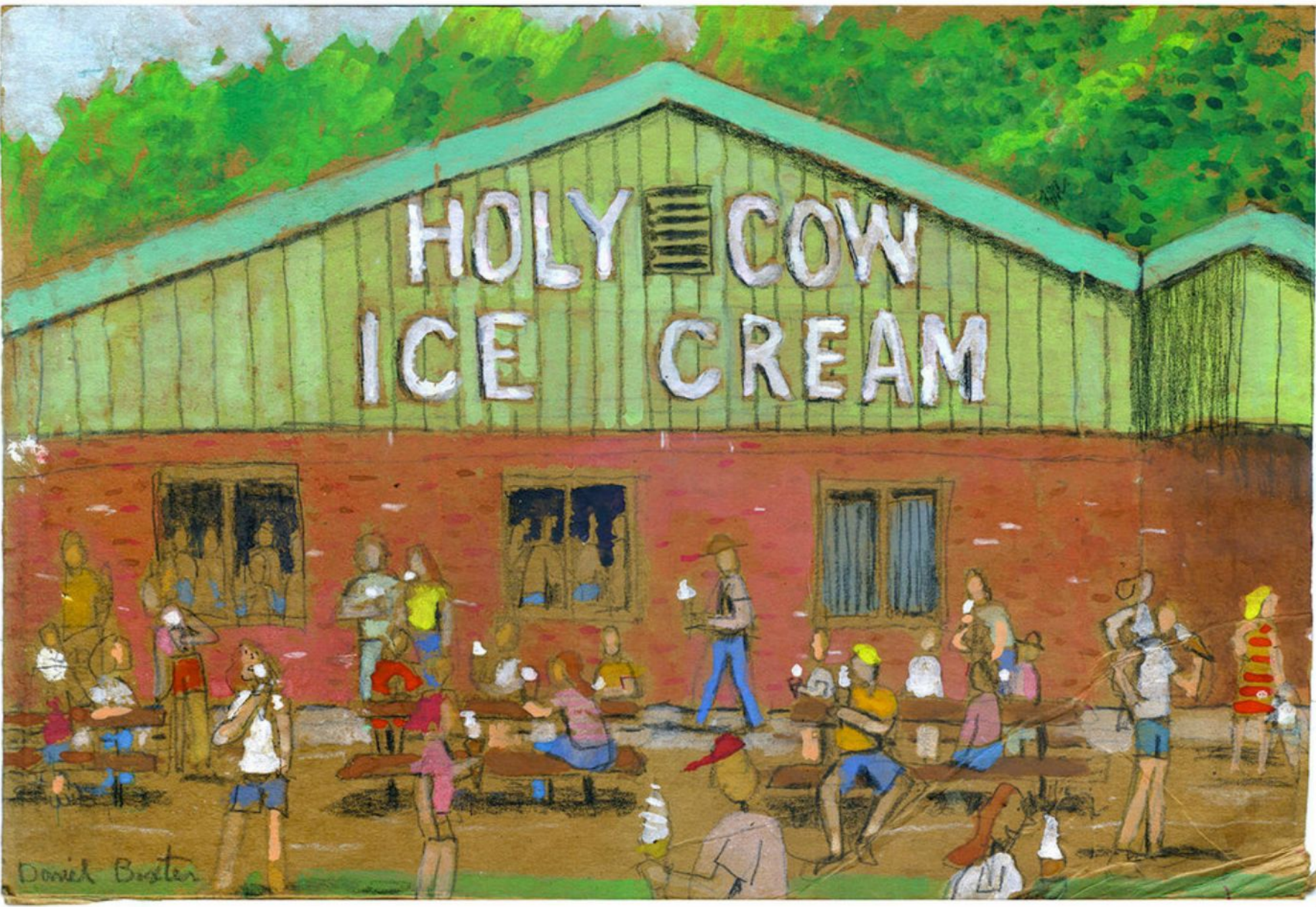
Strong Opposition

Strong Support

Least Influential or Powerful

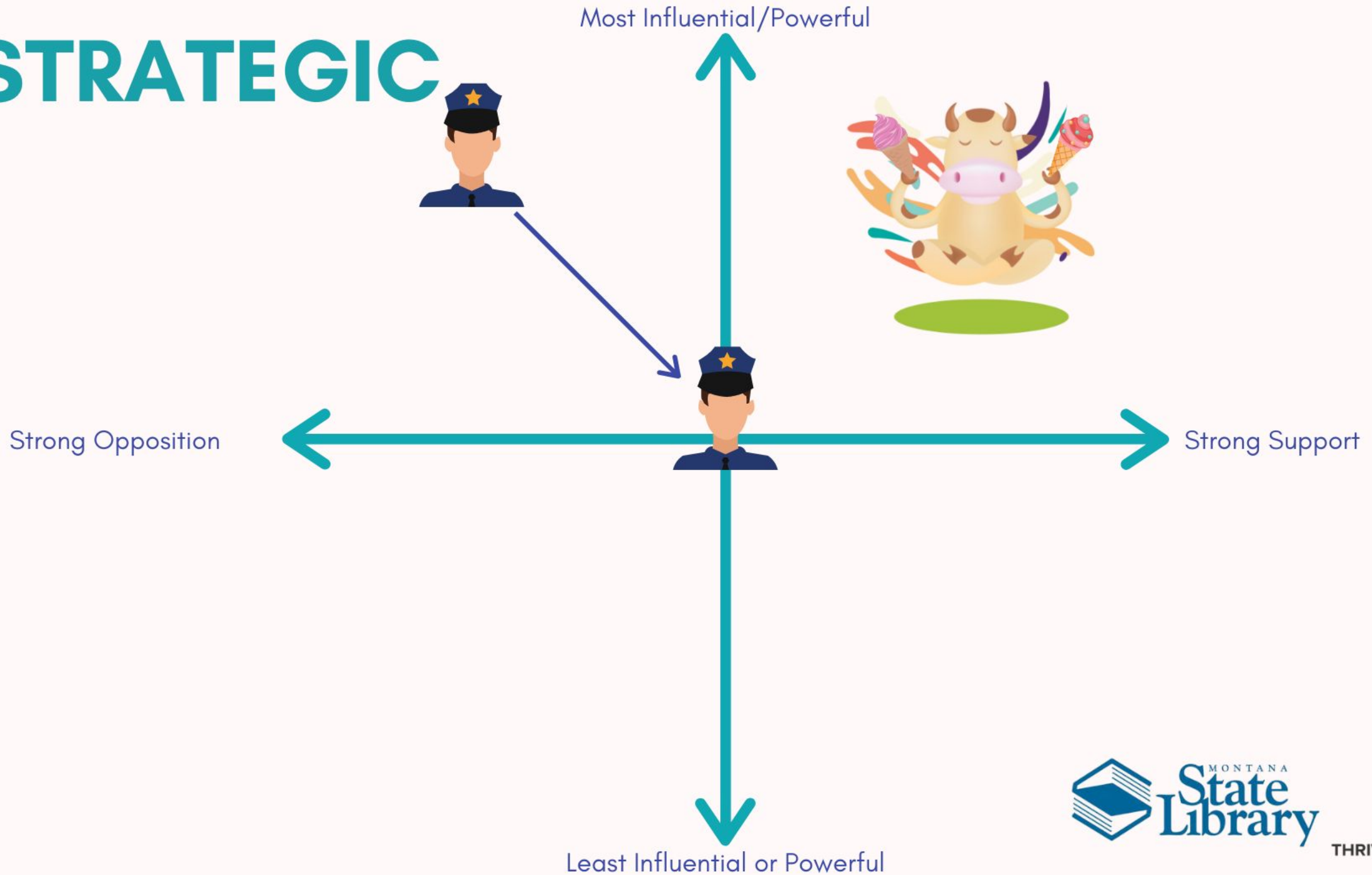
Egg Scramble





Influence

STRATEGIC



YOUR TURN



HOW DID IT GO?



CAPACITY CONUNDRUM



RELATIONSHIPS





MOVING FORWARD



THRIVING LIBRARIES

CONSIDER

How have the needs of the people we serve changed?

In what ways should we focus and simplify?

Which of our strengths can be deployed to create something new?

How can we meaningfully collaborate with others?

Mia Henry
Freedom Lifted



THRIVING LIBRARIES

We are embedded in
a magical matrix of
continuous motion.

Bob Berman



THRIVING LIBRARIES



THRIVING LIBRARIES



THANKS!

Stay in Touch!

Erica Freudenberger

Thriving Libraries

@engagelibraries

erica@thrivinglibraries.com



THRIVING LIBRARIES