



FAEWOL CAMERA SHOP

COMMUNITY ENGAGEMENT: LAYING THE GROUNDWORK

Erica Freudenberger, Thriving Libraries
Montana State Library, November 4, 2020



THRIVING LIBRARIES

FAEWOL CAMERA SHOP



Erica Freudenberger



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TODAY

- Zoom Etiquette & Ground Rules
- Getting to Know You
- Whole Systems Thinking
- **BREAK**
- Community Engagement Overview
- Listening Exercise
- **BREAK**
- Asset Based Community Development
- Wrap-Up & Debrief



GROUND RULES

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

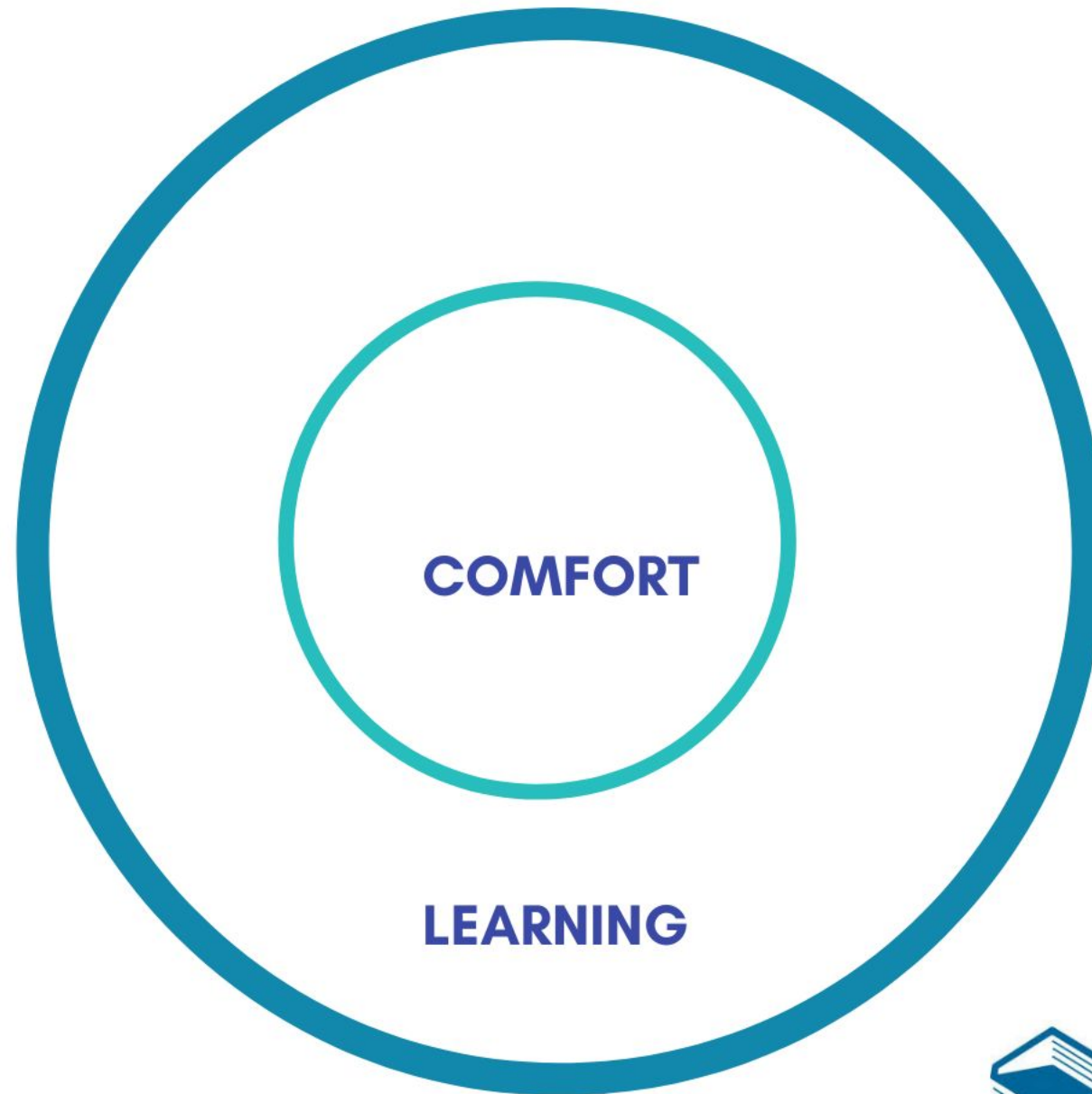


I HAZ QUESTION



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CHAOS

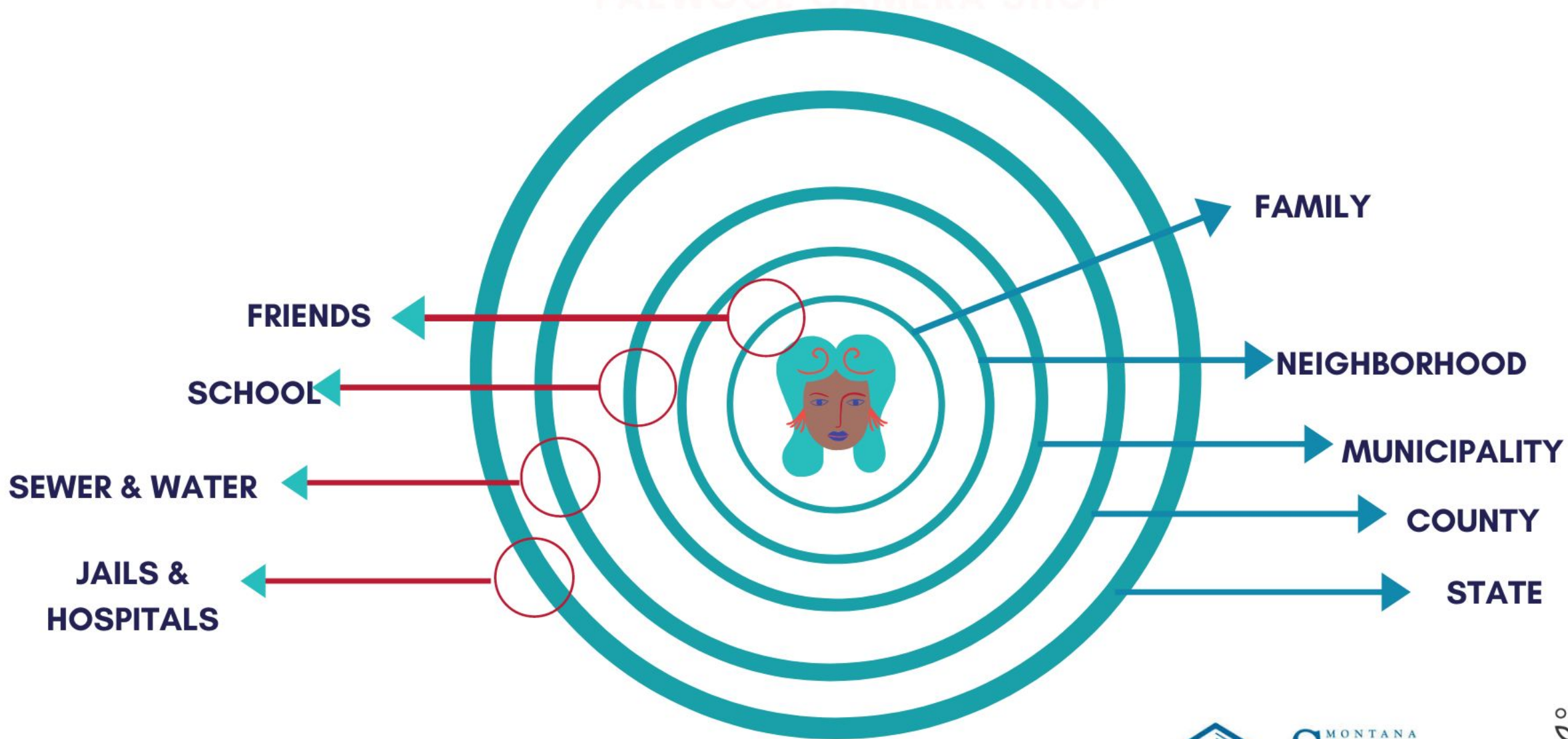


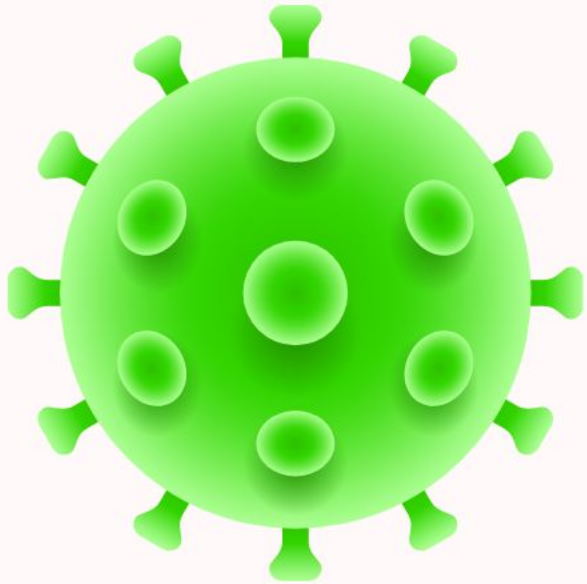
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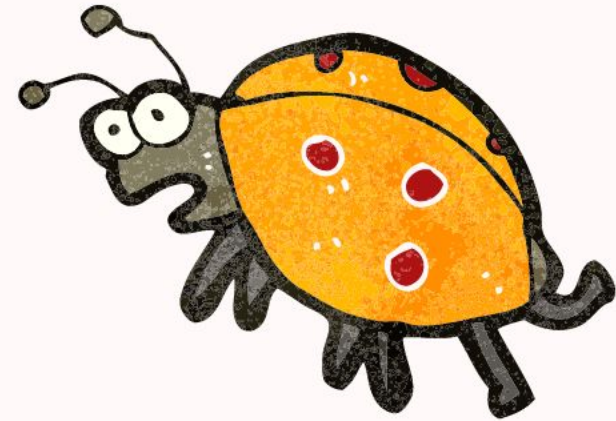
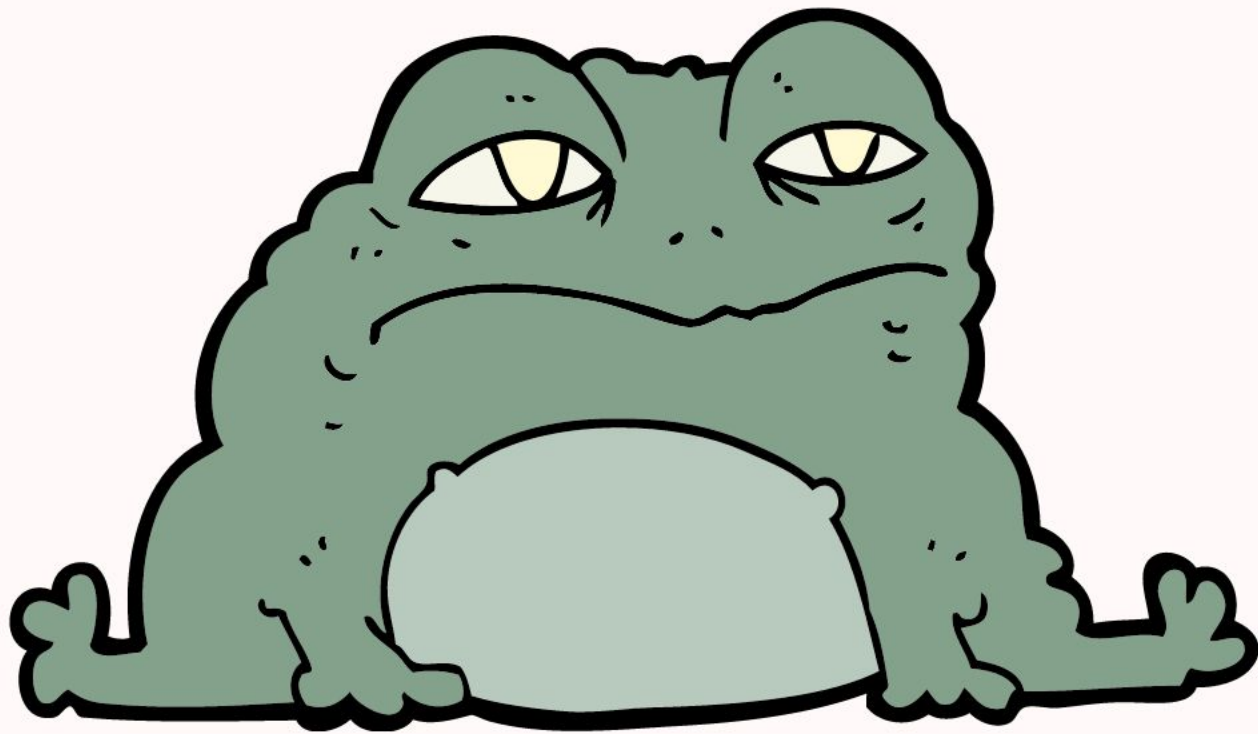


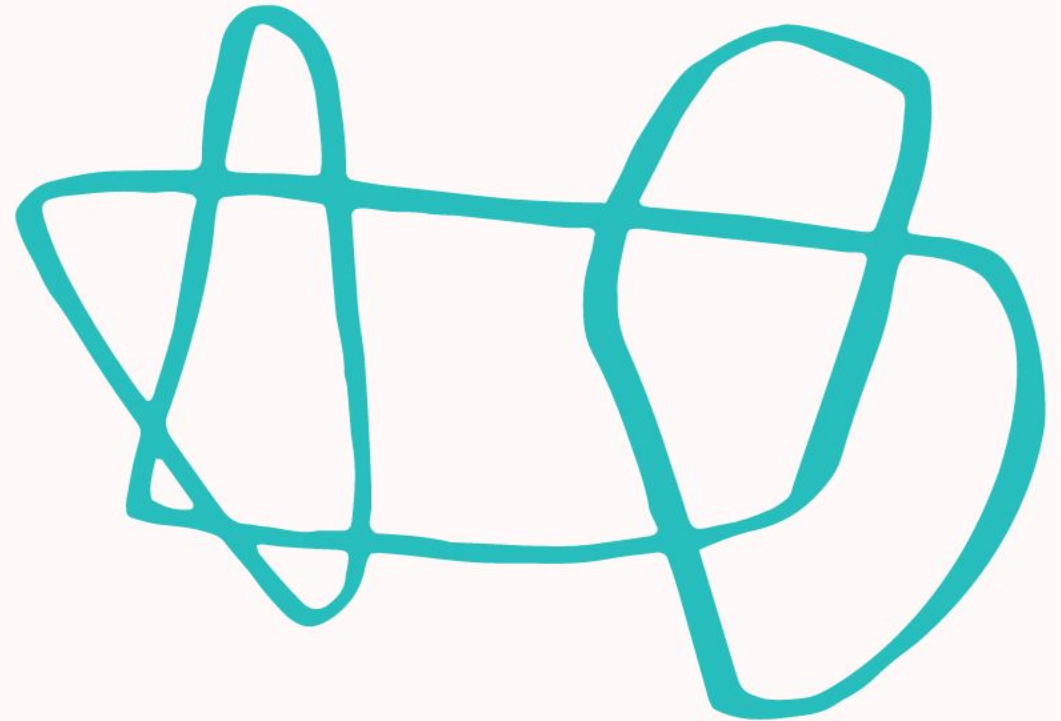
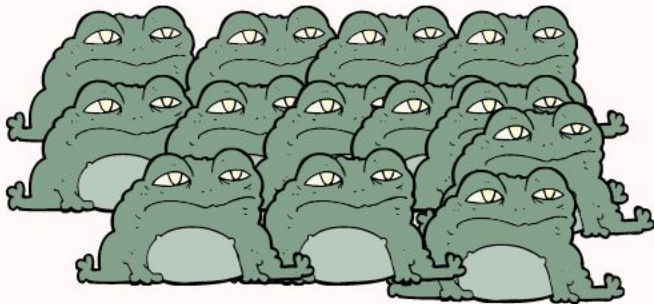
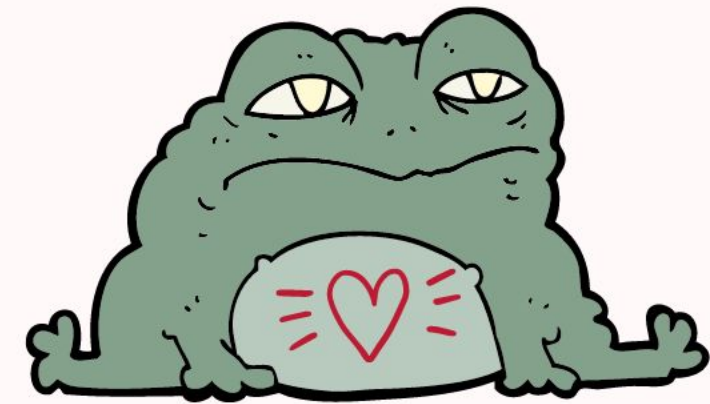
WHOLE SYSTEMS THINKING

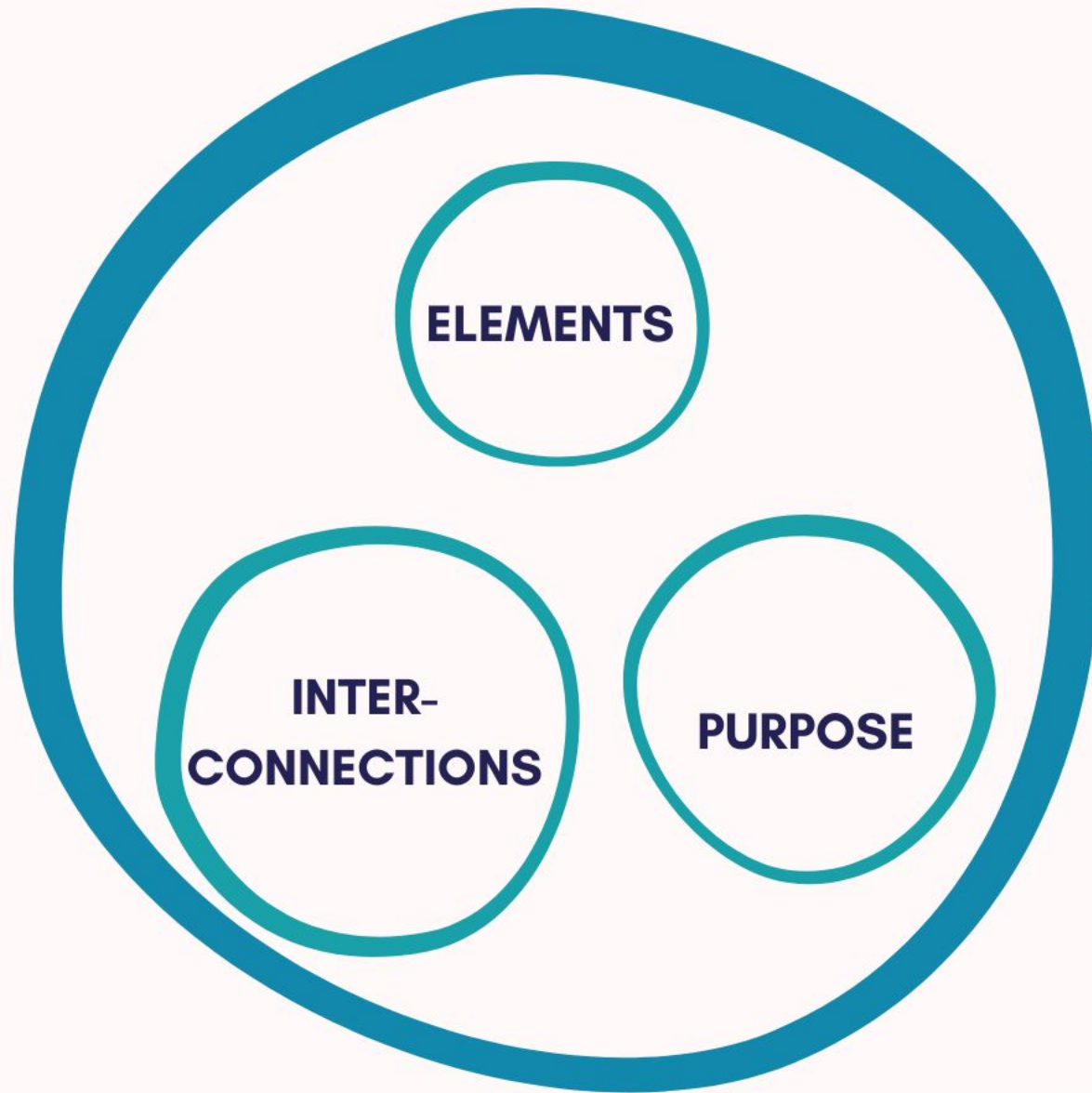
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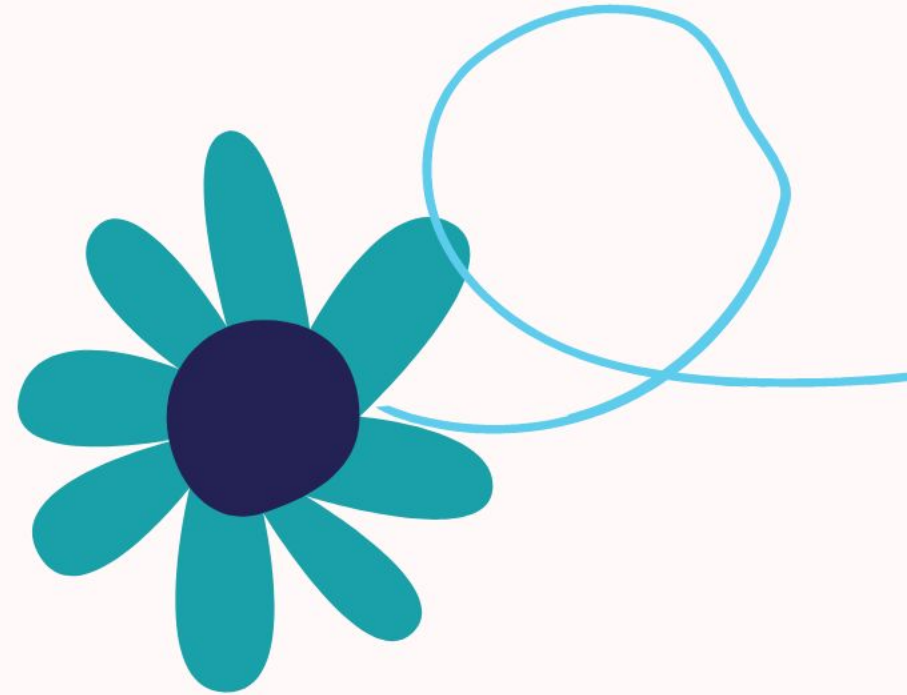
4 Questions:

Can we identify the parts of the system?

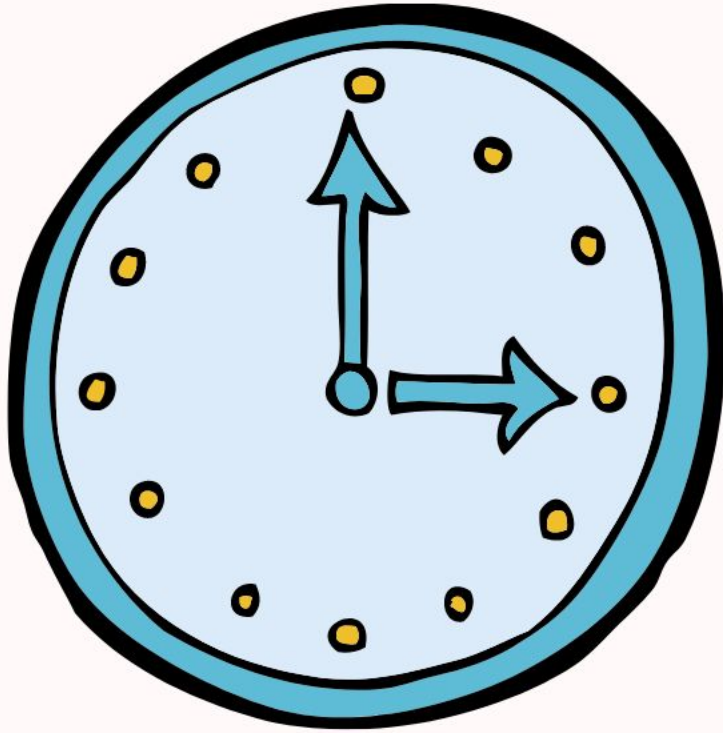
Do the parts affect each other?

Do the parts together produce an effect that is different from each part on its own?

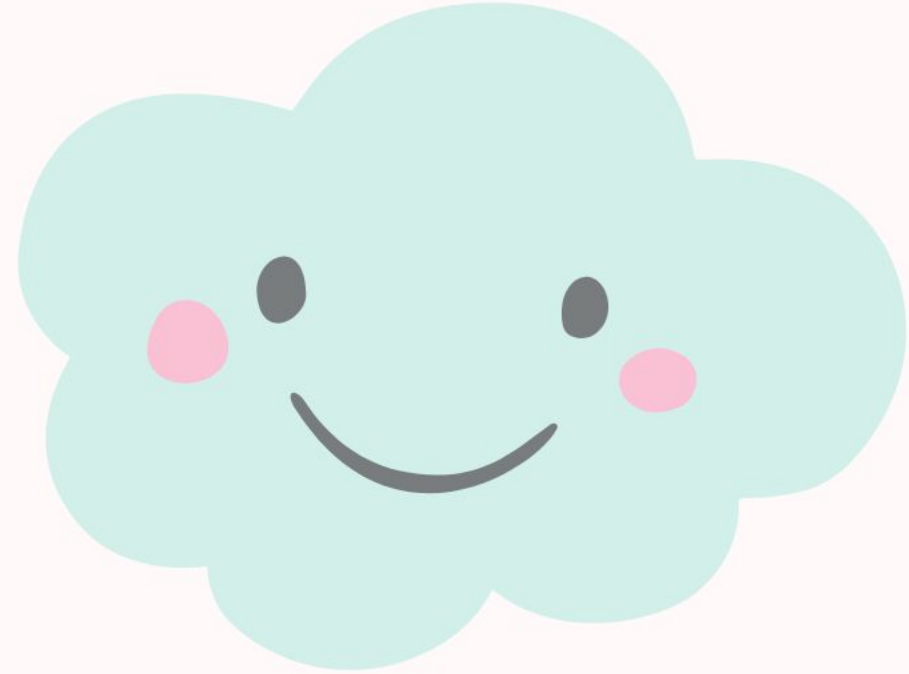
Does the effect – the behavior over time – persist in a variety of circumstances?



PROBLEMS



Mechanical, Predictable



Dynamic, Unpredictable

FARM-2-LIBRARY

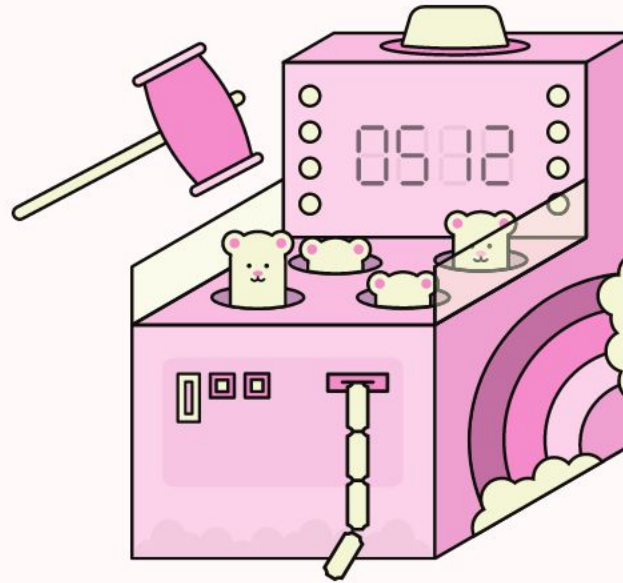


CHALLENGES

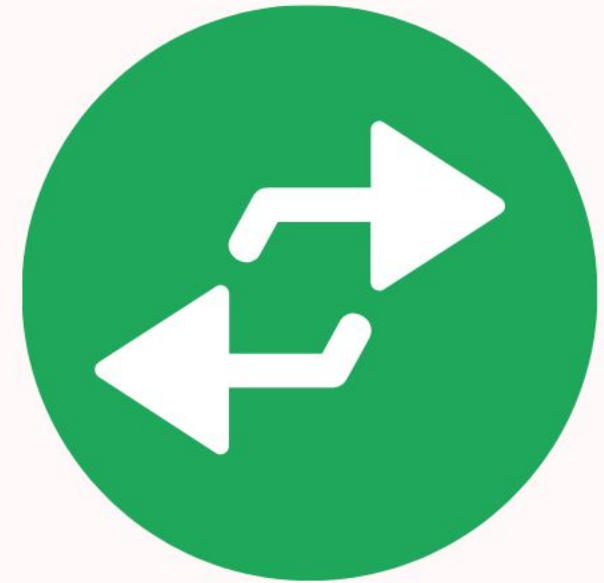
Groundhog Day



Whack-A-Mole



Opposite Day





Gain Clarity



Act Strategically



Find Leverage



Learn & Adapt





BREAK!



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COMMUNITY ENGAGEMENT



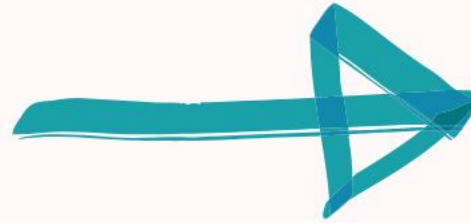
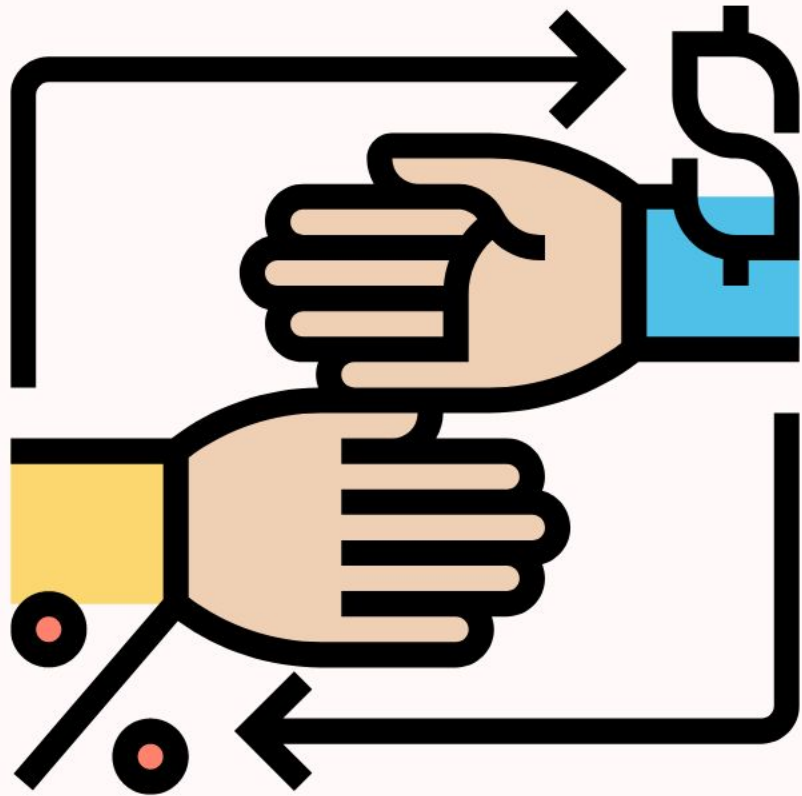
OUTREACH



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TRANSACTIONAL



RELATIONAL



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LISTENING EXERCISE

Tell us about a time you felt heard, when your ideas mattered

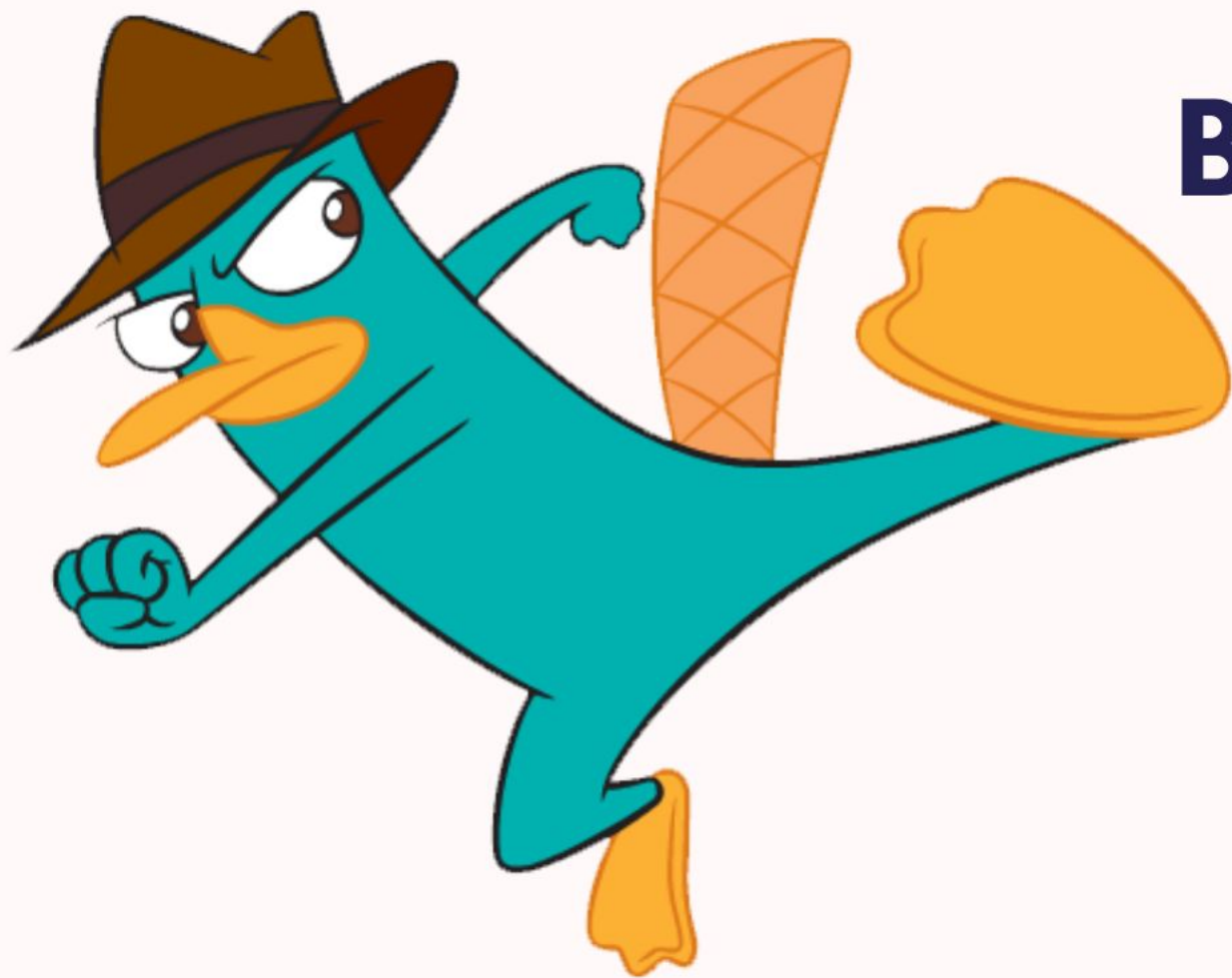
- What did it feel like?
- What were the conditions?
- Where were you?
- Who was there?



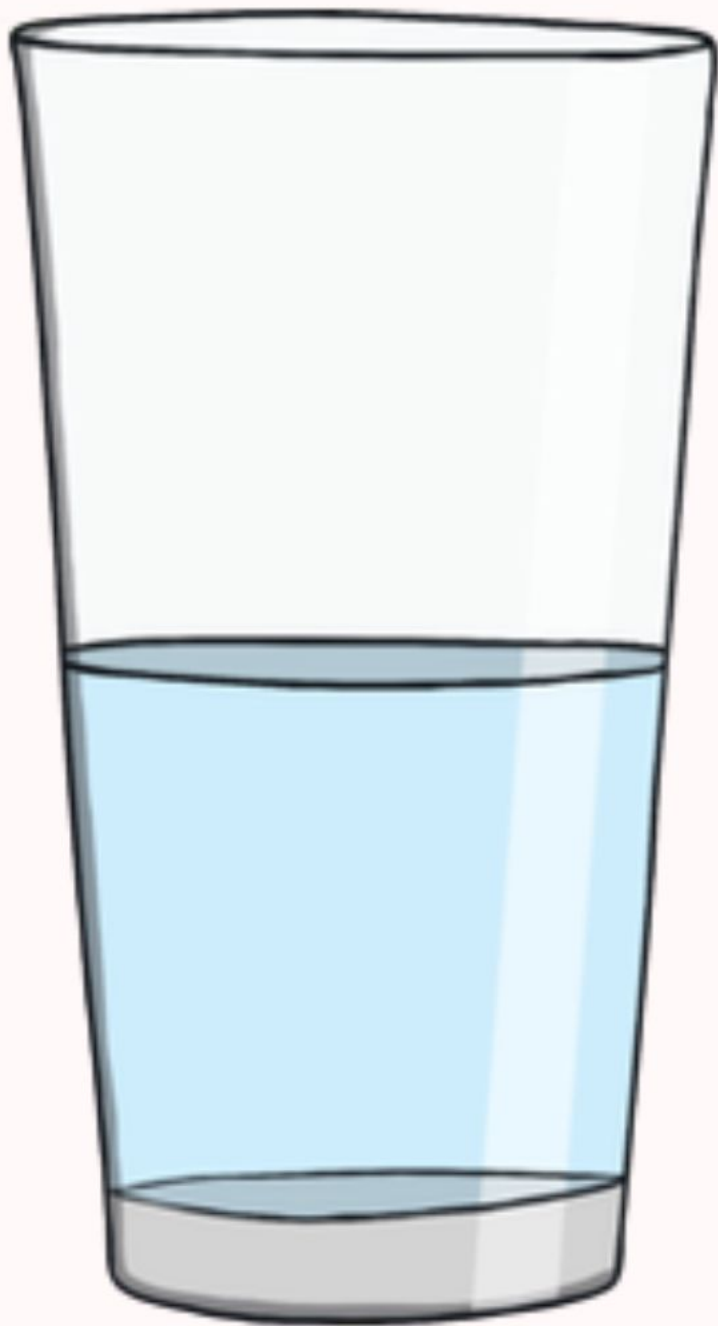
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BREAK!



ASSET BASED COMMUNITY DEVELOPMENT



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ASSET BASED COMMUNITY DEVELOPMENT

- Everyone has gifts
- Everyone has something to contribute
- Everyone cares about something. That passion is motivation to act



COMMUNITY RESOURCE PLAN

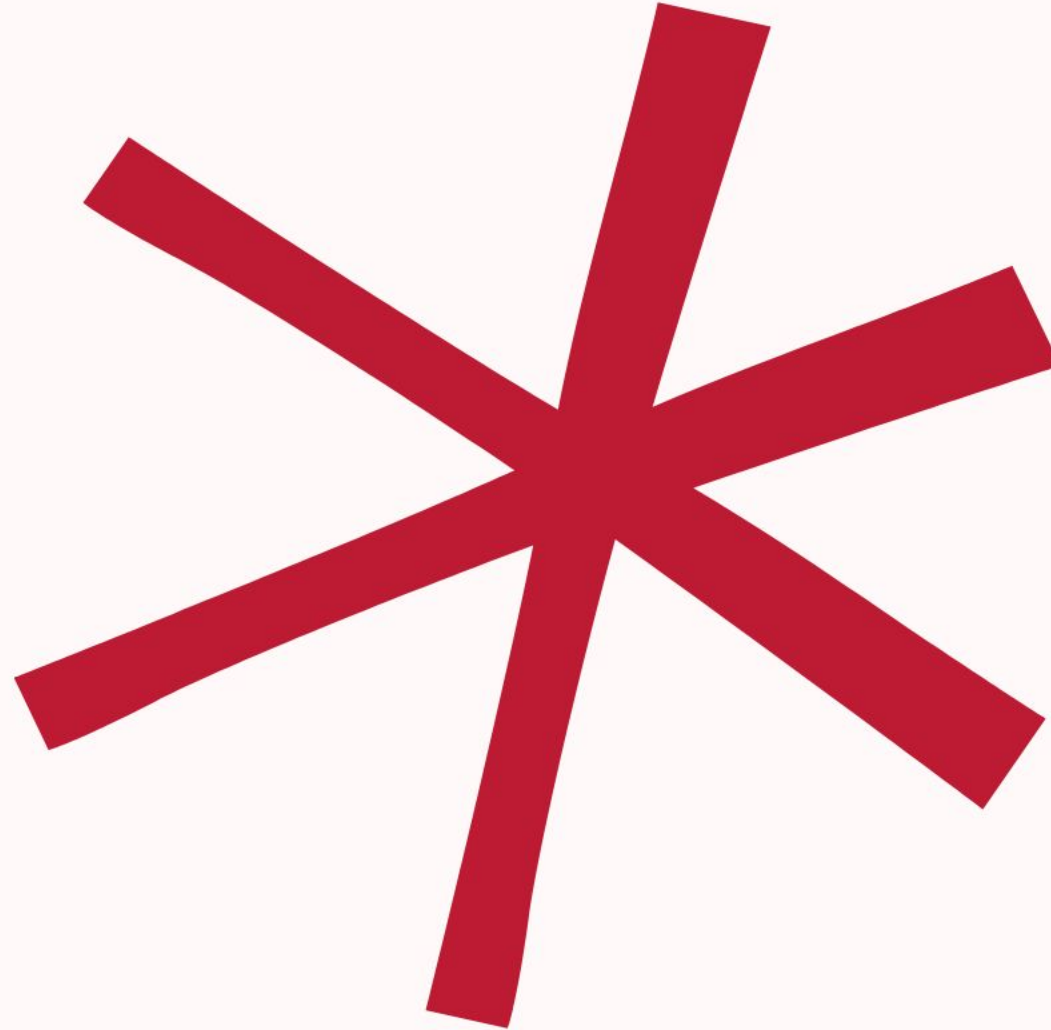
INDIVIDUALS	SKILLS	RESOURCES	RELATIONSHIP	CONNECTIONS	ISSUE TO ADDRESS
Ronald Futterman	Accounting, woodworking	Financial expertise, woodworking tools	Goes to the same church as assistant director	Chamber of Commerce, Rotary, Marlybone Woodworkers	Build Little Free Libraries, benches for the town, help Eagle Scout projects
ASSOCIATIONS	SKILLS	RESOURCES	RELATIONSHIP	CONNECTIONS	ISSUE TO ADDRESS
Garden Club	Landscape design, gardening, composting	People, perennial plants	Invited to do gardening program @ Library	Director knows sister of member	Library garden, sustainable garden practices, beautification
LOCAL INSTITUTIONS	SKILLS	RESOURCES	RELATIONSHIP	CONNECTIONS	ISSUE TO ADDRESS
Marlybone School District	Teaching, Organization, Community Building	Buildings, Technology, Students, Teachers, Parents	Formal – attend some meetings together	Clerk is on PTSA	Opiate abuse, summer slide, college readiness
LOCAL BUSINESS	SKILLS	RESOURCES	RELATIONSHIP	CONNECTIONS	ISSUE TO ADDRESS
Del's Delights (Ice Cream & Candy Store)	Customer Service, Makes Ice Cream, Archer	Delivery truck, large freezer, ice cream, storefront w lots of foot traffic	Informal – Director knows owner & staff	Director visits every day after work	Opiate abuse – bored kids hang out after school
PHYSICAL SPACES & PLACES	SKILLS	RESOURCES	RELATIONSHIP	CONNECTIONS	ISSUE TO ADDRESS
Marlybone Park		Open space with a pavilion	Is available to use with a required permit	Mayor, Rec Commission, Garden Club	Summer concert series, SRP Finale

HOMEWORK

- Community Resource Plan
- Be Kind to Yourself



DEBRIEF



STAY TUNED

Community Resource Plans
Power Mapping
Community Conversation Starters



THANKS!

Erica Freudenberger
Thriving Libraries
@engagelibraries
erica@thrivinglibraries.com



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