Community Engagement: State of the State
MLA Conference, October 2017

Jennifer Verbrugge | Library Program and Partnership Coordinator
Joseph Manion | Library Development and Services Specialist
**Partnership**: A collaborative relationship between entities to work toward shared objectives through mutually agreed upon division of labor.
A few frameworks

Aspen Institute

The Library is a key partner in sustaining the education, economic and civic health of the community.

Libraries create services that prioritize local goals.

Libraries promote a better trained and educated workforce.

Libraries ensure equitable access and provide civic space for advancing democracy and the common good.
Local Initiative Support Corporation and Institute of Museum and Library Services

<table>
<thead>
<tr>
<th>Magnify value by supporting or leading community-wide change</th>
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<tbody>
<tr>
<td>Create place for arts and culture</td>
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<tr>
<td>Encourage resident activism</td>
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<tr>
<td>Deliver economic, educational and social programs</td>
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</tbody>
</table>

- Everyone is welcome
- Social justice
- Partnering with community organizations
- Connecting with disenfranchised population
Partners

Government
Schools
Hospitals and clinics
Social service agencies
Police and courts
Business organizations
Literacy organizations
DIY organizations
Advocacy groups
Any other willing partner
Public libraries are valuable partners

Houston Public Library, Houston, Minnesota
We’re everywhere

12 Regional systems
141 Libraries
355 Branches
8 Bookmobiles
There were nearly **4 million** public library registered users in 2016.

- Minnesota population: 5,485,238
- Resident library card holders: 3,095,735
- Non-resident library card holders: 764,936
We’re information experts

Librarians answered **3.6 million questions in 2016.**

Information
Technology help
Readers’ advisory
Referrals
In-person – online – by phone
We’re a community gathering place


Library branches
355

Branches with meeting rooms
239 (67%)
Learning and enjoyment

69,389 library programs

- Teen: 6,496 (9%)
- Adult: 20,025 (29%)
- Children's: 42,868 (62%)

1,563,445 people attended

- Teen: 82,842 (5%)
- Adult: 287,524 (19%)
- Children's: 1,193,079 (76%)
# Libraries providing outreach services to community organizations

<table>
<thead>
<tr>
<th>Community Organization Type</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Schools (K-12) and homeschoools</td>
<td>88%</td>
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<tr>
<td>Early Childhood Organizations</td>
<td>82%</td>
</tr>
<tr>
<td>Senior-Centered Organizations</td>
<td>72%</td>
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<tr>
<td>Homebound Services</td>
<td>67%</td>
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<tr>
<td>Cultural Communities</td>
<td>32%</td>
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<tr>
<td>Workforce Development</td>
<td>31%</td>
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<tr>
<td>Correctional Facilities</td>
<td>30%</td>
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<tr>
<td>Youth Development Organizations</td>
<td>30%</td>
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<tr>
<td>Adult Basic Education</td>
<td>30%</td>
</tr>
<tr>
<td>Adult Literacy Organizations</td>
<td>20%</td>
</tr>
<tr>
<td>Senior-Centered Organizations</td>
<td>8%</td>
</tr>
<tr>
<td>Other</td>
<td>8%</td>
</tr>
</tbody>
</table>

We’re already out there
We have community support

Foundations

Libraries
141

Foundations 42 (30%)

Friends

Library branches
355

Friends groups
230 (65%)
73% of public libraries have volunteers.

14,306 volunteers
281,463 volunteer hours

Libraries with volunteers: 103 (73%)
Libraries without volunteers: 38 (27%)
We’re experienced community partners

Engagement
Library partners with one or more organizations to address community needs

Level
1. Raise awareness of community issues and needs
2. Mutual assistance in working toward a common goal
3. Jointly develop and deliver programs

<table>
<thead>
<tr>
<th>Level</th>
<th>Yes</th>
<th>No</th>
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<tbody>
<tr>
<td>1. Communicative</td>
<td>92</td>
<td>38</td>
</tr>
<tr>
<td>2. Cooperative</td>
<td>81</td>
<td></td>
</tr>
<tr>
<td>3. Collaborative</td>
<td>67</td>
<td></td>
</tr>
</tbody>
</table>

- Yes: 92 (89%)
- No: 38 (27%)

10/26/2017
Leading for educational excellence and equity, every day for every one. | education.state.mn.us
Key elements to partnership success

- Shared vision or goal
- The right person/people
- Clear responsibilities
- Follow-through and accountability
- Consistent communication
- Shared success
When partnerships fail

• It’s okay to accept defeat
• Find a new partner—this could take some time
• Rethink your approach
• Find a way to meet your goal without a partner
• Minnesota Pollution Control Agency – travelling environment exhibits

• Prepare + Prosper – tax information

• MDE Summer Food Service Program – recruiting libraries as summer food sites

• 90-Second Newbery Film Festival – Minnesota participation & screening

• Ebooks Minnesota – free ebooks platform for all Minnesotans

• Children & Nature Network (MN chapter) – building Nature Smart Libraries
Identify a community need

Ask the community.
Partners should have complementary expertise and resources.
Host community conversations

Invite key stakeholders.
Make a plan

Be flexible.
Secure Funding

Identify sources.
Publicize the program

Develop a communications plan.
What will success look like?

Evaluate results
Questions or comments?
Thank you

Jennifer Verbrugge | Library Program and Partnership Coordinator
651-582-8356 | jennifer.verbrugge@state.mn.us

Joseph Manion | Library Development and Services Specialist
651-582-8640 | joe.manion@state.mn.us

Minnesota Department of Education | State Library Services
1500 Highway 36 West, Roseville, MN 55113
“Saying we don’t need librarians because we all have the net is like saying we don’t need doctors because we all have the plague.”

Cory Doctorow

@Doctorow on Twitter, January 11, 2017