Our Story
Content, collections & Impact in Rural America
Porto, Portugal.
By Neil Moralee - 2015
Ferguson Solidarity, Washington DC.
By Johnny Silvercloud

It’s Not Just Ferguson
Rue Mapp shares family history at California Historical Society
Participants at Bancroft Library event
Berkeley, CA
Santa Ana Public Library “teen historians” interview Mexican American Veterans
Remembering WWII with the National Archives and Russian River Historical Society
Mr. Hatsuto Yamada at Jim's Drug Company.
Mr. Yamada, prior to evacuation
23 July 1945
Mr. Yamada before leaving his San Francisco shop during Japanese American Incarceration during WWII.

Photo by Dorothea Lange.
Librarians receive their technology and libraries kit from the National Library of Colombia.
<table>
<thead>
<tr>
<th>City selection, Southeastern Louisiana towns</th>
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<tr>
<td><strong>River Parishes Fall Festival features</strong></td>
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<tr>
<td>rides, food, music, games, crafts. Norco is</td>
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<tr>
<td>intertwined with its industries. Petroleum</td>
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<td>industry plant pipelines are visible throughout</td>
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<td>the town.</td>
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<tr>
<td><strong>City</strong></td>
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<td>Norco</td>
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Storytelling prototyping, March 2017. Southern University at New Orleans
Start here

Take two minutes and tell the person beside you your life story in two minutes.
Our Story
Content, collections & Impact in Rural America

With funding from:

DPLA DIGITAL PUBLIC LIBRARY OF AMERICA
KF KNIGHT FOUNDATION
historypin
LIBRARIES 4 BLACK LIVES
Build a World Where Black Lives Matter

Recent events have highlighted the undeniable travesty of systemic racism in America. This “call to action” unifies library efforts and demonstrates our unequivocal professional commitment to social justice and equity. We publicly affirm our support for the Movement for Black Lives and we commit to deepening racial equity work in our institutions and communities. Join the call for #FreedomNow. Help define the role libraries can play.

libraries4blacklives.org
L4BL
Community Conversation
An interview with the founders of Black Lives Matter
AGREEMENTS

- Speak your truth - Use “I” statements
- Listen with curiosity and a willingness to learn and grow
- Lean into your discomfort; don’t let guilt or fear take over
- Show respect for one another, verbal and non-verbal
- Assume good intentions; recognize unintended impacts
- Commit to non-disclosure
- Remember: We are all learning
END THE WAR ON BLACK PEOPLE
REPARATIONS
INVEST-DIVEST
ECONOMIC JUSTICE
COMMUNITY CONTROL
POLITICAL POWER

colicy.m4bl.org/platform
INVEST-DIVEST

We demand investments in the education, health and safety of Black people, instead of investments in the criminalizing, caging, and harming of Black people. We want investments in Black communities, determined by Black communities, and divestment from exploitative forces including prisons, fossil fuels, police, surveillance and exploitative corporations.
REFLECTION & DISCUSSION QUESTIONS

1. What is the systemic problem being named?

2. Where do we see this problem manifested in libraries and/or schools and public institutions?

3. How can the solutions proposed by M4BL inform our responses in public, educational and cultural institutions? Where can we make a meaningful intervention?
Community Responses

1. Black communities are being exploited.
2. Resources being invested in transracial, tear down comm (ex: prison).
3. How do we invest when current administration wants to continue divestiture, see no value in Black comm?
4. Civil rights 2.0.
5. Multiple leads of invest vs. direct.
6. Where is social justice boot camp?

How is this playing out in libraries?
- Corporate model for ed. vs. education (schools)
- Disinvestment in school librarians
- No rigor posted in teen spaces
- How are we approaching/informing leadership/decision makers
- Cultural expectations around respect
- Trump!
- What values are we bringing to our roles.

Meaningful interventions
- Create competencies
- Share resources
- Investing in young people/young of color
- Advocacy school/library
- Train for all staff
- Leadership development
- See our patrons as experts
- Keep practicing
- Must inspire for young ppl, public spaces
Criminalization

- Surveillance space
- Access to resources for recently incarcerated
- Public institutions accountability

Expenditures/investment of resources, equitable services, apply equity analysis to funding, services, spaces, access to databases - cost

Budget process for public libraries, advocacy for budget increases, hours of operation

Advocacy for budget increases

Library leadership shift budget to support the work we do now

Black leadership in empowerment

How can we engage Platform

- Funds from policing/enforcement to empowerment/libraries
- Demand resources
- Articulate literacy/engagement
- Advocacy, use public forums to raise issue

Programming builds emotional connections

Hosting meetings/study groups for BLM, resources, room rules

Subversive & flexible in creating space for discussion, organizing

BLM archives/papers

Positioning of events/collections at public venues

Building pipelines to librarianship, breaking stereotypes

Connect BLM history to libraries

Audre Lorde activist history

Connections to library + activism counter the narrative make it cool, authentic

Structural barriers to employment, culture, and retention training on-boarding

The black community is not homogenous

Authentic person-to-person relationship

Relationship of program materials, people
CONNECT

_____________________

@Libs4BlackLives
libraries4blacklives@gmail.com
Libraries4blacklives.org
Outcome Measurement Made Easy with Project Outcome

April 21, 2017

Emily Plagman
Project Manager
Public Library Association
Measuring Outcomes

- Times have changed
- Intuition is not enough
- Attendance counts are not enough
- Anecdotes are not enough

Libraries need more data & evidence to demonstrate value
What is an Outcome?

*Specific benefit* from a library program/service

Can be *quantitative* or *qualitative*

Expressed as *changes that individuals perceive*

Answers the question: *What good did we do?*
What is Project Outcome?

Outcome Measurement Made Easy
Resources and Tools to Plan Surveys and Analyze Data at Your Library

New to the site?
Improve the effectiveness of library programs in your community.
Sign Up

Already a member?
Access your surveys, training resources, and data dashboards.
Sign In

It’s all FREE!

www.ProjectOutcome.org
Project Outcome Toolkit for Public Libraries

- Quick & simple surveys
- Survey Management Tool
- Visually interactive Data Dashboards
- Resources & training

[Images of various topics such as Early Childhood Literacy, Summer Reading, Education/Lifelong Learning, CIVIC/Community Engagement, Digital Learning, Job Skills, Economic Development]
Survey Questions

Outcomes:

✓ KNOWLEDGE
✓ CONFIDENCE
✓ BEHAVIOR CHANGE
✓ AWARENESS

+ What did patrons like most?
+ What can the library do to improve?
TOOLS

Survey Portal
Access surveys, input survey data, and generate reports of your results.

GO TO SURVEY PORTAL

Data Dashboard
Visualize, analyze, interact with, and print your survey results.

GO TO DATA DASHBOARD

RESOURCES
Project Outcome provides resources to help libraries throughout the outcome measurement process.

Search Project Outcome Resources

Featured Resource
Outcome Measurement Continuum
Learn the many ways your library can measure outcomes!

www.ProjectOutcome.org
New Survey Tool: Launching May 1
Updated Data Dashboards: Launching May 1
Data Dashboard: Data Analysis

**Knowledge**
2.8
Total Responses for Library: 19
WA State Average: 4.4
National Average: 4.5
Project Outcome in the Field

53,000 patrons surveyed
Take Action Using Results

- Programming Improvements
- Communication
- Taking Action Using Results
- Partnerships
- Grant Funding
Currently Meeting:

Historypin Tribal Libraries Meeting

January 13, 2017
8:53 AM
Findings

• Tribal communities are online
• Tech needs to replicate community protocols
• Tech not as THE SOLUTION, rather as a TOOL
• Safe spaces = EMPOWERMENT
Next Steps

• Build knowledgeable community leaders who understand tech

• Provide Manual (or Toolbox) for them to guide community

• Include case studies, examples, etc..

• Sustain the connections made