Raising Your Library’s Profile: Making Your Community Relationships Work for You

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Hello! Bonjour! Hola!

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Objectives

**Identify**

Identify strategies for discovering potential partners within your community

**Scale**

Relate best practices for forming community relationships at your institution

**Apply**

Recognize measures of impact for relationships that are applicable for your institution
Greensboro Public Library at a Glance

Population Served
- 517,197
- GPL’s service area covers all of Guilford Co
- Median Age 37.2
- Median Household Income $49,253
- 10% of Population is Foreign Born
- Families make up 62.9% of households

Materials Circulated
- 1.77 M
- 28.5% of this total is downloadable material including NCDL, Kanopy, Freegle, and Tumblebooks.
- 8 distinct branches
- Dedicated Foreign Language, Business, NC History, Nonprofit, and Bookclub collections.

Programs
- 4,535
- Total attendance 110,439
- 515 of these programs occurred outside the library in the community with total attendance at 19,225.
- Specialty services and programs include: Business & Nonprofit, ESOL, Genealogy, Job & Career, and more.


Photos by Jamie Crockett
Cultivating Legacy Relationships, Sparking New Opportunities

Stage 1: Evaluate Relationships
- Who were/are we working with?
- What was/is our role in the relationship?
- How does this partner fit into the larger ecosystem?

Stage 2: Grow Relationships
- What is each organization's goal?
- What is working and not working?

Stage 3: Strengthen and Reinforce Relationships
- Where are our opportunities to spark?
- Who else should we be partnering with?
- How can we increase collaboration and communication?

Cultivate and Spark
## Impact

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Description</th>
<th>Numbers</th>
<th>Partner Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance</td>
<td>First time community event- Nonprofit Resource Fair</td>
<td>78</td>
<td>14 Different Organizations, Media Coverage, New Patrons, New Connections</td>
</tr>
<tr>
<td>Client Referrals</td>
<td>From outside organizations between July '18- July '19</td>
<td>82</td>
<td>SCORE, Small Business Centers, City Departments, Community Organizations</td>
</tr>
<tr>
<td>Partner Programs</td>
<td>At the library.</td>
<td>31</td>
<td>GTCC Small Business Center, Nussbaum center for Entrepreneurship, NC Secretary of State's Office, Local Small Businesses</td>
</tr>
</tbody>
</table>
# Best Practices

<table>
<thead>
<tr>
<th>Don’t</th>
<th>Do</th>
</tr>
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<tbody>
<tr>
<td>Go into a relationship blindly. You are not a volunteer!</td>
<td>Your research—understand the history, the service, and the mission.</td>
</tr>
<tr>
<td>Just show up when you need something</td>
<td>Set expectations- you provide more than space!</td>
</tr>
<tr>
<td>Forget to ask for what you need</td>
<td>Document, document, document!</td>
</tr>
</tbody>
</table>
Next Steps

Take the Show on the Road
Finding opportunities to take library services out of the building.
Market research program at our Chamber’s coworking space.

Going Back to School
Local school system is increasingly integrating entrepreneurship into the curriculum.
How can the library connect with school media centers and support entrepreneurship in the curriculum?

Spread the (Research) Love
Engaging library staff to be an advocate for specialized services.
The more they know what we offer, how we offer it, and why it’s unique- they can connect you to unexpected people, communities, and resources.
National University at a glance

23,909
Current enrollment
- Largest non-profit higher ed institution in SD, CA
- Adult learners
- Median age 32
- Majority military

26
Campuses
- NU’s service area covers all 50 states and 65 countries
- 100+ online programs

1
Library
- Accelerated, one month classes
- 7 Liaisons

NU’s service area covers all 50 states and 65 countries.
Opportunity: Increase gate count by hosting events
Entrepreneurship Series

Start-Up Stories
October 6, 2018
Hear from well-known foodie entrepreneurs as they offer unique insight into how they went from small start-ups to big-time successes!
https://NU-entrepreneur.eventbrite.com

Business Planning Workshop - Part 1
October 13, 2018
Learn the basics about starting a new business and get started on your winning business plan, the roadmap for future success.
https://NU-businessplan.eventbrite.com

Business Planning Workshop - Part 2
November 3, 2018
Continue your business plan as you learn to use industry and market research resources to help you make informed decisions.
https://NU-businessplan.eventbrite.com

Business Plan Pitch Competition
November 10, 2018
Think your business plan is a winner? This is your chance to find out. Come pitch your business plan to a panel of expert judges and win a start-up prize!
https://NU-businesscompetition.eventbrite.com
Creating New Community Relationships

Stage 1
Put together a team
- Colleagues + Faculty
- What knowledge are we lacking?
- Who has a similar audience?
- Cast a wide net with a specific focus based on student interest

Stage 2
Make Room
- Consider partners’ goals
- Give partners ‘room’ to shine
- Keep partners in the loop

Stage 3
Spread the Word
- Promote events heavily
- Make event virtual + physical
Impact

10 Partners

- SBDC
- Wells Fargo
- Local Entrepreneurs
- Vendors
- Faculty, Staff, Board of Trustees

3 Business Supported

- Paddle Board Rentals
- Watches (eCommerce)
- Restaurant Speakeasy

120+ Total Attendance

- Students
- Community members
- Alumni
### Best Practices

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<td>Give up and take it personally</td>
<td>Be persistent, entrepreneurs are busy &amp; name-drop when possible</td>
</tr>
<tr>
<td>Choose entrepreneurs at random</td>
<td>Choose entrepreneurs that own businesses that you are passionate about</td>
</tr>
<tr>
<td>Forget to mention what’s in it for them</td>
<td>Highlight participation benefits for them: new customers, free promotion, etc</td>
</tr>
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**Next Steps**

**New Institution + Priorities**
- Interaction with ecosystem minimal, if not non-existent
- Aligned priorities with strategic plan
- Necessary discussions with supervisor(s)

**Curriculum + Events**
- Syllabi analysis for research needs of students + trends
- Faculty research discussions
- Minorities & Creative Startups

**Ecosystem Engagement**
- Discussions of potential collaborations with individual organizations within ecosystem
- Regular attendance at ecosystem events
- Attend ecosystem meetings
Getting Started

Making our Community Relationships Work
How we are Connecting our Libraries, our Practices, our Communities

Federal Organizations — Community Groups — Community College — Local Government — Social Media

Private Sector — Financial Institutions — Friends Groups — Alumni — Patrons Students
References / Further Reading


Questions?

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