BECOMING A COMMUNITY HUB
OUR BACKGROUND

Bibliothèque Allard Regional Library
8 TIPS ON HOW TO BECOME A COMMUNITY HUB

1. Develop a Strategic Plan .... 5 year plan

WHY?

Copies of our overview, agendas for the sessions and the final Strategic Plan for our Library have been made available for you to use as a guideline. I would highly suggest getting someone outside of your organization to do your initial Strategic Plan planning sessions. After you have one in place it is easier for someone within the library to run future planning sessions.
2. Change the Atmosphere Within your Library

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<th>Green</th>
<th>Blue</th>
<th>Pink</th>
<th>Violet/Purple</th>
<th>Brown</th>
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<td>Jealousy (S)^{23}</td>
<td>Good Taste (F)^{23}</td>
<td>Masculine (S)^{23}</td>
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<td>Authority (S)^{23}</td>
<td>Ruggedness (S)^{21}</td>
<td>Grief (S)^{23}</td>
<td>Happiness (S)^{23}</td>
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<td>Competence (S)^{21}</td>
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3. Communication/Marketing

Consistency is KEY

Everyone knows what this is.
• Social Media
Thank You

With love, Mr. and Mrs. Sullivan
4. Partnerships

With who?
5. Programming

• Don’t limit yourself to story times or author reads
• We view a library as an information source ...

• Our local museum does 3-4 displays/exhibits a year at our library
• Highlight Love to Read month with multiple activities

- Author Read featuring Andreas Oertel
- Feb 23rd in the afternoon

**Let’s Celebrate!**

“Love To Read” month @ Library Allard this February

- Blind Date with a Book!
- Bag of Books $2.00
- Weekly Book Draw
- “Every Friday!”

• Approach groups about getting together at the library
One Day Events

- Lego Sculpture Contest
- Superhero for a Day
- Mature Driving
- Healthy Eating
- Painting
- Wills and Estate Planning
- Funeral plans
Continual Events (operates multiple times)
• Cooking
• Cake Decorating
• Lego Club
• Crochet Club
• Craving Change
• Better Together Now
• Technology for Seniors
• Introduction to Scratch 2.0 Computing Class
• Photo Rally
• TD Summer Reading Club
Consider large community events – outreach

 Kickass Women’s Day
Walk/Run for Literacy
• Our library is now having venues/artists approach us about doing programming in the library.
• They have witnessed the response we have to our programs due to promotion and Facebook followers.
• This took 5-7 years to happen ... That is taking into account that this position didn’t exist until 2009.
6. Money

- Will your changes/programs be provided through grants or self-sustainability?
- The last two years we have received 25% of our annual budget from grants and/or fundraising ... This is not including the funding we receive from PLS or municipal funding!!

Our library did not have a programming budget on the revenue or the expense side until 2 years ago.
7. Look outside of your space

Make sure what you do is dynamic .... YOU WANT TO STAND OUT!!
8. Time

Change takes time

- Track results ... Is this change successful ... Worth our time and effort ... What should we change if we run it again
Where do I find the inspiration?

- Google search libraries
- Check out Pinterest and type in libraries or library displays
- Attend some webinars that PLS finds for us on the training calendars
- I take about 2-3 a month, all have been free but as the library Board has seen the benefit they have now approved a professional development budget

Professional Development – Suggestions to Read

- Guide to the Use of Libraries and Information Services – Jean Key Gates
- The Guy Friendly YA Library: Serving Male Teens – Rollie James Welch
- Fundamentals of Collection Development and Management – Peggy Johnson
- 101+ Great Ideas for Libraries and Friends – Sally Gardner Reed
- Read Unselling – Scott Stratton
- David and Goliath – Malcolm Gladwell
- Nitty Gritty Guides – Laura Solomon
- Why Smart Marketing is About Help not Hype Youtivity – Jay Baer
What is the point to all this work?

- Raise awareness about your library
- Raise interest in your library
- To create a yes atmosphere and attitude within your library

Bibliothèque Allard Regional Library
Discover the Possibilities!

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