



Transformational by Design

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Why transformation matters

OCLC From Awareness to Funding (2008, 2018)

- Market for Value not for Use
- Not transactional. Transformational
- Belief that librarian is passionate advocacy for lifelong learning

Overview

Libraries change lives every day. But what if we got systematic about it? Four levels of transformation

- 4 broad trends transforming our **profession** generally
- Stories and strategies for transforming **individuals**
- Stories and strategies for transforming the **institution**
- Stories and strategies for transforming the **community**

Professional Trends

- Physical to Digital
- Individual to Community
- Collection to Creation
- Portal to Archive

Confronting the Future
Strategic Visions for the 21st-Century Public Library
Policy Brief No. 4, June 2011
by Roger E. Levien

<http://www.foresightfordevelopment.org/sobipro/55/463-confronting-the-future-strategic-visions-for-the-21st-century-public-library>

Individual transformation



Mrs. Johnson

- Let's find out!
- I have a book for you
- Have you considered librarianship?

5 kind people



Systems and structures

- What systems (processes, policies, structures)
 - Constrained staff action
 - Promoted a solution

Hindu Stages of Life

In Hinduism, human life is believed to comprise four stages. These are called "ashramas" and every person should ideally go through each of these stages (maybe not in one life):

- The First Ashrama: "Brahmacharya" or the Student Stage
 - Receive values (childhood)
 - Test values (YA)
- The Second Ashrama: "Grihastha" or the Householder Stage
 - Live values
 - Teach values (parenting)
- The Third Ashrama: "Vanaprastha" or the Hermit Stage
 - Detach (Tolstoy)
 - Into the woods
- The Fourth Ashrama: "Sannyasa" or the Wandering Ascetic Stage
 - Transcend values?

Womb to Tomb in the USA: Student

- Student
 - New life (setting the context for life)
 - Expecting
 - Birth
 - Adjusting
 - 0-5
 - 500 books
 - EQ/empathy
 - Off to school (reading readiness)
 - K-4
 - Learning to read
 - Reading to learn
 - Reading for fun
- Tween to Teen to YA
 - Identity
 - Ethnicity
 - Family
 - Race
 - Religion
 - Sexuality
 - Values
 - Understanding others (IF prepare for world)
 - Support for formal education
 - Transition to trade/higher ed

Womb to Tomb in the USA: Householder

- Finding your work
 - Employment seeking
 - Retooling after job loss or opportunity
- Family
 - Marriage
 - Children
 - House
- Money
 - Consumer purchases
 - Financial planning generally (save, invest, insure)
- Citizenship (we are not just consumers)
 - Voter education and politics
 - Community participation

Womb to Tomb in the USA: Hermit/Ascetic

- Health (self or others)
- Grandparenting
- Service (giving back)
- Financial and estate planning (end of life)
- Religion/spirit

Outcasts and Traumatized

- Abuse victim
- Addiction
- Foreigner/refugee
- Housing and food insecurity
- Illness
- Mental illness
- Natural or political disaster
- Other traditionally marginalized
- Social justice and social services
- Suicidal
- Tragedy
- Social workers at the library

The importance of graphical design

- Reach
- Frequency
- Consistency
- What people don't see ... until they need it

Scripts

- How you show up
- Keywords
- Offer resources
- Follow up

When the numbers don't tell the story

Only 2 people showed up for the 3D printer program....

Caiden

Telling the Library Story

Give me a real person (Caiden was 3 years old)

Give me a problem (he stuttered)

What did the supporting character / library do (he found read to dogs program)

Give me a happy ending (he doesn't stutter anymore)

Give me just one fact/number (last year, over 150 visits at our branches reaching 300+ children)

Give me a statement of public value (early literacy tied to health, liberty, productivity)

<http://jaslarue.blogspot.com/2021/03/storytelling-as-path-to-funding.html>

Give me a tag line (libraries transform lives)

Libraries transform lives.

Libraries transform communities.

Librarians are passionate advocates for literacy and learning.

Libraries are a smart investment.

Build a culture of storytelling

Transforming the institution

- Not letting a crisis go to waste (now that you have the time...)
- Anythink - managing by aspiration
- Garfield County - leadership begins with listening
- The key: strategic response and focus

Transforming the community

- Turning outward
- Cataloging the community
- Advocacy as demonstration of value
- Not the job of the community to build a great library

Homework 1: library tour

Walk through library and look at:

- Ambience
- Entryways and prominent features
- Signs (wording and placement)
- Displays
- Furniture

Take notes. What promotes transformation, what constrains it?

Homework 2

1. Individually: where do you think the library needs to sharpen its game?
 - Life transition support (scripts, collections, developmental profiles, etc.)
 - Staff development
 - Community assessment
 - Library physical space
 - Library policies and procedures
 - Marketing
 - Technology
 - Other
2. What would excite YOU to work on? (tie to employee evaluation)

Questions/comments

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