Notes from Committee Planning Workshop
Sudbury Public Library
March 1, 2016

1. The context: What's happening globally, nationally and locally that is, or will, have an effect on MLS and its members? Think about technology, social/generational trends, consumer patterns, institutions, etc.

- Advocacy (lack of)
- Can we be all things to all people? What do we focus on? Prioritization: what do we sacrifice?
- Community - integration with
- Community space - work bar - business incubators
- Cultural sensitivity and proficiency to a wider audience - global society, greater awareness/sensitivity
- Digitization of collections to share globally. Barriers are beyond the four walls; looking beyond the physical library; physical spaces and virtual spaces
- Disadvantaged communities really need library support to address issues of equity, access, technology, skill development
- EBooks v print area of tension
- Economic constraints / competitive. Harder choices.
- Equitable access to digital and information literacy skills
- Equitable deployment of resources across demographics
- Funding
- Funding pressure to get the most bang for your buck
- Getting out of the library
- Greater need for providing vetted information
- Inequality of resources
- Innovation in technology - fractal cubes? The speed of development is hard to keep up with. And supporting patrons becomes a new challenge
- Instant gratification
- Invest in young adults
- Is it a trend or perennial issue - budgets and need for advocacy?
- Keeping up with technology- learning it and being able to afford it
- Leadership among libraries - equitable access to resources ex. Carla Hayden and her background in Baltimore - opening libraries during riots to provide safe community place
- LEED certification? Standards of sustainability?
- Libraries as connectors
- Library as a community center - define a community center to stakeholders.
- Library as social service - drug epidemic, addiction, mental illness
- Library users are very savvy and can do a lot on their own so what is the library’s/librarians role? Educating and empowering them.
- Looking at larger cooperation with libraries in the state
- Making use of volunteers
• Mobile technology; also, patrons uninterested in technology; being all things to all people; providing it all.
• Multi-generational/millennials/boomers working together, trying to provide services to many generational communities
• Multi-type libraries: collaboration, breaking out of silos, sharing knowledge/teaching each other (ex: commonwealth eBook project had a lot of collaboration)
• Non-traditional offerings increasing, e.g. Maker-spaces
• Our value is in our real estate -our physical spaces-which goes back to people wanting connection with other people.
• Patrons don’t always recognize vulnerabilities in libraries (they see us as a safe place)
• People are looking to make connections-in school, at work, at home and in their communities
• People lack time-overscheduled, stressed, looking for convenience
• Perception of the library and librarians, trying to break through that.
• PR - reminding people about our good services
• Role of research libraries - role of print, transition to digital
• Safety - personal safety, information security
• Security - nationally & locally
• Serving more patrons, larger groups at story times and programs.
• Significance of libraries in overall picture
• Social media engagement
• State library? Users expectations increasing
• Stem/steam - the diversification of services provided
• Streaming media - both positive and negative. Consumption crosses formats. Virtual third place? How do we catch the patrons?
• Supporting professional development of the new, (young?) Professionals and staff members.
• Time and convenience as driving forces
• Transforming reference - reinvent themselves to be useful. Evolving skills, relevant reference skills
• With digital content is there a relevant role for libraries moving forward? Yes, but the conversation persists. Promote the continued need and role of libraries
Themes and further thoughts: Security, community, finding a role and place for libraries, outreach, time and instant gratifications, funding, multiple generations, connections at all levels, equity and access, keeping up with technology, invest in young adults: quote that children are 20% of the population and 100% of the future.

Changing nature of job descriptions in a library...changing what it is to be a librarian; resources and access, serving the underserved, time: people never have enough to get everything done, how can libraries respond to people's needs, this trend is driving everything, including retail, tremendous driver in business and product development, the lack of time and the need for convenience...and all things public, room for virtual space and third space; partnerships and collaboration; do we have the right models? Do we need to look at new ones...agencies, innovation structures?

Time: witness the microwave oven which was developed around lack of time...ex: lock boxes outside the library so you can pick up your holds anytime; Groton: going back to Dewey for non-fiction as opposed to browsing; What can we do to push the library out into the community, e.g. safe place, new ILS that goes mobile, so you can go mobile where people are; trend of customization, e.g. anticipatory awareness like Amazon...we don't have all the funding we need for the technology...what can we do to make it your library, sexy factor? How do we manage the polarity of people wanting the physical library and the technology with all the mobility it entails?

Geography where you are, what you are, internal and external culture. Things look very different across the state.

Increasing disparity between underserved communities and well-funded communities. Often the people who need libraries the most are those in underfunded communities. How can we collaborate in order to allow greater access for those communities?
2. Envisioning our future: It’s 2025 and libraries everywhere and of all types are thriving hubs of their communities. Draw a picture describing what’s happening. What do libraries look/feel like? Where are they? Who is in and around them? What are they doing? How are libraries connected to the rest of the community and the world? Who are our partners/collaborators? What services do they offer and for whom? What new skills do librarians have and what new roles do they take on?
Rich Picture Team 2
Rich Picture Team 3
Rich Picture Team 5
3. **Strategic analysis:** *Thinking about the context and what we want to achieve, what are we doing really well that we want to KEEP? What isn’t working that we want to ABANDON? What might we INVENT or REINVENT that, if we did, would make a big difference to our success? Note: Repetitions are intentional to show emphasis.*

**KEEP**

- Advocating
- Collaborating
- Collaboration and teamwork
- Collections
- Commonwealth eBook collections
- Community education and tech centers
- Consortia
- Early literacy
- Evolving
- Funding for consortial resources
- Guiding as in readers advisory and research
- Innovating CEC
- Library as place - 3rd place
- Literacy
- Maker spaces
- MBLC databases
- MHEC purchasing
- Network transfer/delivery/resource sharing (develop? Reinvent?)
- Outreach
- Programming
- Providing space for quiet scholarship
- Reading
- Resource sharing
- Resource sharing,
- Staff development
- Strong shared legislative advocacy
- Technology instruction and other instruction

**ABANDON**

- Barriers
- Being all things to all people--focus, specialize
- Desk
- Limitations of roles
- Redundant purchasing policies
- Segmented service areas (and reinvent)
- Siloed job descriptions
- Toxic, civil-servant/union culture-limited by weakest person on staff
- Trying to be everything to everybody
- Unions
INVENT

- Cross training
- Green library polices, e.g. Better sharing of unique, non-traditional items
- New roes
- Print on demand library books
- Rethinking space
- Shared spaces
- Structures for teamwork
- Virtual space
- Ways to empower staff

REINVENT

- Advocacy
- Cross training
- Culture of learning, promote healthy leadership models
- How we are of value to our communities
- Information sharing
- Job descriptions
- Job evaluations
- Keep and expand
- Librarians
- Measure / validate /value of service/ success factors / ROI
- Metrics of success
- Networks (keep and reinvent)
- Our message-what we say about libraries
- Outreach
- Perception of the value of library work
- Performance metrics for libraries so we will have the data to tell legislators, e.g. Create resumes and x number of people get jobs: counting outcomes as well as outputs
- Policies
- PR
- Professional development, first step is carving out time for it
- Reference
- Resource sharing
- Roles
- Rules
- Services like printing and copying
- Shape community feeling/sentimentality about library
- Staff resources training
- Staffing models?
- Standardized catalog listings of non-traditional items (e.g. Ukulele)
- Statewide planning for libraries
- The workforce by successfully recruiting diverse candidates
- Time and support for self-directed learning that is then shared with the rest of staff
4. **Taking action:** Thinking about what we’ve learned so far, what project or program might we start right away—individually and/or collectively—that will help us achieve our vision for libraries? What successful models/programs might we borrow from other states/countries? What might we do that could become something for others to emulate?

1. **Not Your Grandmotherss Librarian:** Empowering staff to effectively serve their public. Peer training. Innovative incentives for personal and professional development. Smart recruiting and retention. Fluid and flexible roles and jobs. Start thinking long-term about the future of the roles.

2. **The Library Stripped:** An initiative to deprive (not the best word) of modern library services. Give them service equivalent to 1800s. Outcome: to make value/happiness of library use tangible. Something gentler than the Troy Michigan Book Burning party. How about a pop up? With costumes...The library wasn’t the same; open to all things as it is today. What would a day without the library be like?

3. **Who gets the rose?** Recruiting Dynamic unafraid excited not central casting jumping up and down outreach selling the collection and resources sort of library folk: Create modeling of what you want--video the best people doing it well; identify incentives--how do we help them BECOME librarians; provide REAL PD; reaching out to the cool 20 somethings; how do we showcase our fun techie side; flexible work schedule!! We have it! Hard to find. We also need to connect with library schools and to offer internships.

4. **Commonwealth Picture Corps:** The state digitizes your family’s pictorial history and adds it to the Digital Commonwealth. Family receives access to your family images, tagging, adding metadata. Cooperative effort add to genealogical history collectively. Also have a studio where people can record their histories. Training people in their local libraries to digitize their own material, making a connection with local collections. Statewide initiative to support. Public libraries can link with the Mormon Church.

5. **Linking Up Librarians:** Staff development around connecting sister libraries around the state—could be virtual and/or in person to resource sharing, program collaboration, mentoring, learning from each other, growing and then sharing out again. Planting seeds around the state. For ex: 2 libs pool resources together and hire speaker and all staff from both can attend, then they share out what they learned and use that knowledge and skills with community. Its broader staff development than we do now. Also interesting for school libraries as well.