

Trustee Board Training Focus: Community Needs Assessment, Strategic Planning, & Advocacy



Lara Keenan
State Library Consultant, Governance & Management
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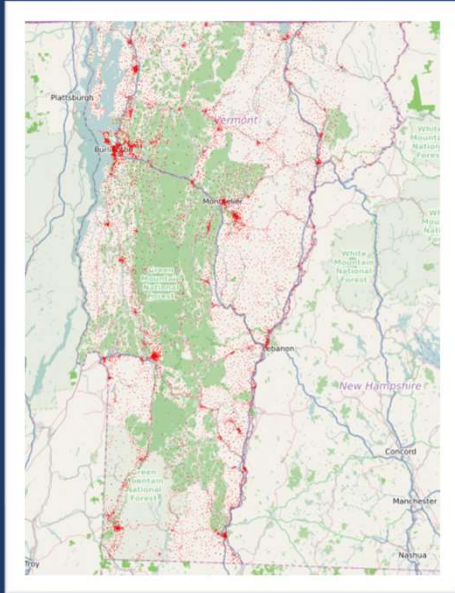
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How do you know if
Your Library
meets the needs of its
patrons?

Community Needs
Assessment as an
Integral Part of
Strategic Planning

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Initial Information Gathering: Community Assessments By Others & Census Data

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Source:
<https://www.flickr.com/photos/nwplanning/30130854111/>

What other local groups have done a community needs assessment/survey recently?

- Town Plan? Town Department Effort?
- Another Nonprofit, Civic, or Religious Organization?
- What did they learn that you can build from?

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Census Data

- Michael Moser – UVM Center for Rural Studies
 - 802-656-0864
 - Michael.Moser@uvm.edu
- American Community Survey: 5-year Increment Sampling of Census Data (for smaller towns): <https://www.census.gov/programs-surveys/acs>

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The Importance of Turning Outward:



Expert Knowledge vs.
Public/Community Knowledge

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How Do You Find Out Your Community's Needs?

- Focus Groups?
- Surveys? – How administer? Where administer?
- Go out into the community? – grocery, coffee shop, farmer's market, community events, etc.
- Go to community meetings? – Rotary, PTA, Church Groups, etc.
- **What questions do you ask, how do you ask them, and who does the asking?**

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Meeting Community Needs

- How do you assess the current and future needs of your community? Why is this important to do?
- Which of these needs should (and can) be addressed by the library, given the library's limitations?
- Should the library partner with other organizations to meet certain needs? (Create library advocates)
- How does the library's mission statement/vision help guide you to an answer? Strategic Planning?

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Community Needs & Strategic Planning

- Aspen Institute Action Guide V. 2.0:
<http://bit.ly/AspenAction>
- Harwood Institute Turning Outward Tools:
<http://theharwoodinstitute.org/tools/>
 - ALA Turning Outward Tools for Libraries:
<http://bit.ly/ALATurning>
- VT Department of Libraries Professional Collection

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Advocacy: Community Connections

- Talking up your library & getting others to talk up your library
- Talking Points you can use & get others to use on your behalf.
- Solicit Patron Stories to Share: How has the library changed your life? What do you love about the library?

Source:
<https://www.flickr.com/photos/volunteermatch/27677155485/>

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Ideas for Working Together

Community Needs Assessment



Source:
<https://www.flickr.com/photos/airbnb/13915193802/>

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Ideas for Working Together

Community-Wide Initiatives



Source: <https://www.flickr.com/photos/niallkennedy/9587071278/>

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Ideas for Working Together

Research Assistance & Information Dissemination



Source: <https://www.flickr.com/photos/pamwood707/5646757752>

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How Libraries Benefit Your Community

Libraries serve as a Community Hub - bringing the entire community together



Source: Burnham Mem. Lib. Facebook Page

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How Libraries Benefit Your Community

Libraries are vital to a functioning democracy



Varnum Memorial Library, Cambridge

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How Libraries Benefit Your Community

Libraries provide a **space** for educational, social, cultural, and recreational engagement



Source:
<https://www.flickr.com/photos/sanjoselibrary/31234520260>

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How Libraries Benefit Your Community

Libraries help your taxpayers connect with local government.



South Burlington Public Library

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How Libraries Benefit Your Community

Libraries are the ultimate renewable resource



Source:
<https://www.flickr.com/photos/awesomelibraryservices/16393118653>

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How Libraries Benefit Your Community

Libraries Offer a Fantastic ROI*

*Library Value Calculator
<http://www.ala.org/advocacy/library-value-calculator>



Source:
<https://www.flickr.com/photos/143843618@N03>

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Advocacy: Community Connections

- United for Libraries: Power Guide for Successful Advocacy: <http://www.ala.org/united/powerguide>
- Turning the Page Library Advocacy Training: <http://www.publiclibraryadvocacy.org/>
- Tribute: Library Patrons Expressing Love – Pierson Library: https://www.youtube.com/watch?v=xFwS4_cllJo

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Contact Me

Lara Keenan

State Library Consultant, Governance & Management

60 Washington Street, Suite 2, Barre VT 05641

802-798-2480 | lara.keenan@vermont.gov

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