

MCLS Virtual Dialogue
Engaging Non-Users
February 19, 2020 – 11:00 am EDT

Icebreaker Breakout Room Conversation Question:

February in this part of the country can often be gray and feel heavy even without a world-wide pandemic. What is one thing that is lightening your load or brightening your world this week?

11:06:46 From Michelle Bradley to Everyone: My chocolate Lab Coco
11:06:48 From Trish Burns to Everyone: The sun today!!! Yayy!
11:06:53 From Angie Roberts- Clayton Library to Everyone: Newbie director here- Annual Report FINISHED!
11:06:53 From White Lake Programs programs@whitelakelibrary.org to Everyone: My dog! She's a year old and this snow has delighted her!
11:06:53 From Elizabeth Madson; Chesterfield Twp Library to Everyone: I got a call about a potential significant donation to the library
11:06:53 From Claire Lopiccolo - LEAP to Everyone: I adopted a rescued cat this week who is very affectionate and makes it so much fun to go home!
11:06:54 From Cheryl L to Everyone: Had a snow day and I still love them.
11:06:55 From Beth Pierson to Everyone: My cat sat in my lap for the first time since I adopted her two years ago!
11:06:55 From Evie Parrish to Everyone: Longer days...it's still light when I leave work!
11:06:57 From Pam Seabolt, MCLS to Everyone: New end tables:)
11:07:00 From Maureen McKenna to Everyone: Walking down by the lake and then coming home to have hot chocolate
11:07:04 From Katie LTPL to Everyone: Yes, longer daylight!
11:07:04 From Blair to Everyone: A new CD stereo system for my room
11:07:05 From Amy Beckman-LEAP to Everyone: Fish Fry Friday today!
11:07:08 From Lissa Krull, MCLS to Everyone: Playing with my kids
11:07:11 From Blair to Everyone: I love music
11:07:39 From Holly Library to Everyone: Love the snow and longer days!

1st Breakout Room Conversation Scenario and Question:

Participants were placed in 3-person breakout groups for 20 minutes of conversation.

They were asked to share a story about a time in their life when they went from being a non-user (of anything) to a user and specifically talk about what it was, how it happened, what it was that drew them to becoming a user and how did they learn about it.

Groups were then asked to select the story they found most exciting or unique to share with the large group and talk about what libraries could learn from that story about engaging non-users and share a quick summary of the lessons learned in chat.

- 11:31:54 From Michelle Bradley to Everyone: We talked about joining the YMCA because of being invited by a friend to take a Pilates class with her. We talked about the power of the personal invitation.
- 11:32:49 From Claire Lopiccolo - LEAP to Everyone: Angie was a sign language interpreter for a school district, and had to accompany her students to the school library, and fell in love with libraries again. She started using the public library because of that, and that's when she started down this career path.
- 11:33:01 From Amy Beckman-LEAP to Everyone: One group member shared about using Canva (design website) for the first time and was afraid of using it and really didn't like it at first. Now she really likes it and uses it every day! The same could be said about a "fear factor" for using the library if they've never been before. Once they find out that the library is a friendly and welcoming place, they become a regular user of the library.
- 11:33:33 From White Lake Programs programs@whitelakelibrary.org to Everyone: Reporter for Room 7 (Blair, with a background in film studies, introduced a film series at his library, a view and discuss group. A new experience for both him and the library patrons. Using an apparently not-library related experience to draw in patrons who weren't coming for books)
- 11:33:55 From Cheryl L to Everyone: Becoming a user to services or places depended a lot on current life experiences. Isolation during shut down motivated usage of digital resources especially audio books from hoopla. Changes in life like diet and exercise was motivated by personal testimony and lead to usage of specialty markets and like-minded groups.
- 11:34:49 From Tina @ Holly Library to Everyone: One person did Library Thing, another became involved in astronomy and started having those types of programs at library. another was not a library user until she got a job at the library. I was not a baker and finally bit the bullet and started making my own bread during the pandemic. I haven't bought bread from the store in several months.
- 11:39:41 From Michelle Bradley to Everyone: There is that Fear Factor again

2nd Breakout Room Conversation Scenario:

Participants were placed in small breakout rooms groups for 25 minutes of conversation to discuss what their communities appreciate and value about their libraries and creatively show how they might engage with non-users using this information.

When they came back to the main room, reporters were asked to share their name in chat in order to verbally share with the group when called upon.

2nd Breakout Room Conversation Question:

As part of a national news story on the impact of libraries, PBS identified your town as one in which the library is appreciated and valued by the entire community. They interviewed

community members about their library experiences. You have been invited to a premiere screening of the piece. As you imagine watching it, consider and discuss the following:

- * What are the benefits people are talking about? Why do they value the library? (Try to move beyond just features.)*
- * How did they discover what the library offers to the community?*
- * What are the implications for engaging (or re-engaging) non-library users?*

Based on your discussion, show how you might engage non-library users. Be creative! Your piece could be visual, verbal, or written. It could be:

- * a poem/ode to libraries as community institutions*
- * a jingle or commercial that highlights the benefits the library brings to the community*
- * a paragraph of how you would describe "library" to someone who has never heard of one*
- * a "personals ad" about how your library is a perfect match for your community*
- * or simply your group's answers to one or two of the above questions!*

12:08:45 From Amy Beckman-LEAP to Everyone: I was the recorder/reporter for my group, Amy Beckman

12:08:52 From Claire Lopiccolo - LEAP to Everyone: Claire for Room 2

12:08:54 From Jenna Anderson to Everyone: Jenna - Reporter Group 1

12:08:56 From White Lake Programs programs@whitelakelibrary.org to Everyone: Heather, reporter for group 5

12:16:25 From White Lake Programs programs@whitelakelibrary.org to Everyone:
What is the library?

The spines of books on shelves

And the faces of people in the checkout line.

An author from Liberia

In the hands of a high schooler from Detroit.

A biography of the past

In the hands of someone who will shape the future.

A mother from El Salvador

Waving to her children on the screen of a video call

Then turning back to the books and papers

On how to become an American citizen

So someday they can all visit this place

Together.

A girl with a stack of books as tall as she is

Telling the librarian about her favorite story

For the tenth time.

A library is stories

Connecting

Finding each other

Finding their home.

12:17:20 From Katie LTPL to Everyone: very nice!

12:17:22 From Jan Davidson, MCLS to Everyone: Wow! Beautiful!

- 12:17:33 From Blair to Everyone: So good!
- 12:17:42 From Lissa Krull, MCLS to Everyone: Brought tears to my eyes. It was wonderful!
- 12:17:43 From Maureen McKenna to Everyone: So vivid and imaginative - images and words flowing through my mind.
- 12:17:53 From Ben Acha to Everyone: Very nicely written!
- 12:18:17 From White Lake Programs programs@whitelakelibrary.org to Everyone: Thank you all!
- 12:21:07 From Katie LTPL to Everyone: and also, the courage to ask or act after planning

Final Reflection Question:

What do you want to take forward and explore further about engaging non-users? How will you reach non-users differently?

- 12:24:03 From Jenna Anderson to Everyone: Expand Farmer's Market appearances, implementing OrangBoy to find out where our non-users are.
- 12:24:10 From White Lake Programs programs@whitelakelibrary.org to Everyone: Emphasize the power of the library to connect us at a time when a lot of people feel very isolated and alone
- 12:24:20 From Amy Beckman-LEAP to Everyone: Connect with local community organizations (start with 1) and see if they have a need that the library can fill.
- 12:24:25 From Beth Pierson to Everyone: Pursue more community partnerships.
- 12:24:33 From Jan Davidson, MCLS to Everyone: Think not just about personal invitation, but rather asking (inviting) someone to personally invite THEIR circle, in order to reach others who I don't already know and widen that reach
- 12:24:39 From Katie LTPL to Everyone: really considering the way we communicate to people and maybe changing that to reflect more of what their needs are and how to meet them
- 12:24:49 From Elizabeth Madson; Chesterfield Twp Library to Everyone: I appreciated that reminder about the power of the personal invitation. So many opportunities
- 12:24:52 From Cheryl L to Everyone: Investigate the opportunities to provide ESL classes and bilingual collections.
- 12:24:54 From Jenna Anderson to Everyone: Engage in Community Conversations in partnerships with local non-profit organizations to learn how we can all help the community thrive.
- 12:24:54 From Claire Lopiccolo - LEAP to Everyone: After all of this, I'll definitely be focuses on benefits rather than features. The feel-good stories about the library are more likely to make a difference than an explanation of Overdrive
- 12:25:16 From Angie Roberts- Clayton Library to Everyone: send "invitations" to past users inviting them back to the library (featuring the benefits)
- 12:25:26 From Blair to Everyone: Personal connection

12:25:42 From Tina - Monticello Library to Everyone: Not be afraid to do out of the box, fun shares to the community about what the library is.

12:26:13 From Tina @ Holly Library to Everyone: What is OrangBoy?

12:26:44 From Jenna Anderson to Everyone: It's a data management system. We have MarketWatch with it, that can show us where our non-users are so we can reach them.

12:26:56 From Tina @ Holly Library to Everyone: thanks

12:27:22 From John Clexton to Everyone: Walk the block walk the talk. Maybe after COVID times, get out, state who you are and talk to your local business

12:27:28 From Jan Davidson, MCLS to Everyone: NEXT DIALOGUE: Fri, March 19, 11am-12:30pm Eastern (10-11:30am Central)

12:27:34 From Katie LTPL to Everyone: Thank you very much!

12:27:43 From White Lake Programs programs@whitelakelibrary.org to Everyone: Thank you! This was great!

12:27:56 From Elizabeth Madson; Chesterfield Twp Library to Everyone: Thanks so much!

12:27:57 From Jan Davidson, MCLS to Everyone: engagement@mcls.org

12:27:57 From Angie Roberts- Clayton Library to Everyone: Thank you!

12:28:02 From Tina - Monticello Library to Everyone: let me know how to be a cute puppy on zoom

12:28:05 From John Clexton to Everyone: happy Friday everyone

12:28:07 From Jennifer Dye to Everyone: Thank you for the opportunity to connect

12:28:17 From Blair to Everyone: Thank you! I got a lot from this session!