Community Engagement and Facilitation Skills Training

Winter Webinar

January 31, 2017
INTRODUCTION
LLTW Team

Project Coordinator
• Jacquie Brinkley, NLS

Executive Director
• Carol Frost, PLP

Common Knowledge Team
• Susan Stuart Clark, Director
• William Cooley, Program Manager
• Mony Flores-Bauer, Bi-Lingual Senior Associate
LLTW Learning Community

Colleagues and fellow library teams are your greatest resources.
Team Presentations

* Each team will have 3–5 minutes to share their project progress

**Group #1**
- Alameda, Sonoma and Siskiyou

**Group #2**
- Napa, Lincoln, San Rafael and Tehama.

**Group #3**
- Solano, Shasta, Butte and Yolo
Webinar Goals

• Share progress and reflect on collective learning
• Exchange tips, tricks and best practices
• Examine how national issues affect local context
• Learn additional strategies for building community relationships
Guiding Principles

• Celebrate success, reflect on challenges
• Respect that every team is at a different place on their own journey
• Listen for connections to your own work
• Keep things interactive and participatory
Following today’s webinar, the program continues:

• Teams continue to work on projects
  – Continuing to develop partner relationships
  – Plan/conduct internal and community conversations

• CK team provides additional coaching, as desired, plus resources on LLTW site

• Culminating survey sent out in May

• Final report sent out in June
REFLECTING ON THE NATIONAL CONTEXT
Navigating Local Issues

- National context offers challenges and opportunities
- Inclusive, positive dialogues are now even more important than ever
- Libraries are uniquely positioned to help their communities

Community members are often hungry for chances to interact in safe, positive ways with their neighbors.
Additional resources are available

Learning more about reconciliation, dialogue and “processing” can strengthen your engagement toolkit.

The National Coalition for Dialogue and Deliberation (NCDD) and the American Library Association (ALA) have partnered up for a free training series.

Training will be provided by the teams behind:

– Everyday Democracy, National Issues Forum and World Café
TEAM UPDATES
Partners & Shared Learning

Project Topics
• Supporting families and children at the San Lorenzo branch.
• Mapping community connections.

Partners
• The Ashland-Cherryland Together initiative
• San Lorenzo housing complexes
• Local educators and elected officials
Alameda County Library

Common Knowledge

[Diagram of community resources and needs]

**Needs**
- Something w/ SLZ on it
- Laptop
- Promotional materials they want
- Bookworms
- SLZ/ACL Budget
- Catchy name for programs
- Staff trained, positive friendly & available
- Student teams (e.g., fine forgiveness, amnesty)

**Goals**
- Bring to Lib
- Make LC
- MKing plan
- Increase circ.
- Increase pre-arranged

**Outreach**
- Engage the community

**IDEAS**
• The Sonoma County Library is working on two projects:

1. **One Sonoma** – All Staff Day of Professional Development for all Sonoma County Library Staff (200 staff members)

2. **Community Conversations Post-Measure Y** – Hosting conversations throughout the County to hear from the community about how they’d like to see their Library expand hours.
One Sonoma – All-Team Staff Day

Conversation Goals
Organize professional development day, include community partners as trainers.

Partners
County of Sonoma Human Services, County Health Services, Latino Service Providers, Spare the Air, and Positive Images.

Shared Learning
We’ve learned how valuable community partnerships and relationships are to the success of our work.
**Measure Y Community Conversations**

**Conversation Goals**
Host conversations at 12 different locations throughout Sonoma County. Adjust hours/services based on public input.

**Partners**
Police departments, city personnel, county agencies, schools, the Boys & Girls Clubs and Social Advocates for Youth.

**Shared Learning**
Our hope is to expand hours to best serve the public. We feel the best way to do so is to listen and learn from what their needs are and adjust appropriately.
Project Background

- Siskiyou County Library has 12 branches which are staffed and operated at a community-level but work together with the County to deliver services to all Siskiyou residents.

- We asked “What do you want from this library service model?” and we sought comments and concerns from the branches.
• We wanted to see what we have been doing right as a library system and targeting areas that could use more work.

• We wanted representation from all branches.

• We wanted contribution from all participants, including veteran staff/volunteers and newer staff.
Partners

• Staff/volunteers from 12 branches.

Shared Learning

• A few surprising outcomes came out of the discussion

• For the first time, branch representatives shared the range of work experiences they experience.

• Positive feedback
DEVELOPING COMMUNITY RELATIONSHIPS
Developing Community Relationships

- The Libraries Lead the Way process works for small scale as well as large scale relationship building.
- 5 Fundamentals of Community Engagement can help get you started... or regroup when faced with a challenge.
Developing Relationships

• “People won’t care what you know, until they know that you care.”

• Building the connection doesn’t happen by a “formula” or linear process.

• You don’t always have to be the leader, you can be an ally to another community project

• Think of your outreach like “planting seeds”
Personal and Professional

• Establish rapport and trust before asking for formal commitment

• Show your curiosity to tap into their wisdom

• Empower each potential connector to be your ally

• Give your partners & allies visibility
Nurturing Relationships

• Nurturing the relationship calls for
  – Listening
  – Adapting
  – Fostering positive momentum

Common Knowledge
QUESTIONS
Reflecting on Relationships

• How have you and your colleagues built strong relationships in the community?
• What techniques have worked for you?
• How can library’s encourage staff members to build relationships?
Napa County Library
Project Topic
• Applying the Harwood Model about “aspirations” for our community

Conversation Goals
• Gaining Community knowledge and input for the library’s Strategic Plan

Partners
• Internal: Whole library staff had day-long training
• External: Leadership Napa Valley and members of the Napa Women’s Club have been approached to participate in Community Conversations
Day-Long Staff Training Day

Staff members pose for a photo at the conclusion of their Staff Training Day with Harwood coaches.
**Learning and Next Steps**

**Shared Learning**

- We are just beginning to schedule conversations.

- Staff is a little nervous about how the conversations might go - ex: what if it gets political? How do we maintain neutrality?

- We will do a +/-delta after each conversation to further improve and hone our skills.
Project Topic
• Engage the community on the question “How do we create a supportive community for teens in our area?”

Conversation Goals
• To find out what work is being done for and by teens in our community
• See what issues and challenges different sectors of our community are having with supporting teens
• Begin building networks of support and breaking down silos between different community groups.
Partners

- Pairing with local school district and local youth-focused non-profits. We may be focusing on the local high school as opposed to the whole school district, in order to encourage greater feedback.

Shared Learning

- Double the time you thought you needed for communication between parties

- Difficulty getting traction and feedback from our prospective partners, has greatly slowed our progress.
Conversation Goals

• Improve services and collaboration between our library and the local public schools.

• Convene team of education partners and stakeholders. Facilitate a conversation between the library and the local schools, or the schools' library staff (roughly 10-12 people).

• Provide opportunity for school partners to talk about their needs and how the library might be able to help.

• Collaborate beyond library cards, coordinating services with school librarians, particularly in the area of electronic resources and digital collections.
# Partners

## Elementary Schools

<table>
<thead>
<tr>
<th>School</th>
<th>Address</th>
<th>Phone</th>
<th>Fax</th>
<th>Principal</th>
</tr>
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<tbody>
<tr>
<td>Bahia Vista</td>
<td>125 Bahia Way, San Rafael, CA 94901</td>
<td>415.485.2415</td>
<td>415.485.2474</td>
<td>Cecilia Perez</td>
</tr>
<tr>
<td>San Pedro</td>
<td>498 Point San Pedro Rd., San Rafael, CA 94901</td>
<td>415.485.2450</td>
<td>415.485.2454</td>
<td>Marie (Mimi) Melodia</td>
</tr>
<tr>
<td>Coleman</td>
<td>800 Belle Ave., San Rafael, CA 94901</td>
<td>415.485.2420</td>
<td>415.485.2494</td>
<td>Michael Taylor</td>
</tr>
<tr>
<td>Glenwood</td>
<td>25 West Castlewod Dr., San Rafael, CA 94901</td>
<td>415.485.2430</td>
<td>415.485.2434</td>
<td>Kim Goodhope</td>
</tr>
<tr>
<td>Sun Valley</td>
<td>75 Happy Lane, San Rafael, CA 94901</td>
<td>415.485.2440</td>
<td>415.485.2443</td>
<td>Jane Soner</td>
</tr>
<tr>
<td>Laurel Dell</td>
<td>225 Woodland Ave., San Rafael, CA 94901</td>
<td>415.485.2317</td>
<td>415.485.2489</td>
<td>Pepe Gonzalez</td>
</tr>
<tr>
<td>Venetia Valley</td>
<td>177 N. San Pedro Rd., San Rafael, CA 94903</td>
<td>415.482.3150</td>
<td>415.482.3160</td>
<td>Juan Rodriguez</td>
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## K-8 and Middle School

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<tr>
<td>Venetia Valley K-8</td>
<td>177 N. San Pedro Rd., San Rafael, CA 94903</td>
<td>415.482.3150</td>
<td>415.482.3160</td>
<td>Juan Rodriguez</td>
</tr>
<tr>
<td>Davidson Middle</td>
<td>280 Woodland Ave., San Rafael, CA 94901</td>
<td>415.485.2400</td>
<td>415.485.2476</td>
<td>Bob Marucci</td>
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## High Schools

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<tbody>
<tr>
<td>Madrone High</td>
<td>185 Mission Ave., San Rafael, CA 94901</td>
<td>415.485.2435</td>
<td>415.485.2438</td>
<td>Vanessa Flynn</td>
</tr>
<tr>
<td>San Rafael High</td>
<td>185 Mission Ave., San Rafael, CA 94901</td>
<td>415.485.2330</td>
<td>415.485.2345</td>
<td>Glenn Dennis</td>
</tr>
<tr>
<td>Terra Linda High</td>
<td>320 Nova Albion Way, San Rafael, CA 94903</td>
<td>415.492.3100</td>
<td>415.492.3105</td>
<td>Katy Dunlap</td>
</tr>
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Josh at Dia
Conversation Goals

HOW WE PRESENTLY COLLABORATE WITH OUR SCHOOLS

• Class visits
• Author talks
• Outreach
• PTA meetings
• Literacy support
• Book clubs
• Reading buddies
Goals & Partners

Project Goals
• Engage the community through a positive holiday celebration.
• Create positive feelings about the library ahead of the coming relocation
• Improve relationship between city and county leadership

Partners
• Tehama County Landfill, Dept. of Education, schools, preschools, Child support Division
Holiday Celebrations

District 4 Tehama County Supervisor Bob Williams with County Librarian Sally Ainsworth
Partnering to Encourage Reading

Year round reading incentive program sponsored by the Vespers Lodge of Red Bluff.
Shared Learning

• Keep up our positive attitude and don’t worry about what others think or say.

• Don’t give up, keep asking and inviting our community to events.

• If we reach 1 or 2 people it was a success.

• Engagement can change attitudes (share story about Robert Minch)
PARTNERING WITH PARENTS & FAMILIES
Partnering with Parents & Families

- Your library has unique advantages to engage families
- Make your outreach messages relevant to parent/family issues
- Recognize that some parents/families may not be familiar with some community engagement processes
- Invite a parent or a team of parents to be co-hosts and co-creators of events
Informal and formal networks

• There’s power in connecting to networks...the formal as well as the informal

• Keep asking questions to discover those connections...
  – Who else should I meet?
  – Where else are good things happening?
  – How are families connecting with supports & resources?

• Parents are often the best ambassadors to engage other parents/ families.
**Planting Seeds**...growing the relationship with your community

- It takes time ... it evolves and changes along the way... and it’s worth it!

- Your community’s traditions, demographics, and priorities will influence your outreach and engagement actions.

- Your perseverance and creativity are among the tools to continue cultivating partners.
Reaching Out to Parents

• How have you and your colleagues reached out to parents and families?
• What techniques have worked for you?
• How can library’s use summer reading programs to better engage parents?
A COMMUNITY CONVERSATION ABOUT LITERACY

About 1 in 5 adults in Solano County struggle with literacy. This can impact employment, health, parenting and other aspects of daily life.

What we wanted to know:

• How are people getting tools and help with literacy now?

• What could be done to help people get the tools and resources they want?

• What can different parts of the community do to help support adult literacy?
CONVERSATION GOALS OR WHAT WE WANTED TO KNOW

We wanted to know how we can ensure that those who want to improve their reading, writing and speaking skills are able to get the tools they need to do so. We know one of the best sources of information are those who live and work in our community and understand the connection between strong reading, writing, speaking skills and a strong work and educational systems.

- How are people getting tools and help with literacy now?
- What could be done to help people get the tools and resources they want?
- What can different parts of the community do to help support adult literacy?
- How do Literacy skills help with other community efforts?
PARTNERS IN THE COMMUNITY

Planned Partners:
• Fairfield Suisun Adult School
• Solano Workforce Development Board

Additional Partners:
• EDD
• Solano County Workforce Development Project
• Solano County Library Branches-Strategic Planning
WHAT WE LEARNED FROM OUR CONVERSATION

1. Literacy and being able to read and communicate is of primary importance for individuals and for our community.

2. Not being able to read well enough to fill out a job application or follow instructions for classes is a primary issue for students and it’s also one of the hardest to address.

3. People who struggle with reading, writing and speaking skills are often embarrassed to admit they can’t read well enough to keep up or understand everything, so they just don’t come back or find a reason to give up.
HOW WE CHANGED OUR THINKING

• Our program needs to think about ways to be more student centric.

• This information has impacts within the community and can contribute to the areas of planning, workforce development and job skills training programs.

• Traditional barriers still exist and must continually be addressed.
WHAT WE ARE DOING

• Meeting with education partners to ensure that resources don’t overlap and students are directed to the program that best meets their need.

• Provided information from our Community Conversation to a county-wide task force to raise awareness of the impact literacy related issues have on workforce development.

• Ensuring that an early basic literacy assessment is included as part of workforce development and job skills screening protocols. This will help those who need additional support around literacy to be successful and reach their goals.

• Using the team’s newly learned facilitation skills to help promote other conversations both internally and externally.

• Internally refocusing our work and strengthening our partnerships based on the information we received.
Partners & Shared Learning

**Project Topics**
- Making Redding a supportive community for children and families
- Planning a participatory staff training day

**Partners**
- Representatives from Shasta Early Literacy Partnership, the Shasta Family YMCA, First Five Shasta, and the Rotary Club of Redding
- Redding library staff members
Shared Learning

- The library can continue to play a role as a co-promoter of conversations about children and families.
- Staff members appreciated the opportunity to co-plan and direct their staff day.
- This was a new, positive experience for library staff.
**Project Topic**

- We have decided to address the Butte County Library’s decision to implement RFID technology in our rural county libraries, as well as the public’s response to that choice.

**Partners**

- Chico Friends of the Library, the Butte County Library Advisory Board, Butte County General Services department, and the City of Chico.
Project Goals

• We hope that participants will come to an understanding of the decision making process for RFID implementation as well as the process of physical change in their familiar library space.

• We hope to put fears about job loss to ease by providing reassurance with shared, open information about the project as a whole.

• We would like members of the community to feel a sense of true ownership of the library, as long-term, generational, dedicated stakeholders.
Shared Learning

- We have learned that a major vision can come to fruition with hard work and persistence.

- Just because one can’t always visualize an outcome, there will be a tangible end result!

- Initially, the RFID implementation was hard to interpret for some, yet now that we are at the final stages of the project, we have learned how something like this happens and unfolds.
Shared Learning

- With our partners, it has been amazing to witness the support and dedication to library service through their willingness to stay the course with us these last months.

- A large scale renovation can bring to light the ways in which we all have similar goals to serve the public well; it brings agencies together, and in our case it was a very positive and forward moving experience.
**One Sonoma – All-Team Staff Day**

**Conversation Goals**
Organize professional development day, include community partners as trainers.

**Partners**
County of Sonoma Human Services, County Health Services, Latino Service Providers, Spare the Air, and Positive Images.

**Shared Learning**
We’ve learned how valuable community partnerships and relationships are to the success of our work.
Yolo County Library
Project Topics

- **Winters Post-Election** (Winters youth community impact)
- **Child Abuse Prevention** via Yolo Family Strengthening Network (5 Protective Factors)
- **Library Staff Retreat** *(January 30th)*
- **Facilities Master Plan** (March)
- **Homelessness** (future)
- **Library Services with Youth** (future)
Conversation Goals

- **Winters Post-Election**
  - Opening community dialogue
  - Safe space for open conversation
  - Self-reflection
  - Get them thinking about concrete action

- **Family Strengthening**
  - Model the conversation
  - Develop partners to help with community conversations
Partners

• **Winters Post-Election**
  – R.I.S.E. Rural Innovations in Social Economics

• **Yolo Family Project**
  – 8 different agencies
  – Conflict Resolution Center providing facilitator training
Shared Learning

• Positive process
• Need to be flexible, community needs are constantly changing
• So many different ways in which we can use this method
• Challenge to get people who don’t normally participate in this kind of thing to participate
NEXT STEPS
Additional Resources

• NorthNet LLTW website
  – Downloadable facilitation & planning resources

• World Café resources
  – Hosting tool kit
  – Checklists, facilitation guides

• Upcoming ALA-NCDD training
Project Outlook

• Teams continue to work on projects
  – Continuing to build partner relationships
  – Planning internal and community conversations
  – Use library peers as a resource

• CK team provides support, as needed

• Culminating survey sent out in May

• Final report sent out in June
THANK YOU