



The Library As PLATFORM

Friday, June 6, 2014

Grand Rapids Public Library, Grand Rapids, MI



As the role of the library continues to evolve, Michigan libraries of all types (academic, public and special) are the catalysts for building a strong community and preserving local history and culture. This workshop will help libraries rethink public spaces while collaborating with local partners. Learn how to conduct an analysis of community resources, establish contacts and propose partnerships that will strengthen current patron relationships and attract new users.

Community Development ... It's as easy as ABCD!

*Asset Based Community Development (ABCD) is a powerful approach to community development that will focus your effort on discovering and mobilizing the resources that are already present in your community. Building on the skills of local residents, the power of local associations and the supportive functions of local institutions, ABCD draws upon existing community strengths to build stronger, more sustainable communities for the future. Trainer **Kathy Methner**, Middle Michigan Development Corporation, will share the basics of ABCD and how it can be implemented in a variety of settings, including your own community.*

Community Building Blocks/ Now What? Take it to the Streets

*Learn how three Michigan librarians were able to put ABCD into action by assessing community needs, developing a plan, assembling a team to address those needs and collaborating with community stakeholders for results. (**Tim Gleisner**, Grand Rapids Public Library, **Juliane Morian**, Clinton Macomb Public Library, **Jill Porter**, Traverse Area District Library)*

Successes & Pitfalls from the Director

*Is it possible to arrive in a new community or step into the director's spot for the first time and instantly connect? Join East Lansing Public Library Director **Kristin Shelley** as she describes firsthand the successes and pitfalls of taking over in a new community. Hear how she learned to serve those patrons, deal with community leaders and develop a cohesive and inclusive strategy for community outreach and advocacy.*

Library Advocacy in Action Geek the Library

geek (verb) – 1.) To love, to enjoy, to celebrate, to have an intense passion for; 2.) To express interest in; 3.) To possess a large amount of knowledge in; 4.) To promote.

*Everyone geeks something and public libraries play an important role for individuals and communities by providing a unique place for anyone to explore almost anything. Geek the Library is a national awareness campaign designed to highlight the value of libraries and the critical funding issues they face. **Rob Wang**, Chippewa River District Library, will share how they tweaked the Geek campaign to get young and old patrons excited, engaged and interacting with their community.*

Six Steps to a Compelling Elevator Pitch

*A good pitch should answer three questions: Who are you? What do you do? What are you looking for? Discover ways to tailor the pitch to your listener and avoid the obstacles to a concise presentation. (**Steve Feinman**, Michigan Director, SCORE and **Terance O'Neill**, Gast Business Library, Michigan State University)*

Tips for Killer Delivery and speed pitching

This is an opportunity to practice and/or listen as you give your pitch to your colleagues speed dating style.

For more information and to register, please visit
<http://www.milibraries.org/events/the-library-as-platform/>
Early bird registration discount deadline is May 30, 2014