

# **It's Who You Know:** Finding, Making, and Keeping Connections for Successful Community Partnerships



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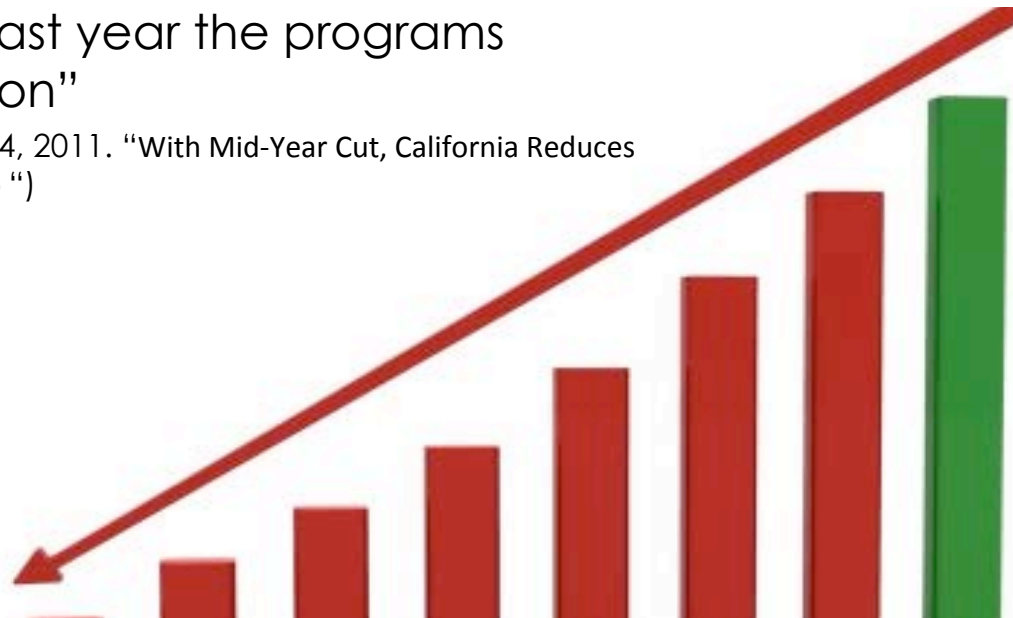
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# California Libraries...

(all bad)

“California Governor Jerry Brown announced Tuesday a mid-year, \$16 million cut to state library funding, which essentially eliminates all remaining state funding for the [California Library Services Act \(CLSA\)](#), the [California Library Literacy and English Acquisition Service](#), and the [Public Library Foundation \(PLF\)](#). Last year the programs received \$30.4 million”

(Library Journal December 14, 2011. “With Mid-Year Cut, California Reduces State Funding for Libraries to Zero “)



# Why Community?

“Once social change begins, it cannot be reversed. You cannot uneducate the person who has learned to read. You cannot humiliate the person who feels pride. You cannot oppress the people who are not afraid anymore. We have seen the future, and the future is ours.”

*Cesar Chavez*



# **AGENDA**

- ✓ **The Basics**
- ✓ **Levels of Partnerships**
- ✓ **Connections**
- ✓ **How's It Going?**
- ✓ **Thinking Outside the Box**
- ✓ **Questions**

What does "Partnership" mean?



part-ner v  
o): partner sb at bridge, v)  
tango. 2 (phr v)  
cause two people  
2): We (were) pa  
**part-ner-ship**  
being a partner or par  
worked in partnership. o He  
in partnership. o F  
brother. o F



# the basics

- **WHAT** is our definition of partnership?
- **WHY** are partnerships beneficial?
- **KNOW** your community **FIRST**.



All partnerships are  
NOT the same



Different stages of partnership

- **GLANCE**
- **DATE**
- **ENGAGEMENT**
- **MARRIAGE**

(Thank you George and Joan)



A stack of colorful folders and papers, including red, green, yellow, and white folders, with several black binder clips. The text "Short term vs. LONG TERM" is overlaid on the green folder.

Short term vs.  
**LONG TERM**



# CONNECTIONS

**Who Do You Know?**



# Who's In Your Community?



## Arts, Sports & Leisure

Local Businesses (Restaurants, Dance Studios, Galleries, Retail Stores)  
Media (Print, Online, Radio, Television)  
Cultural Organizations  
Museums  
Parks & Recreation Department  
Local Sports Teams

## Education

Community Colleges  
UC's and CSU's  
Test Prep Companies

## Health

County Health Departments  
Health Clinics  
Fitness or Nutrition Specialists  
Farmers' Markets

## Youth

PTA's  
School Districts (Teachers, Librarians, Counselors)  
Boys and Girls Club  
Afterschool programs  
Teen/Youth Centers

## Legal

County Probation  
Juvenile Detention Facilities  
Law Enforcement

## Other Potential Partners

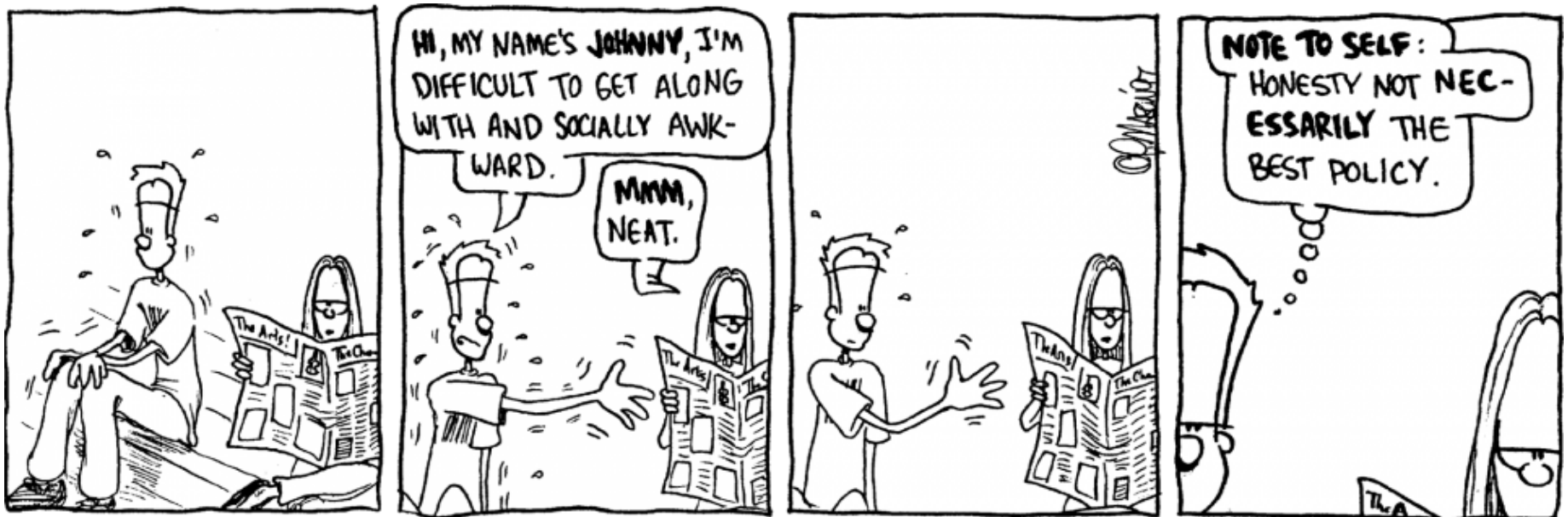
Nonprofits  
Faith-based Organizations  
Public Transportation Departments  
Local Government  
Banks and Financial Institutions  
Chamber of Commerce



## Types of Contacts

- ❖ In Your Network
- ❖ “Friend of a Friend”
- ❖ New Contact

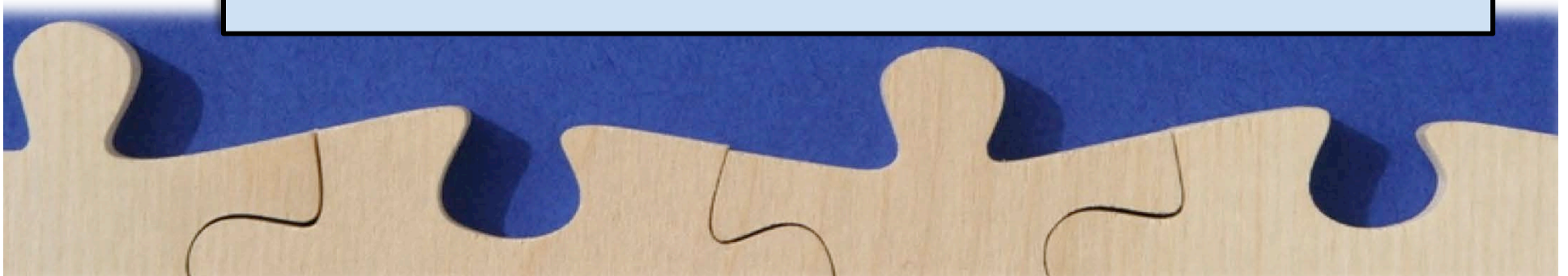
# The Approach



Source: portermason.com

# Maintain Your Connections

- ✓ Expectations
  - ✓ Responsibilities
    - ✓ Communication
      - ✓ Periodic Check-In

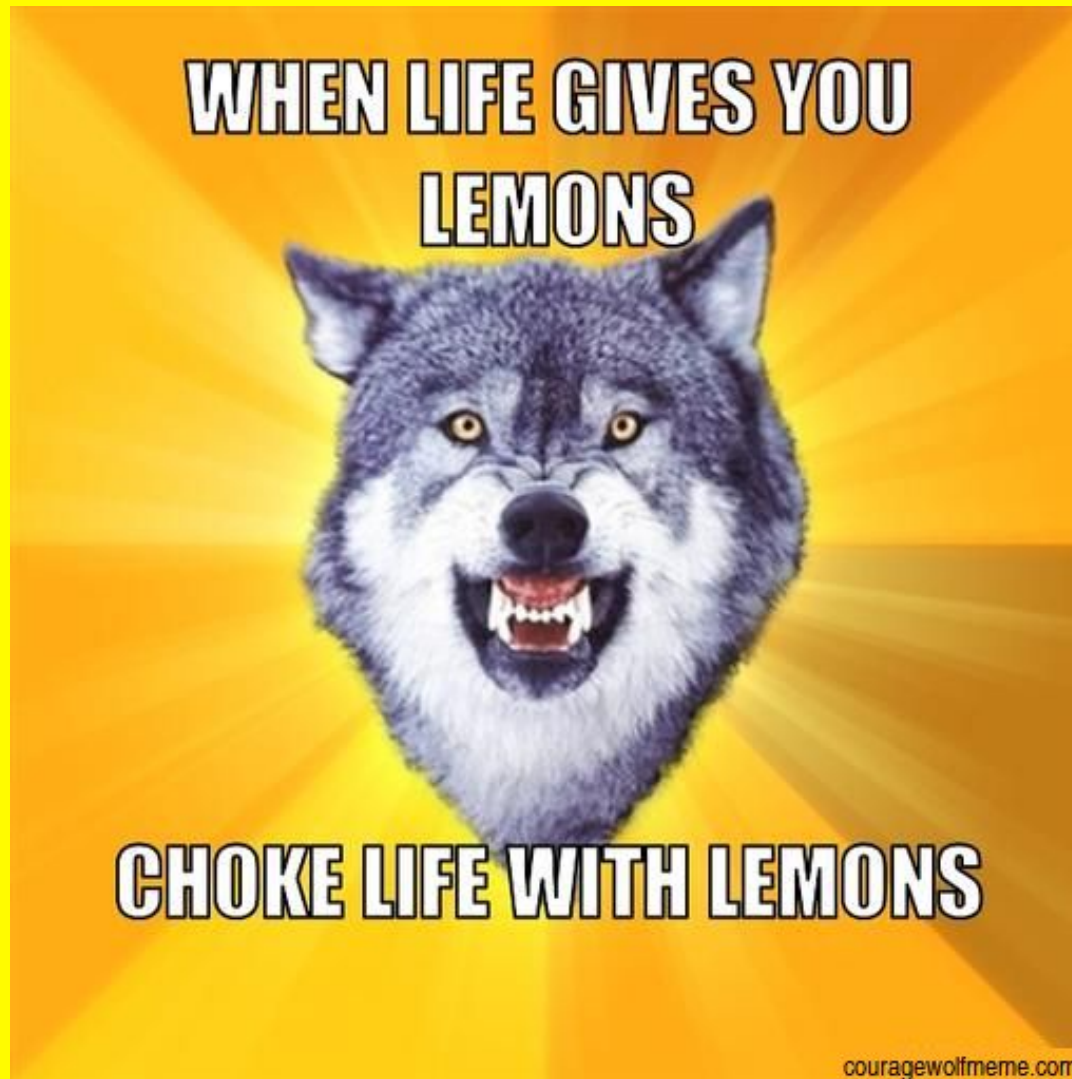


# How's It Going?

- What's working and what isn't?
- What needs improvement?
- Has the partnership run its course?



Nothing is perfect...work with it...



Whether or not you may know it there is a political implication to everything you do as a public servant...

**KNOW** your councilmembers, district lines, where local agencies receive funding, know what partnerships currently exist, do your research...

Otherwise... you'll get lemons...



# Taking lead from the "cool" crowd...NYPL

## Reality Check: We all don't have millions of dollars...

New York Public Library hosted JayZ and Cornel West to discuss his new book titled, Decoded. This inspired youth in Salinas to do design their own hip hop driven program with the book as the catalyst using digital media to bring JayZ into our library.



<http://www.youtube.com/watch?v=7bH2xg5XMPs>

<http://www.flickr.com/photos/aliterarymarvel/sets/72157627481157032/>

Keeping it Old School...teaching everything  
Including milking a cow...



## **Children milk cow in library**

“A dozen or so children practiced milking a cow at the Luther Callaway Public Library in Chiefland on Friday (July 15) as part of a program presented by Dana Langford of Levy County Soil and Water Conservation....”

(<http://hardisonink.com/review.php?page=1311206986.html>)

# Breaking Tradition: Soccer @ the Library!



California State University Monterey Bay has provided over 100 college student volunteers for library programming. One including free bilingual soccer clinics that have served an upwards of 1,000 youth and spawned a community wide clinic beginning January 2012.

#### PRESS COVERAGE:

Good Monday Morning: Salinas man scores with free soccer camp for kids. May 30, 2011  
La Biblioteca César Chávez Ofrece Gratis Clínica de Fútbol Para Niños. El Sol. September 24, 2011.

# unique connections HACKER SPACE!

The Allen County Public Library, which serves the city of Fort Wayne, Ind., has a modest hackerspace inside a trailer in its parking lot. Library director Jeff Krull says hosting it is consistent with the library's mission. "We see the library as not being in the book business, but being in the learning business and the exploration business and the expand-your-mind business," he says. "We feel this is really in that spirit, that we provide a resource to the community that individuals would not be able to have access to on their own." ([www.npr.org](http://www.npr.org))



# Your “Community” as a Partner

While organizations often bring to the table resources and expertise, community resident themselves bring a lived experience no group can replicate...recognize the talents within your own communities.

Check Out KQED’s Mindshift article, “The Public Library as an Incubator for the Arts” that highlights the potential of local community level arts based programming.

<http://mindshift.kqed.org/2012/01/the-public-library-as-an-incubator-for-the-arts/>



## Expand Your Network

- Attend Community or School Functions
- Sponsor a Booth at Local Festivals
- Join a Task Force or Committee
- Take a Walk or Pick Up the Phone
- Learn to ask "Why Not?"

**What are some other ways to expand your network?**



# QUESTIONS



**Coming together is a beginning. Keeping together is progress. Working together is success.  
-Henry Ford**



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**THANKS FOR TUNING IN!**