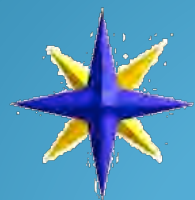


Tell Me Something I Don't Know: Meaningful Community Engagement

An Infopeople Webinar

Joan Frye Williams and George Needham

Tuesday, June 12, 2012



georgeandjoan.com



**Community
focus is
essential**

It's everybody's responsibility



**Can't
afford to
guess**



Demographics are not enough





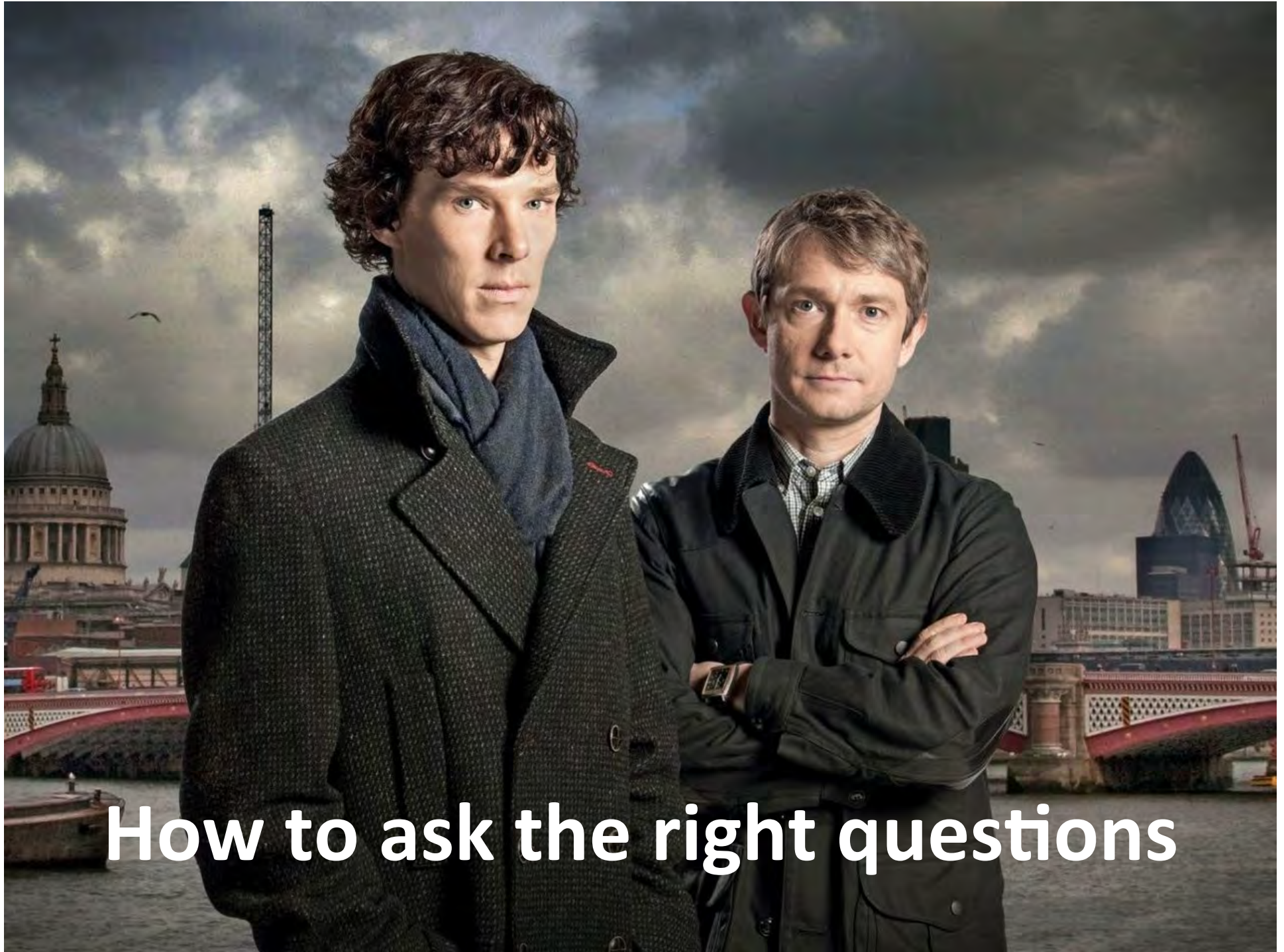
**Neither are
satisfaction
surveys**

Who speaks for your community?



What does your community value?





How to ask the right questions

What they know about





**What
they care
about**

How they see themselves



Listen, don't explain





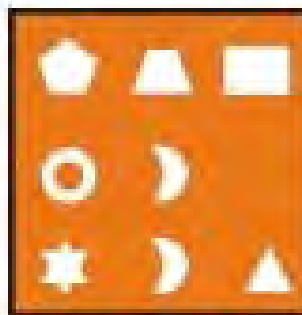
How to talk about the future

Analogies

www.smart-kit.com



A



B



C



D



1



2



3



4

Experiences





Outcomes



How to avoid wasting time

No library predictions



**No commitments to
non-existent services**



No free ice cream



How to connect effectively



A photograph of a diverse group of people, including men and women of various ethnicities, clapping their hands. They are dressed in professional attire, suggesting a formal or semi-formal community meeting or conference. The lighting is somewhat dim, with a blueish tint, and the focus is on the people in the foreground, with others in the background slightly blurred.

**Effective
community
meetings**

**Effective
social
media**

Google+

facebook

You Tube

twitter

Effective interviews



Effective focus groups



Would you work with this staff member again?



Definitely



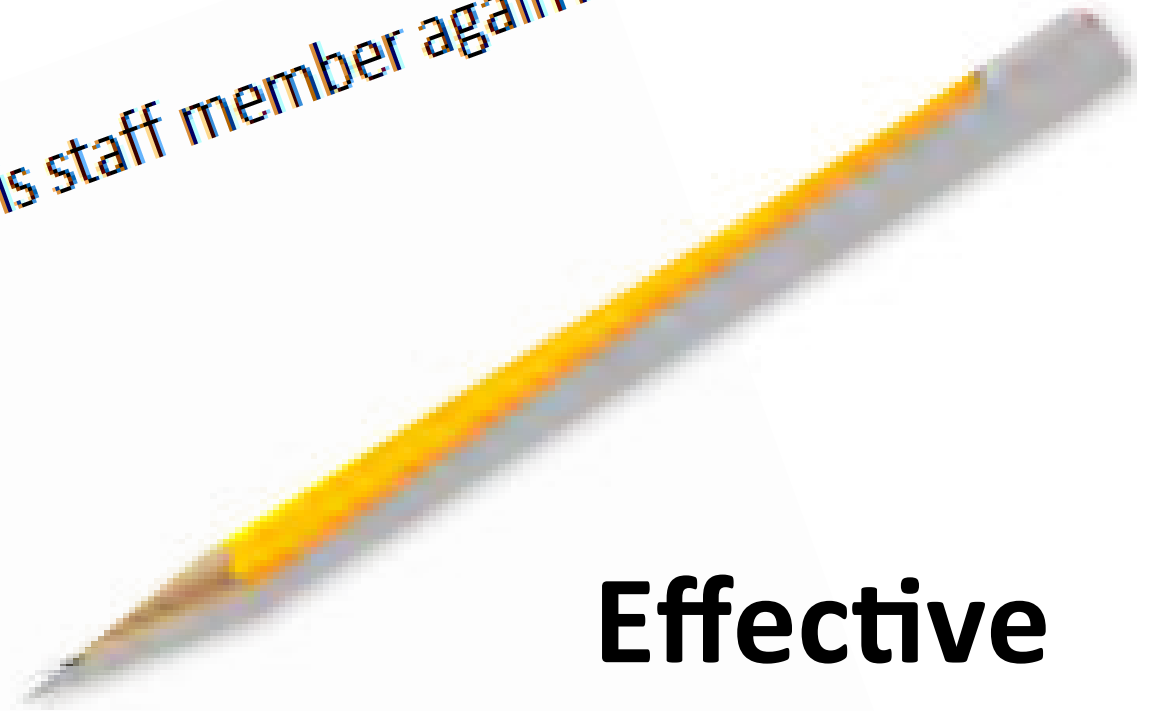
Maybe



Not sure



No



**Effective
surveys**

Thank them for their service



How to make sense of the input



All input is not created equal



What people have in common



What generates the most enthusiasm



**What
surprises
you**





What comes up most often

Learning from the inaccuracies



...and repeat



Let's continue the conversation!

<http://georgeandjoan.com>
hello@georgeandjoan.com



Photo by Chuck O'Shea



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