



OCLC Americas Regional Council Conference

Laying the Groundwork for Everyday Advocacy

CATHERINE HAMER, UNIVERSITY OF TEXAS AT AUSTIN
LYNETTE SCHURDEVIN, RIO RANCHO PUBLIC LIBRARIES

#OCLCARC18





OCLC Americas Regional Council Conference

Everyday Advocacy

CATHERINE HAMER, UNIVERSITY OF TEXAS LIBRARIES

#OCLCARC18





Catherine Hamer

Director of Academic Engagement

Core Values of Librarianship

ALA Core Values

ALA Mission Statement

ALA Policy Manual

Freedom to Read statement

Library Bill of Rights

ALA Core Values

- Access
- Confidentiality/Privacy
- Democracy
- Diversity
- Education and Lifelong Learning
- Intellectual Freedom
- Preservation
- Public Good
- Professionalism
- Service
- Social Responsibility

A democracy presupposes an informed citizenry. The First Amendment mandates the right of all persons to free expression, and the corollary right to receive the constitutionally protected expression of others. The publicly supported library provides free and equal access to information for all people of the community the library serves.

ALA Core Values

Democracy

Social Responsibility

Preservation

Diversity

Public Good

Access

Education and Lifelong Learning

Intellectual Freedom

Confidentiality/Privacy

Service

Professionalism

Libraries Matter

#OCLCARC18



Librarians do important work every day that reflects the best of American values to ensure that all of our citizens—regardless of socio-economic status, race, religion, ethnicity, or gender identity—are treated with respect and human dignity.

What examples can you point to in your own organization? In your community or state? Elsewhere in the nation?

Reflection and Inspiration

#OCLCARC18



By living these core values with more intentionality, what more might we do to improve our communities?

Resources

#OCLCARC18



Core Values of Librarianship

<http://www.ala.org/advocacy/intfreedom/corevalues>

How Libraries are stepping up for Social Responsibility:

Library 2.018: Social Crisis Management in a 21st Century World

<https://www.library20.com/page/socialcrisis>

Opioid Crisis Responses from Public Libraries

<https://www.webjunction.org/news/webjunction/opioid-resources-for-libraries.html>



OCLC Americas Regional Council Conference

THANK YOU

Catherine Hamer

UNIVERSITY OF TEXAS LIBRARIES

hamer@austin.utexas.edu



OCLC Americas Regional Council Conference

Laying the Groundwork:

Establishing Atypical Community Partnerships, Embedding
Library Resources, and Small Business Development

LYNETTE SCHURDEVIN, RIO RANCHO PUBLIC LIBRARIES

#OCLCARC18





Lynette Schurdevin

Library Director,
Rio Rancho Public Libraries

Brainstorming

#OCLCARC18





Let's Grow Your Business Together

Grow It! is an economic development initiative created by the [New Mexico Municipal League](#) in partnership with [Finance New Mexico](#). The Grow It! project aims to draw business owners and entrepreneurs into the system of free and low-cost services that can help businesses grow.

Who are our Local Resources

City Clerk's office

Where Business License & Registration forms are located.

Sandoval Economic Alliance

Provides services to businesses and industries considering expansion, relocation, or consolidation.

SCORE

Offers 1:1 mentoring with retired business experts.

WESST

A non-profit which provides consulting and training for all County residents interested in starting or growing businesses.





Sandoval County Small Business Development Center

- Provides free business counseling, and assists clients in prospering in the community and growing the economy of New Mexico.

Rio Rancho Chamber of Commerce

- Advocates for economic development on behalf of members.

Central New Mexico Community College

- ◦Ingenuity: CNM's non-profit program that encompasses their technology and entrepreneurial resources.
- ◦Digital Media Lab: students create websites, web designs, logos, and videos for local small businesses.
- ◦Ignite Community Accelerator: A 10-week program educational and supportive program for individuals wanting to start a business.

Library Resources

#OCLCARC18



Library Resources

- Meeting Room space to hold meetings

Market Research

The Library has a variety of databases that are reliable and authoritative sources

- Business Insights: Essentials
offers company profiles, brand information, rankings, company history and more.
- Small Business Resource Center
to learn how to start, finance, or manage you small business.
Includes sample business plans, guides, and websites





Grow It! @RRPL

Grow it! consists of a variety of entrepreneurially focused programs, spaces for meeting and mentoring, and provides a wealth of resources. It is a division of [Grow It! New Mexico](#). Join us and grow.



#OCLCARC18



WESST Training



1st Water Cooler Wednesday





The community hub for economic discovery and growth.

- a collaborative effort between the Public Libraries and the City of Rio Rancho's Office of Economic Development.
- It brings together the information expertise found at the library and continues the City's efforts to invest in small businesses and the community.



OCLC Americas Regional Council Conference

THANK YOU

Lynette Schurdevin

RIO RANCHO PUBLIC LIBRARIES

lschurdevin@rrnm.gov