Plenary Session 2
People are our catalysts for change

OCLC

People are our catalysts for change

Alex Clifton
Artistic Director
Storyhouse

Jenny Johnson
Executive Director of Marketing
OCLC

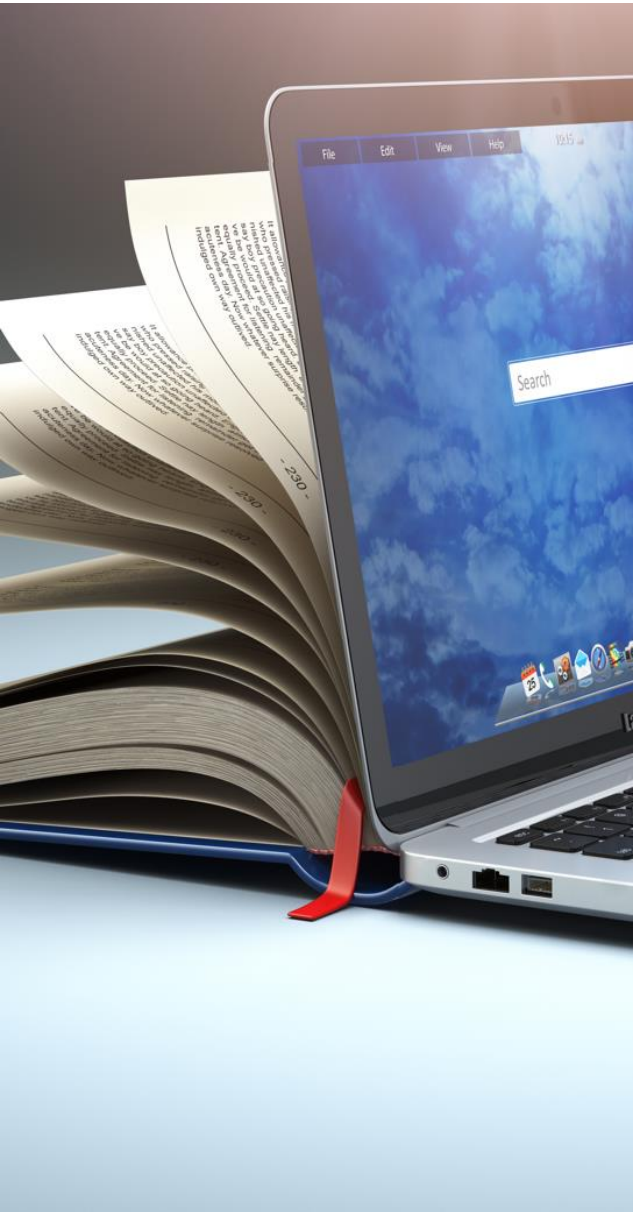
storyhouse.com

People are our catalysts for change

ALEX CLIFTON, ARTISTIC DIRECTOR, STORYHOUSE
JENNY JOHNSON, EXECUTIVE DIRECTOR OF MARKETING, OCLC

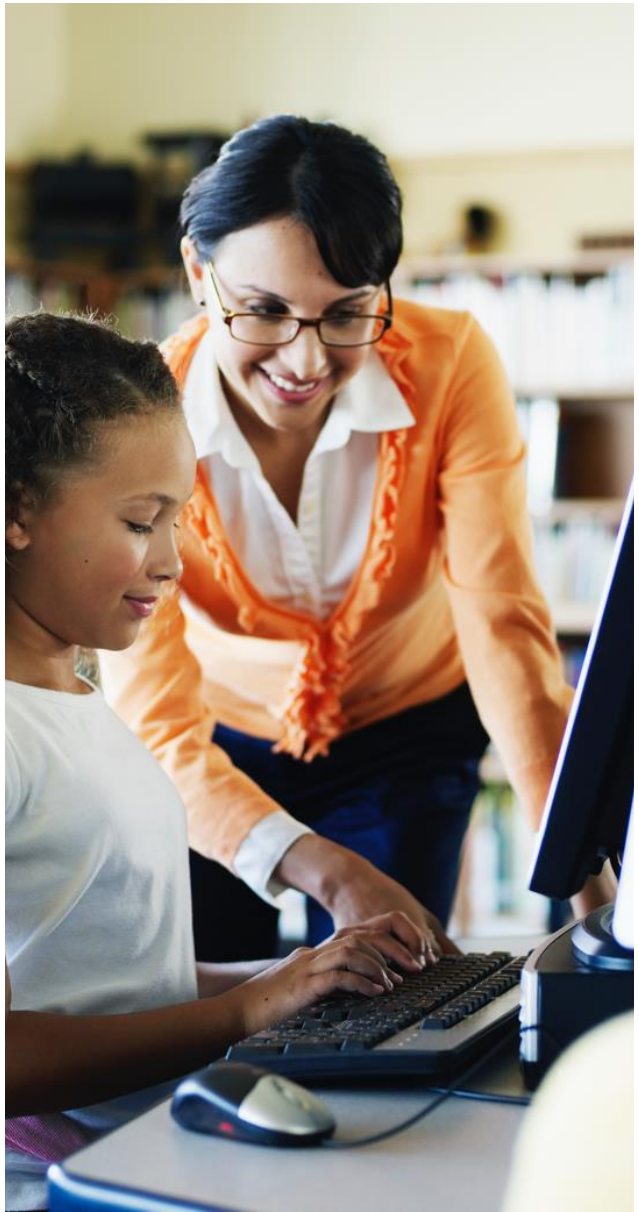
OCLC

Transformation



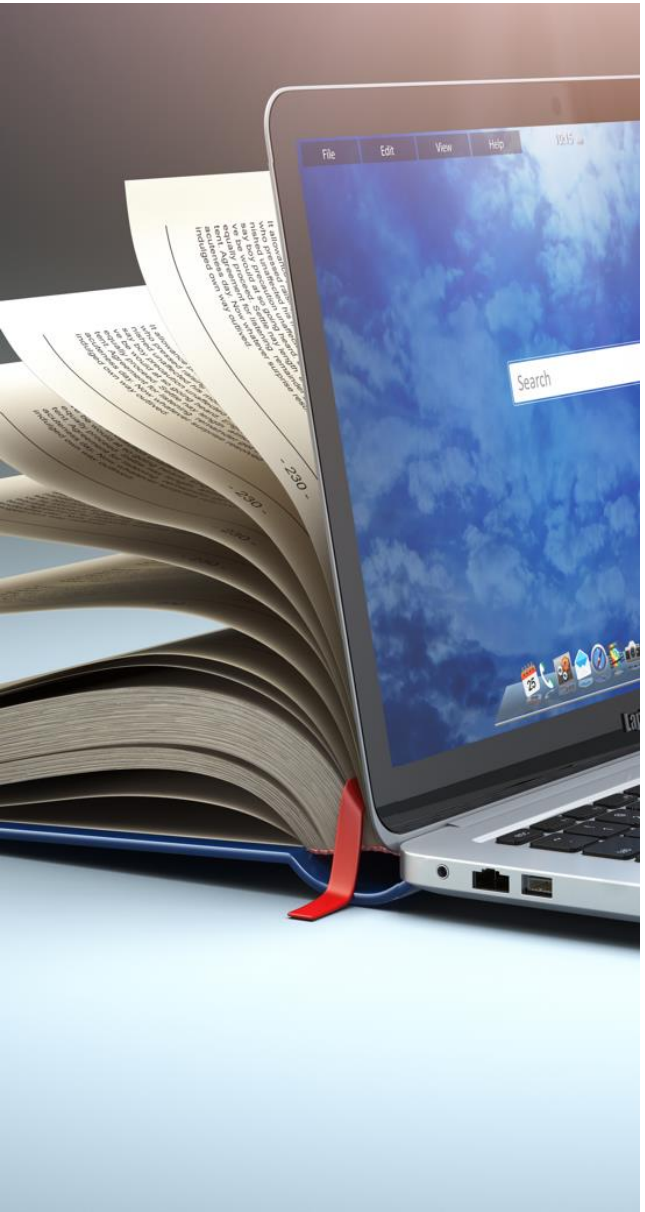
Funding

“The librarian”



Community

Transformation vs. information



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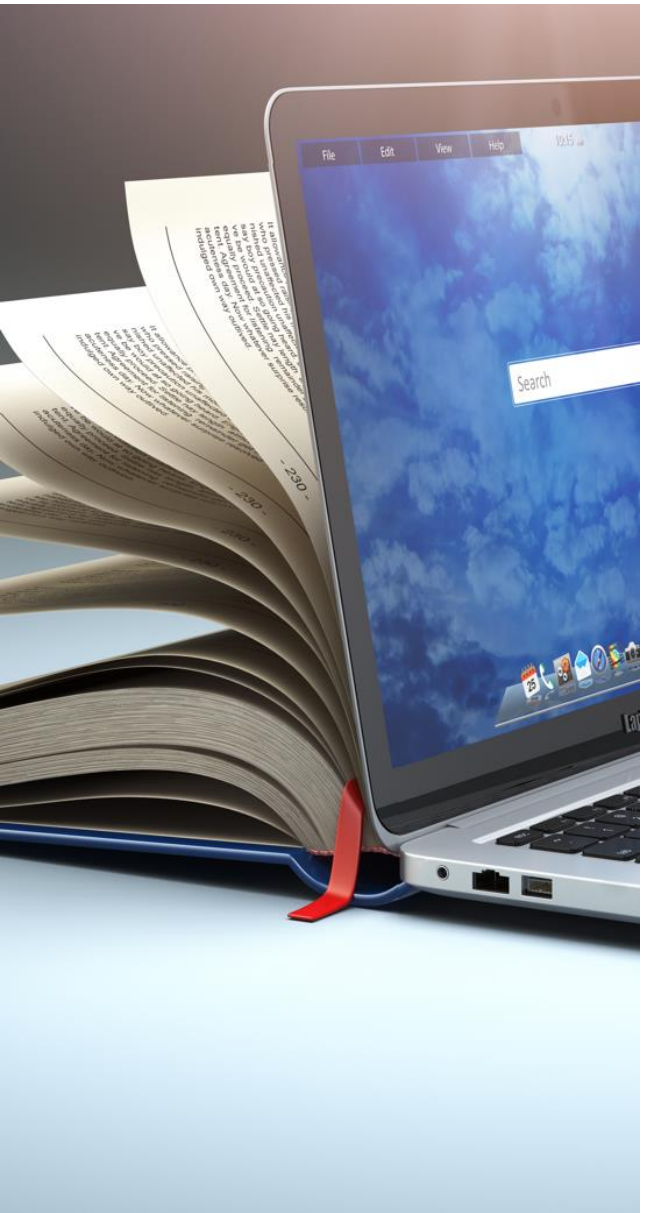


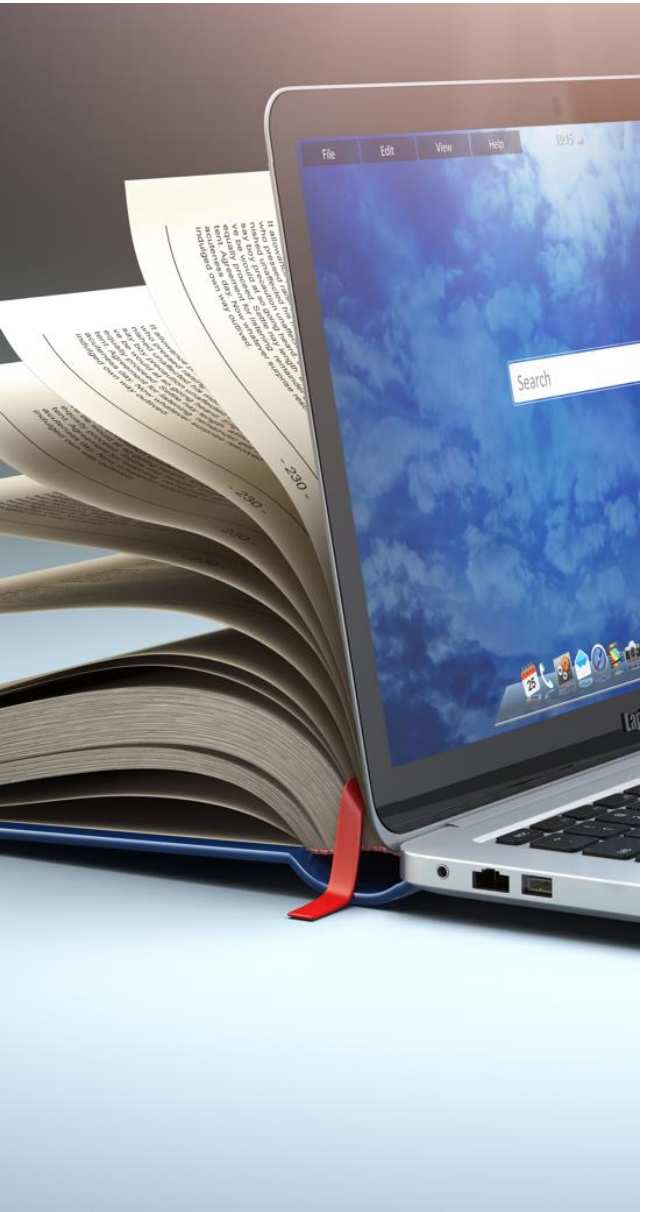
Careers and hobbies

Education and literacy

Life skills and languages

Technology and training

Helsinki Central Library, Oodi

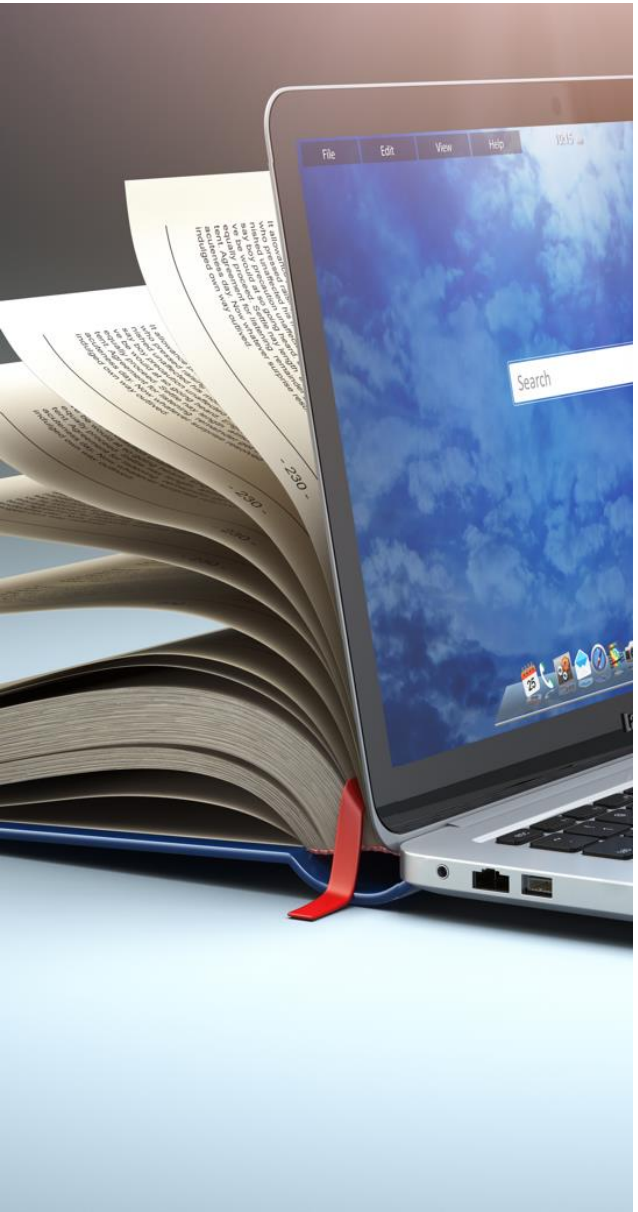


STORYHOUSE
1 DECEMBER – 14 JANUARY
THE SECRET SEVEN
STAR WARS 12A
THE DISASTER ARTIST (15)

CINEMA
MEZZANINE
THEATRE
THEATRE
Pit, Circle: Doors E F Gallery: Doors G H
GARRET
Bar & Theatre

tickets

Transformation



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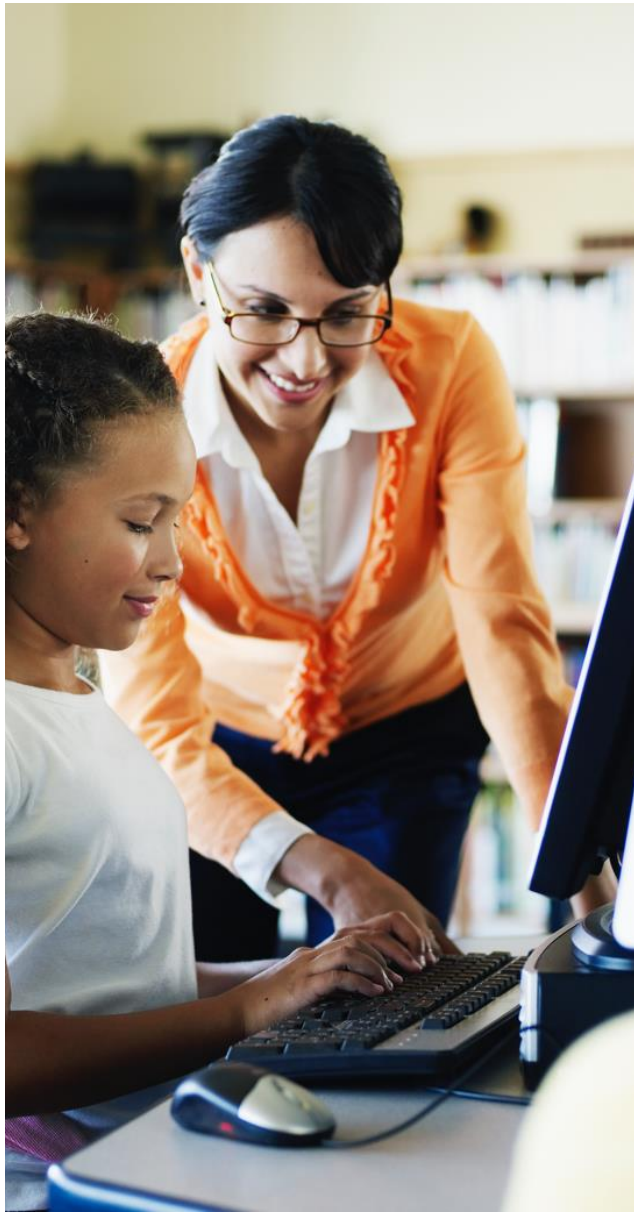
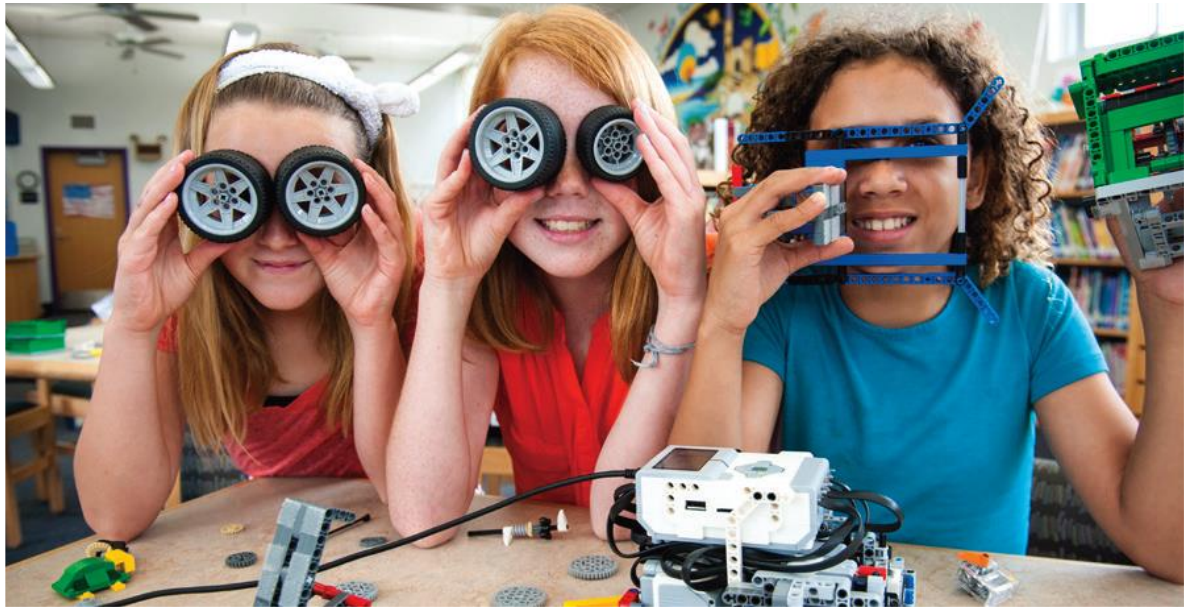
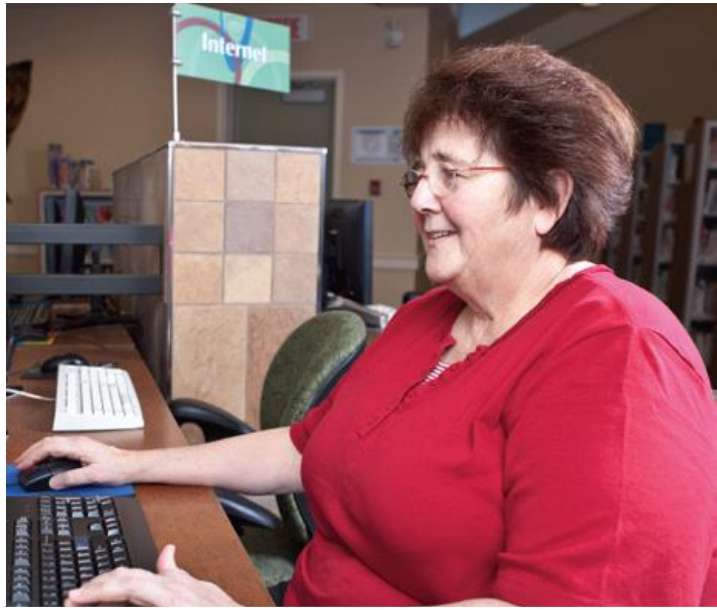


Community

The public library isn’t free



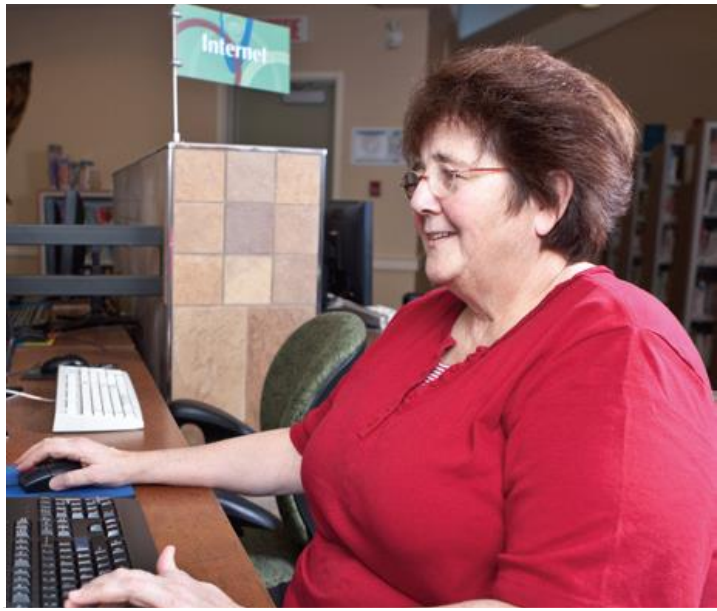


The public library isn’t free

Average annual increase in total income for all U.S. public libraries

1996-2005: 6%

2006-2016: 3%



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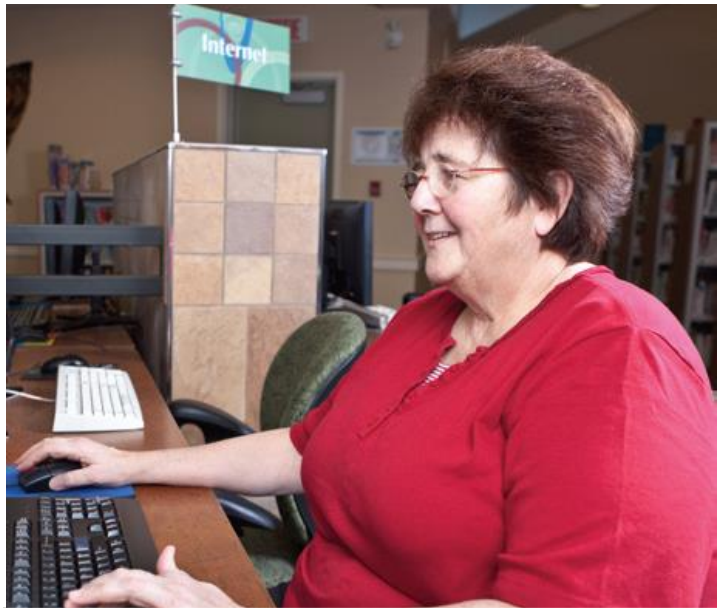

Voters who would definitely or probably vote yes for library funding

2008: 73%
2018: 54%

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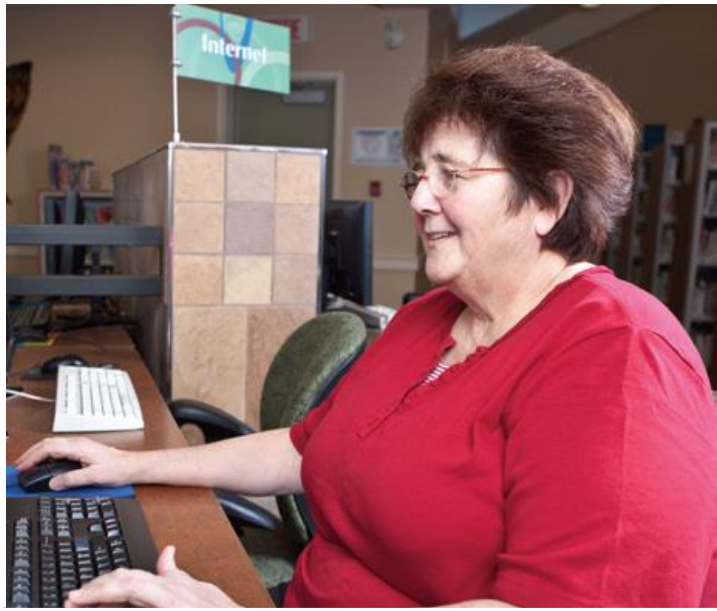
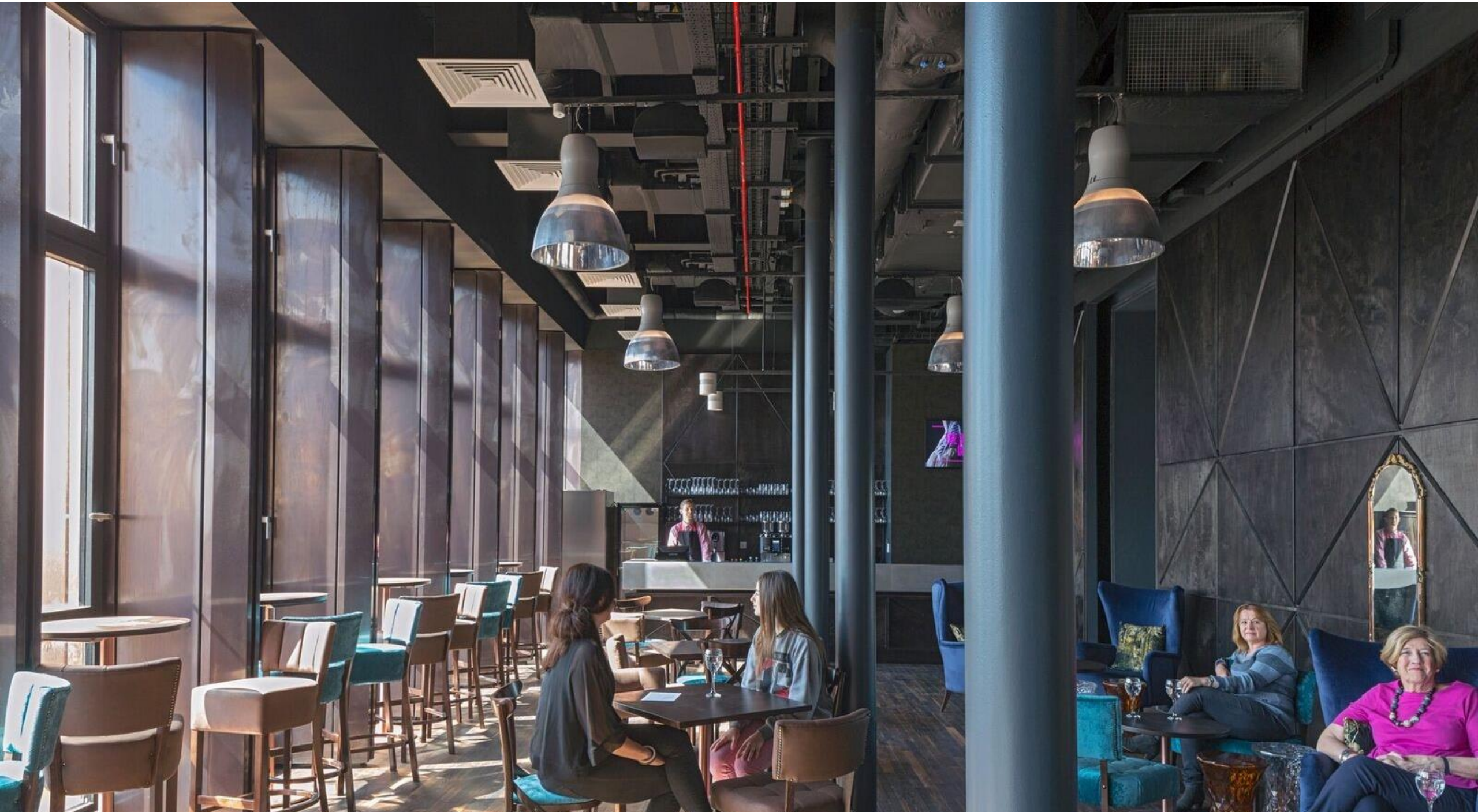


Spending on U.K. libraries by local authorities in 2018

Down £30m to £741m

STORYHOUSE

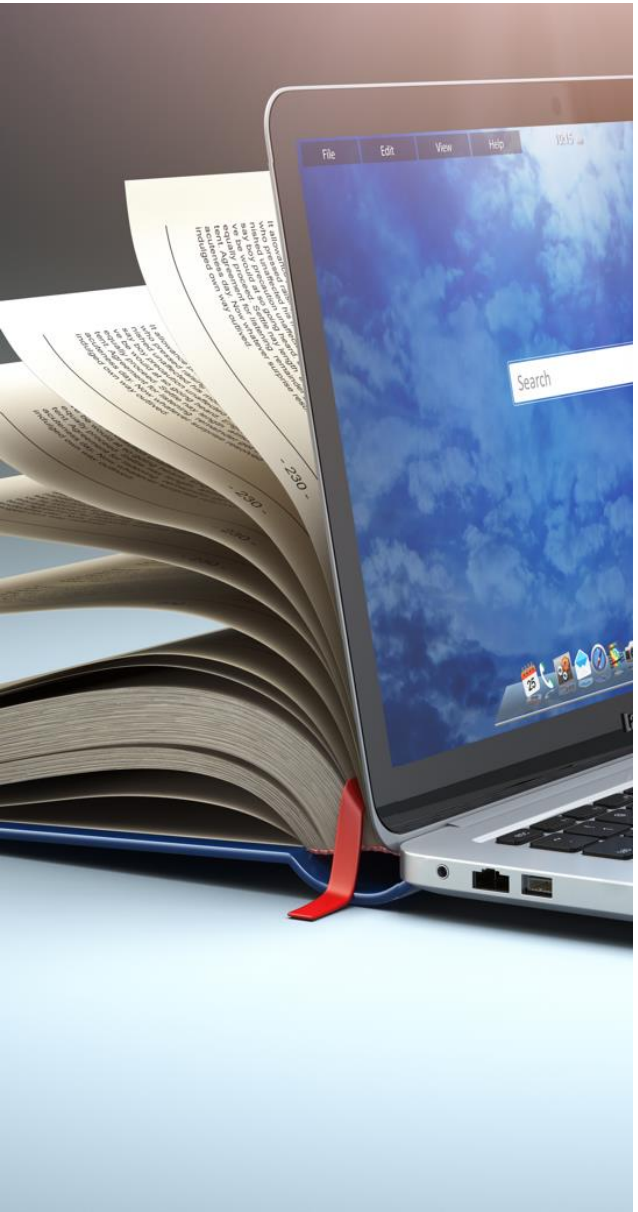


That's not my bear...
A gift to Storyhouse from the Friends of Chester Literature Festival, May 2017

Desna
Professional
Super

I am not defined by my scars, but by my incredible ability to heal
STAFF
Night can't drive
Only the light above
Fear can't drive out fear
Only love

Transformation



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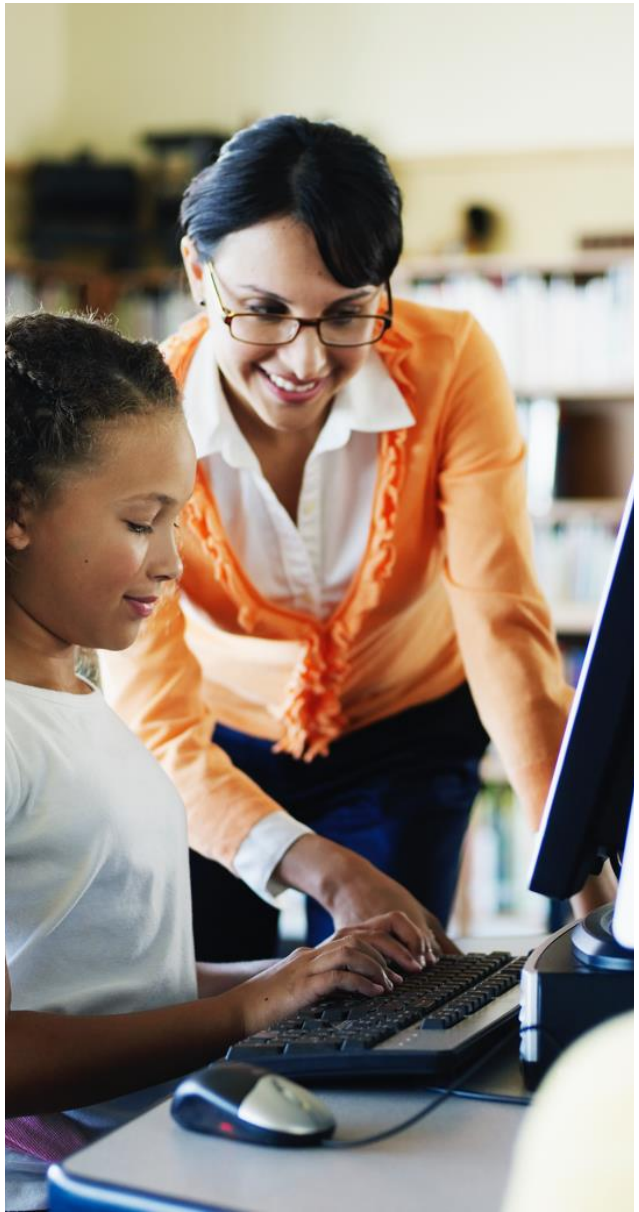


The community

The “passionate librarian”

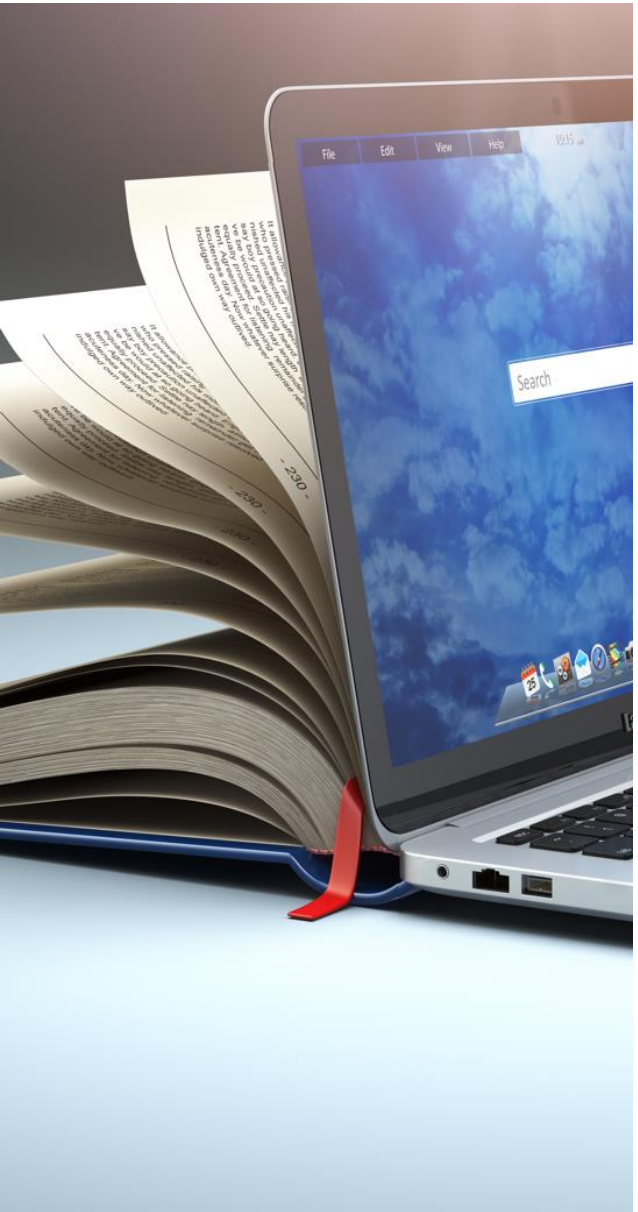
flipside

CINEMA
Reading Room
Meeting Room
Biography
Fiction

tickets
tickets
kets

STORYHOUSE

Transformation



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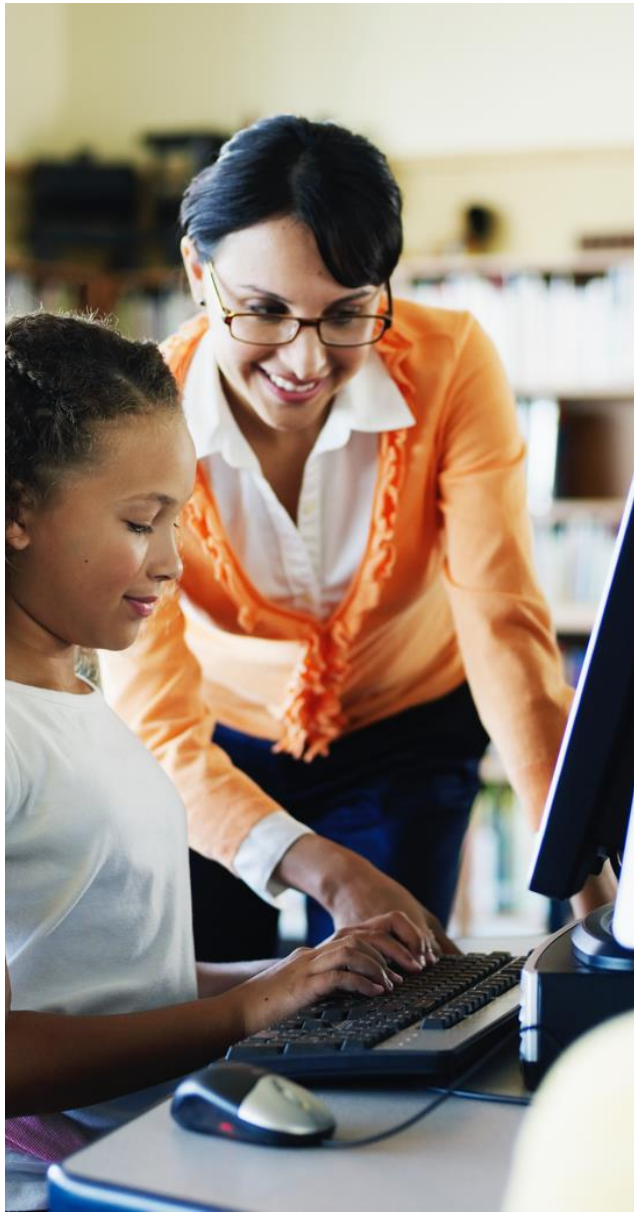

The community

The library is the community

The library is the community

A place that offers activities and entertainment you can't find anywhere else in the community

+10%

A place for the community to gather and socialize

+9%

A place that provides people with skills for the workplace

+7%

A place that provides classes, programs, and materials for immigrants

+10%

Roland RD-100

Local and Family History
Society and Science
Biography

SPACE
ForSensoryPlayAndSupport
Providing Accessible Play
Supporting Families and Carers
Sensory Toy Library
Advocacy
Welcome to our poetry exhibition!
WIZARD OF OZ

call on me
tickets
To commemorate the opening of
STORYHOUSE
by
Her Majesty
The Queen
on
14 June 2018

STORYHOUSE
1 DECEMBER – 14 JANUARY
THE SECRET SEVEN
STAR WARS 12A
THE DISASTER ARTIST (15)

What opportunities do you have?

- What are the needs in your community? How can you develop programs to solve those problems? Who can you partner with?
- Can you identify alternative ways to fund the library and its programs?
- Are there opportunities to create new roles for your staff inside the library and out in the community?