Innovating Through Collaborative Partnerships

BEN HECKMAN, BEXLEY PUBLIC LIBRARY

DEBRA RILEY-HUFF, ARIZONA STATE UNIVERSITY
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Library Director at the Bexley Public Library in Columbus Ohio
From Part of the Community to Heart of the Community

Ben Heckman, Library Director
Today’s Goals

• Walk You Through Our Library’s Journey from Part to Heart
• Provide Tangible Takeaways
• Share Helpful Hints and Insights
A Snapshot of Bexley

- Population: 14-15 thousand
- Historic, close-knit neighborhoods
- Excellent Schools Public and private
- Affluent and Progressive
- Small town in a big city/ train tracks
Snapshot of Bexley Public Library

- Founded in 1924
- Centrally Located
- Beloved within community
- Independent but part of a large consortium
- Roughly 20,000 library cardholders
My Journey

**Patron** 1999-2008
- Lived in the Community
- Beloved, but...
- Few programs
- Shhh...old school
- Beautiful building, history

Part-time Circ 2010-2012
- New Director
- Working front desk
- Patron complaints
- Staff Participation

PS Manager 2014-2017
- Public Service commitment
- Patron centric
- Invited staff engagement
- Improve Culture

Library Director 2017-Present
- Perspective shift
- Sense of Responsibility
- Build community relationships
- Try new things
On Libraries

Our society provides endless opportunities for entertainment and distraction at any moment, all day, and anywhere.

Where do you go to learn?

Where do you go ask hard questions?

Where can you go to do these things along with others in your community?

On Service

• If you aren’t friendly & welcoming, the public will go elsewhere
  – Expertise / Collection are secondary
• We are in the business of helping people

On Managing

• If you take care of your team, they will take care of your patrons
• Employees with ownership invest more passion and effort
How do we become this space?

By building GREAT RELATIONSHIPS & By delivering GREAT EXPERIENCES
Step One: Building the Team

**Empower Staff to Think Creatively**
- Ideas and suggestions
- What kind of programs should we offer?
- What kind of services do we need?

**Identify Passions and Strengths**
- Consider during hiring
- Strive for a staff reflective of community
- Adopt a try-and-see approach

**Instilled a Sense of Ownership**
- From idea to implementation
- Acknowledge success

**Promoted Culture of Service**
- Patron-centric library

**Great Patron Service**
- Public Service Commitment
- Greeting each patron
- People business dealing with books

**New Services**
- Book-A-Librarian
- Personalized Picks

**Non-traditional Collection Items**
- Board Games
- Guitars & Ukuleles
- WiFi Hotspots

**Innovative Program Ideas**
- Bob Ross Painting Nights
- Trivia Nights

**Great Experiences**

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Bexley Public Library
The Team is the Foundation

“Teamwork is the ability to work together toward a common vision... It is the fuel that allows common people to attain uncommon results.”

- Andrew Carnegie
Step Two: Building the Relationships

**TRADITIONAL APPROACHES**

- **Service Club Memberships**
  - Lions, Rotary, Shriners, Kiwanis

- **Know Clubs and Societies**
  - Women’s Clubs, PTAs, Arts Groups, Historical Societies, Scouts, 4-H

- **Neighborhood Committees**
  - Events committees, Preservation groups, neighborhood civic associations, special interest groups

- **Holidays/Special Events**
  - Parades, festivals, farmers markets, art festivals, sidewalk events

- **Outreach Programs/Services**
  - Book Bike, Senior Living Programs, School Visits

**NON-TRADITIONAL APPROACHES**

- **Be Informed & Informative**
  - Read local paper—follow up
  - Support local restaurants and businesses
  - Take presentations to clubs and organizations

- **Be Personal**
  - Write personal notes
  - Reach out for coffee and lunch
  - Don’t miss connection opportunities

- **Be Present**
  - Check in with Ben
  - Attend non-library events
  - Participate in local library groups (OLC, CLC)

- **Be Memorable**
  - Ben Franklin at the Independence Day Parade
  - Ringmaster at the Opening Night of Main Event

- **Be Willing**
  - Look for ways to say YES, WE WILL!
Great Programs = MORE Great Programs

SAFE CONVERSATIONS ABOUT RACE

TEACHING HARD HISTORY
(SOUTHERN POVERTY LAW CENTER)

UNDERSTANDING AND EXPLORING WHITE PRIVILEGE
(YWCA)
• **72%** Increase in Children attending programs
• **481%** Increase in patrons using public meeting space
• **430%** Increase in Adults attending programs
• **369%** Increase in Teens and Tweens attending programs
Navigating the Partnerships

- Idea Sharing – same page
- Funding – donations, grants
- Know Your Limits – find experts
  - Perception
- Be Prepared for Ideas to come to you
  - Built In Audience
Libraries may be the last trusted institution.

<table>
<thead>
<tr>
<th>1.4 Billion</th>
<th>81%</th>
<th>94%</th>
<th>More People</th>
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<tbody>
<tr>
<td>People visited libraries in 2016</td>
<td>Say that libraries provide services people would have a hard time finding elsewhere</td>
<td>Say that having a public library improves the quality of life in a community</td>
<td>Attend library programs in a given year than all professional football, baseball and basketball games combined.</td>
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Do we have a Responsibility?
Social capital:
‘features of social organization such as networks, norms, and social trust that facilitate coordination and cooperation for mutual benefit’

My Belief for the Future of Libraries

As libraries, we must recognize and leverage our social capital to provide a safe, welcoming, and trusted space to be informed, have difficult conversations, and connect with one another.
Thank You!
and
Please keep in touch

Ben Heckman – Bexley Public Library
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Imaginative Futures: Building innovative partnership networks
Debra A. Riley-Huff
Director: Design and the Arts Library
Division Head: Humanities
Presentation Description

Through a dizzying array of cross disciplinary opportunities, Arizona State University has become an innovative leader in education. Learn through a variety of proven examples how to use listening, imagination and creativity to build deep collaborative networks and innovative partnerships that result in library programs and services that excite and engage. We will take a look at how these strategies can be applied across research services, collections, maker spaces and workforce development.
Focus

- ASU mission and culture
- Library response organizationally
- Building collaborative networks
- Apply strategies
- Maintain relationships
- Meet challenges
ASU Mission and Culture

- Innovation
- Inclusion
- Community
- Imagination
- Futuristic
- Inventive
- Relentless
Transdisciplinary

“Transdisciplinarity connotes a research strategy that crosses many disciplinary boundaries to create a holistic approach.”

Wikipedia
The future is for everyone

Explore undergraduate degrees
Explore graduate programs
Dream a better future

Technically grounded visions of the future that are imaginative, inclusive, and inspiring.
Library Responds Organizationally
Engagement and Learning Services

What we do

We develop innovative solutions that support the scholarly, instructional and learning goals of the university and our communities.

Leadership

Tomalee Doan
Associate University Librarian
tomalee.doan@asu.edu

Units and services

- Data Science and Analytics
- Map and Geospatial Hub
- Research and Publication Services
- Learning Services and Student Success
- E-Learning and Instruction
- Humanities Division
- Social Sciences Division
- STEM Division
- Music Library
- Design and the Arts Library

Resources

- Instruction Request
- Ask a Librarian
- Connect with a Librarian
- Organizational Chart

Work we're passionate about
Build Collaborative Networks

Five Ways to Success
LISTEN LEARN
CASUAL COUNTS
POLICY POISON
IMAGINATION IS
CREATIVE CONFIDENCE
Apply Strategies

Practical Application Examples
Research Services
Collections
Liaison Services
Workforce Development
And More…
Maintain Your Relationships!
Challenges
References

• ASU Homepage https://www.asu.edu/ 9/5/19
• Transdisciplinarity https://en.wikipedia.org/wiki/Transdisciplinarity 9/5/19
• School for the Future of Innovation and Society https://sfis.asu.edu/school-future-innovation-society 9/5/19
• Center for Science and the Imagination https://csi.asu.edu/ 9/5/19
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• About ASU Library https://lib.asu.edu/about 9/5/19
References

• Engagement and Learning Services https://lib.asu.edu/about/who-we-are/engagement-and-learning-services 9/5/19
• ASU Library Maps and Geospatial - https://lib.asu.edu/geo/maps 9/5/19
• "The Hobbit Book" by Davide De Sena is licensed under CC BY-NC-SA 2.0
• Sea Urchin photograph by Christina Sullivan, ASU Library
• Connect with a Librarian - https://lib.asu.edu/librarians
• ASU Library – Communications team photography
References

• Starry Sky – April 13\textsuperscript{th} is Citizen Science Day
  \url{https://lib.asu.edu/librarychannel?page=1}

• "Hub Culture Paris Pavilion" by \textit{hubculture} is licensed under \textit{CC BY-NC-SA 2.0}

• "'Umm...can we talk about the elephant in the room?' @ddukes" by \textit{SanFranAnnie} is licensed under \textit{CC BY-SA 2.0}
Thank you

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