

Community and You

Utilizing the Library for
Community Engagement

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CONVERSATIONS
COLLABORATIONS
CONNECTIONS



HELLO!



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What is Community Engagement?

The process of working collaboratively with community members for the betterment of the community.

Community members can be residents, students, teachers, library users, service organizations, and our local governments and businesses.



Take the Steps

- Understanding the Community
- Identifying the Audience
- Conversations
- Evaluating Information
- Circle of Influence
- Library Engagements
- Keep People Involved

Understanding the Community

- How can we have a deeper understanding of our community?
- What does understanding the community do to enable our efforts?
- What space does the library occupy in the community?

Identify the Audience



- General Public
- Focus Group(s)
- Community Helpers
- Underserved Populations

EXERCISE

What is going on in this photo?



Community Conversations/Dialogues

- Turn Outward
- Host a conversation
- Preparing for discussion



Evaluating Information

- Were you able to identify key players?
- Were you able to identify hopes and/or concerns?
- What do you do next?



Community Input from Chowchilla



ASPIRATIONS

When Chowchilla residents talk about their community, they hope for **welcoming and inclusive spaces** that are more **accepting of diversity**. They hope for **cleaner and safer spaces** with more **activities for seniors and youth**.

They hope for **improved test scores** in local schools, as well as more **intervention and trauma-informed programs and services** and **social-emotional support for families**.

Better **transportation** includes more **bike routes**. Residents hope for more access to **water**, more **economic development**, and more **support for new local businesses**. They would like for Chowchilla to be seen as a **destination location**.



CONCERNS

Residents are concerned by a lack of substantial **local news**/ means to **advertise**. They are concerned that the area isn't **unified** as desired as communities tend to keep to themselves.

Residents also mention **transportation**, **joblessness**, and **safety** concerns as obstacles preventing aspirations. They mention the **digital divide** and lack of **Internet access**, along with concerns of a lack of awareness of available **social services** and **resources** in the area.

Residents are concerned that **industries** select other areas and **local events** have been discontinued. They worry if **parents and teachers** are receiving the **support** needed to help **struggling students**.



ACTIONS

Residents would like to see a **community center for tweens and teens**, more **public transportation** that is easier to use, and more **communication and trust**. They hope to seek **grant funding** and **collaborative funding partnerships**.

Residents would like more **advertising** to increase **awareness of local resources**, and **community watches** to increase **safety**.

They would like to see more **programs for tweens and teens**, more for **older adults**, and **volunteers** to help with **adult literacy** and **afterschool tutoring**.

Residents would like to see an increase in **partnerships**, **job-readiness and resume classes**, **computer classes**, help for **college applications**, and **financial/ life skills programs**.

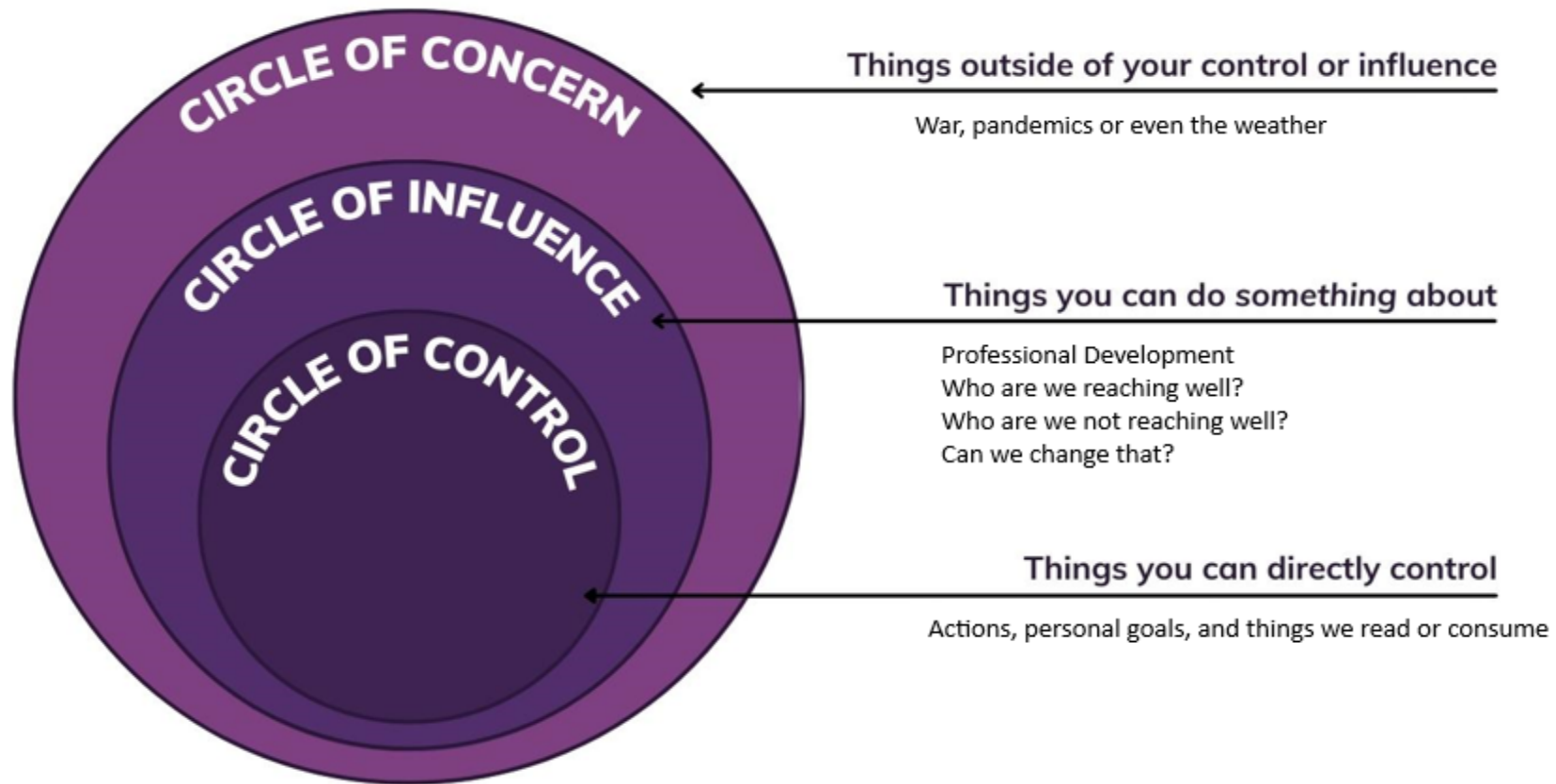
Evaluating Information

- Were you able to identify key players?
- Were you able to identify hopes and/or concerns?
- What do you do next?

What if they do not come to you?

- Keep trying!!
- Go to them, meet them where they are
- Conduct surveys – leave/post them throughout community

Circle of Influence

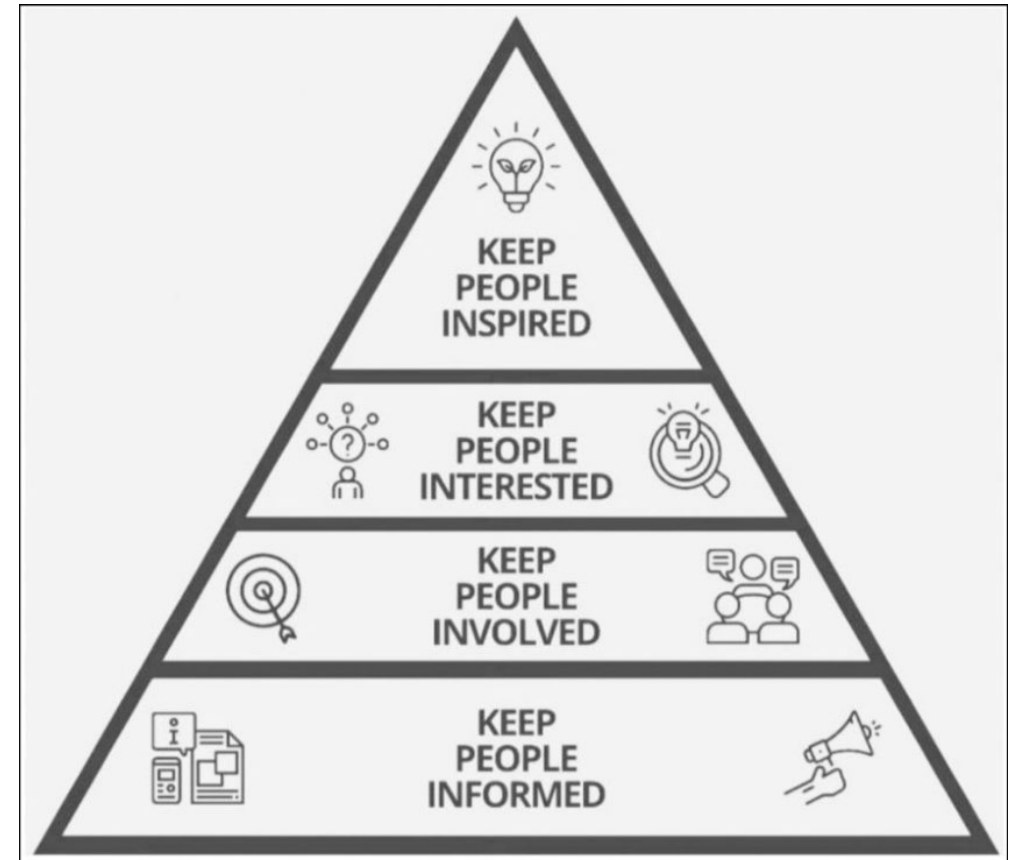


Library Engagements

- Tables at community events
- Hosting programs in the library
- Visiting school sites
- Visits to meal sites
- Hosting drive through events

What Keeps People Involved

- A good experience
- Feeling involved and valued
- Enjoyment





Keep Learning

- Never stop learning about your community
- Keep up on current events
- Find new ways to participate
- If something isn't working, accept it and move on



Thank you STEAM Equity Project Team and Cohort Libraries!!

