Community Partnerships

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Survey says!
A new question on the summer reading report last year asked whether participation went up or down and to what did libraries attribute that change?
Those who reported a decrease attributed it to...
Too much competition with other community groups
Those who reported an increase attributed it to...
Those who reported an increase attributed it to...

- Partnerships!
  - School libraries
  - Church groups
  - Arts council
  - Rec program
Collaboration…

- Maximizes impact
- Potential to reach non-library users
- New minimum standard

Can turn a challenge into an opportunity
A partnership is a relationship where each party has something to contribute and something to gain.
Questions to consider...

- What are your goals for summer reading?
- What do you need to reach these goals?
- What are your challenges or obstacles to meeting these goals?
- Who is your intended audience, and where are they?
- Who is already serving your intended audience, and where are they?
Communication is key

- What is the role of the library?
- What is the role of the community partner?
- Agree on a timeline – be specific
- Work out details together
- Be flexible – listen to alternative ideas
- Communicate regularly
Evaluate... and reevaluate

- How did the library benefit from this collaboration?
- How did the partner organization benefit from this collaboration?
- How did children and families in your community benefit from this collaboration?

Recognize that established partnerships can and will change as the needs of the community change.
And remember - good partnerships take time!

https://web.ncls.org/page/summer-reading
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