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Today's webinar, It Who You Know: Finding, Making, and Keeping Connections for Successful Partnerships. Presented by 2011, Sarah Bleyl , Erica Cuyugan, Carissa Purnell.

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Thank you. Good afternoon and welcome to our webinar. It Who You Know: Finding, Making, and Keeping Connections for Successful Partnerships.

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Goodbye to -- our goal is basic tools to help you create successful whether he partnerships. To inspire you to start or reinvent partnerships in your own library. My name is Sarah Bleyl, I. In the current library system in Bakersfield. The branch supervisor of the Southwest Ranch.

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I name is Erica Cuyugan. The team services by. At the Santa Monica Library.

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My name is Carissa Purnell. I am a life. In Salinas -- library in and simply this -- Salinas.

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We need to get the bad news out of the way so that we can focus on the good stuff. We know that there are issues with the economy and our library funding. Community partnerships are great idea especially now. Or airships a library provide programs in their communities that might not be possible any other way. They help increase the libraries is ability in the community and also give the community partners a place in which to provide their program.

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One of the things I think people tend to ask the most when they use the community -- the word community. One of them each -- main reasons is that way that it is defined. I am going to read a definition for the dictionary. Start typing in the chat box 2 or three words what defined and represent communities to you.

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It defines communities as a social group of any size whose numbers reside in a specific locality and geographic area that share [ Indiscernible - low volume ]. We will see some words in the chat box. We see neighbors, similarities, citizens, partners, support. It is not exactly a geographic area. It means a lot more than just a little geographic for the people. For me and the purpose of the presentation it means that which we serve as they ride. -- Library. It is also sharing and collaboration and an investment with of one another. [ Indiscernible - poor audio ].

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You can't us [ Indiscernible - low volume ]. The library serves communities that only because our communities pay our salaries. But because libraries are democratic institutions. [ Indiscernible - poor audio ]. I am going to hand it over to Erica who will break it down for the webinar.

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From the responses I like that response. The group of people who look out for each other. That's go over the age and death. We will do a quick -- let's go over the agenda. And set up potential partnerships. We hope this webinar will help you identify partnership opportunities. Even in the most unlikely places. And evaluate your existing connections on partnerships. There is so much out there and recognizing opportunities they for step to successful community relationships. First will go over the basics of partnerships including the different types and levels that your library can choose to be involved in. Next we will talk about connections. As our title states it is all about who you know. We will take time to think about who you know and give tips on how to start establishing communication with particular organizations.

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Once you have a connection going it is important to evaluate the process. And your relationship. Take the time to ask how it is going. Before moving forward. We will then highlight some examples of thinking outside the box. And talk about unique nontraditional partnerships that were. Allie we will and with any questions that you might have.

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Before we start and talk about what our definition of partnership is. I would like you to give a brief answer of what you can considered to be a partnership to --. Shared goals, working together, collaborating. The chili beneficial relationship. That is very good. Organizations that contribute equally. Very good. Those are a lot of things that we actually talked about when we talk about what partnership that for us. I like what Sharon said. A win-win. That is definitely part of it. To us. Our definition is a mutual beneficial relationship between the library and an outside agency. This for both the needs of the community and the library and requires the work to be shared by all members of the partnership. Why partnerships are beneficial. It enables your library to support entertain and educate your community. They partnership can build strong ties between the library and other community groups. Early very probably are has previous partnerships with groups and the committee. Please raise your hand to let us know how many are involved in a partnership right now with their library. It was like we were getting -- it looks like we are getting a lot of hands. Every single person already has a partnership going on. That is great. The most important thing with a partnership is to know your community first. I cannot stress the importance of this enough. You have to know your people, users. There needs and what interests them. Just because one library has success with a certain program doesn't mean any other library can replicate it with the same success. For example with a. I grew up in Los Angeles County. I started working in Kern County. The county north of LA County I wish a to discover how very different it was. The same state and the same part but I thought how different could it be. It is about as opposite as possible.

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Y. first moved to the community I didn't know my way around. I talked to my coworkers and answered reference questions. I started learning the background of what shaped minute entity. And the type of programs they might enjoyed. I found the best way to know your community is to get out there and experience it for yourself. Talking to others. Helps. Study and statistics is great. If there is this -- there's nothing like first hand experience. Another thing to keep in mind is that knowing your users is not the same as knowing your community. There is a large part of your community that never steps foot in the library. You need to know who they are and what they need.

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All partnerships are not the same. As I sit would be for us to give you a recipe today. To help guarantee successful partnerships, it just doesn't work that way. Each partnership is different. Just like every relationship. The best advice I can give is to remember the importance of communication. Always be honest and upfront about what the library is bringing to the table. Don't offer more than you can deliver. They willing to come provides if you can. What actually brings us to a different stages of partnerships. I want to thank George and Jonah for allowing me to use their analogy. If you haven't had the opportunity to watch their webinar is called partnerships and cooperation in part -- hard time. It is a archived what are on the InfoPeople website. Itt actually is our resource list for today. You can look that up for yourself. They talked about how the stages of partnerships can be likened to the stages of courtship. This is the various first stage. There is no commitment rate is simply acknowledging the existence of other groups in your community. When you are in any social situation in your community. You need to be talking to people. Get to know them and the groups they work with are the groups they work for. Let them know who you are. I think of it as a reconnaissance. I have attended health fairs. For a manned a booth that represents the library. What is so I talk to the people beside me or cross for me, give them of being this is card are you then --. Then you can move on to the next level. The next level is dates. This refers to the specifics listed type of partnership. You

and the other group are agreeing to accomplish something specific in the short term. For example, most financial institutions in my area are required to teach consumer education classes. In the past I have partnered with a local credit union to teach basic financial classes. The library provides space and the credit union and poise teach the class. Because they have been successful several of our branch libraries have had them as well. At this stage if the partnership is not working out it is okay. If it does, you might consider the next eight. -- Stage. Engagement. You are trying it out for a time period. At the end the partnership it becomes permanent or it ends. An example is when a grant is involved. Our library system received a grant last year. Referred to as the [ Indiscernible Name ] grant . We had a high use of patent abuse -- pet abuse. [ Indiscernible - poor audio ].

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Finally, we have marriage. This level is more of a formal long-term arrangement. One example that I have for the county library system is that we have what we call the kindergarten project. We partnered with a local school district and every year it representative of the library visits every kindergarten class to tell stories and talk about the library. Something what we have been doing for years and I personally love. One of my favorite parts of my job is having kids come and say, you came to my class, do you remember me? I just because wonderful. I know that when I started as a library and did not understand a word different stages. It terrified me. Because I was looking at a high level. A marriage level. There are degrees. You do not have to jump into something nature at the beginning. The important thing, though your community. And the other community groups are involved.

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Make connections with these groups and don't come with a pretty establish idea -- preestablished idea. I got their interests and build something with them together. So that you are equally committed. Everywhere you go in your community, you have the ability to make contacts. We will talk about that more. Another for me I have made contacts and I think, my gym, and a group of people I met at by participation and [ Indiscernible - low volume ]. I start with my contacts first and see how what we can do together.

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Short-term versus long-term. Many times you will have a specific end date in St. Croix partnership. It is something award -- I am able to find the volunteers. This issue for partnerships. Other committee groups are as busy as we are. Many of them are facing the same budget issues. It may not be willing to work forever with you but they may have the time to a fun project. The same goes for us. When we are approach by outside community groups to partner. I love to speak and I cannot commit every Thursday for the year 2012. I can do one time if they need or we can work out another arrangement. The thing is, the type of partnership that may lend itself to short or long-term projects. Keep find people are more likely to say yes, if a notice for a short-term. If it works out, they are likely to be a repeat partner.

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Now I will pass it over to Erica Cuyugan.

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Now that we have gone over the basics. It's talk about the first depth in a partnership. Making the connection. Whether you are looking for a short-term or long-term partnership. Taking stock of possible connections will help you figure out for my PhD fit. -- Might be a good fit. Who do you know in your community and how well do you know them? I would like to hear from you. We will take a minute or two for responses.

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Schools. Yes. There is a, coalition. Take cares. -- There is a -- literacy councils. Local businesses. There are a lot of great examples. Here is a list that we put together. Departments and organizations they might think about. To help in your community.

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We think about schools and local businesses. What about health clinics. Juvenile detention facilities.

Chamber of Commerce. During my first year working at Santa Monica I met with a woman who also just are working for our farmers market. Shortly after meeting we were putting our heads together on how to educate young people in the library on healthy eating and buying local. I would never have thought of working with the farmers market before that meeting. I continue to learn from this partnership.

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Also, for president think about what programs these organizations can bring to your library. How about thinking about any services used in the library. That we have identified great opportunities and organizations to partner with. Here are some ways you can look at your contacts when they about potential partnerships she --.

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Context. Just as partnerships have hearing levels, so to contacts. Look at these three examples and think about how your community relationships fit into these categories. The first is in your network. People you know for meetings and other groups are share programs are missed category. You might've already worked with them on projects. Or you talk about working together. Having this kind of connection is the best way to develop a new partnership. You can come up with a new idea together. If you already have a working relationship. You already created a foundation needed to move to the next level of partnership. People in your network should have a basic understanding of what your mission and goals are. And how their goals can match with yours. The second is a friend of a friend.

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Sometimes you have an idea for a partnership. It might not have specific organizations in mind. Rather than contacting people you have no connection with. Or cold calling an organization. Ask people in your network if they can connect with someone. We froze what these get your foot in the door with an organization that is reputable. You are more likely to be connected directly to the person who will make the decisions regarding a partnership. Instead of having to figure this out for yourself. Referrals and recommendations might save a lot of time and energy. Be sure to ask others for help. You can make connections anywhere. And talking to people is the first step.

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The third is a new contact. Talking to someone new is the most challenging way to establish a partnership. Especially if you plan -- if your pet is not flexible. While new contacts are bit more difficult to reach. It might take more time to stop. His excellent opportunity to educate a new organization under library services. Missions and goals. If you are attempting to communicate with the new contact was tried to stay flexible to be willing to offer your plan or idea in order to accommodate partner. It helps to have a vision for where you see the partnership going. In addition to the discussion, about what goes into organization chairs. A new contact means you must think about how you are going to approach a person or organizations. You may need to try it on a variety of approaches.

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We believe honesty is the best policy. This still shows that it is important to think about what you want to say before approaching someone. Particularly someone you have no prior relationship with. As mentioned. The best kind of partnership is born with two organizations already have an established connection. And to have conversations regarding our organization shared goals. If you don't know anyone in an organization. But you would like to establish a relationship. It will take little more time. Making contacts. First, even before making contacts, make sure you have a clear idea of what you want to accomplish. At the first meeting or phone call. Do you simply want to introduce yourself? And get dialogue going regarding partnerships in the future? Or if you have a specific opportunity or idea that you would like to discuss? Think about the best way to contact someone. Is it by telephone or e-mail? Can you stop and impersonating to talk about your ideas? Or would be better to drop it on the fly and visit without planning? All of these approaches need are appropriate. Depending on the organization some may be more effective than others. I know whenever started working

here I used to copy and two high schools in the area. To visit librarians with program planners and calendars. Sometimes these visits would be the best ways to brainstorm ideas in the school librarians. It was also a pretend to hear what the schools and teachers might be planning in the future.

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Will talk about how to approach new contacts and intentions. Now let's talk about maintaining existing ones. Expectations. The short each organization understands the expectations of partnership. If possible meet in person to outline the basic plan including a timeline. So you have a clear idea of who is doing what and when. If you will be doing regular meetings scheduled this ahead of time. Know what your community organization expects at the library and what they expect of you. Whether staff time, regular reports or end of the plot -- products. Responsibilities. Once the expectations are outlined is time to talk about who's doing what and when. If you are planning programs, who will be responsible for publicity. Deadlines? If he granted is involved who is writing it. The partnership needs be need to be evaluated? Who does that? Stating responsibilities by seen a basic step but it is important one to take and should be addressed early on in the partnership. Also it is important to mention when creating formal partnerships working with larger organizations. It is important to get your expectations in response -- responsibilities in writing. Whether through a memorandum of understanding or a similar document.

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This is especially important for a partnership that involves a grant for outside funding. Be sure to include the mission or purpose of the partnership. Each organization's responsibility and a timeline to. Complete with deadlines and other important dates. Finally communication and. At check-in. These two points seem obvious. They are crucial to discuss of partnerships. It is important to remember that you are working with community groups. Outside of the library. They might not know or have an understanding of how your needs met with theirs. If your project takes place inside the library be sure to communicate with partners and let them know how the project is going. If you need additional us to be afraid to contact your partner and ask. If the project is having her partners sites. If the time to occasionally hold the brief meetings. Even if it is only for a few minutes with your contact at the site.

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Periodically check in with your partner even when your program or project is over. It is a good way to maintain connections and keep the door open for future opportunities.

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Once the partnership is establishes important to do evaluations. Which will be more comprehensive than just a. At check-in. Here are questions to use when evaluating. What is working and more importantly what is not rated most organizations will decrease and review at the end of the program or project. It is also good to ask yourself these questions throughout the duration of the project. Other things you can change a set of waiting until the end? Can you cut out what is it working without interfering with an entire partnership. The responsibilities seem balanced and expectations thing that? Don't wait until your partner point something out. If you see the opportunity to improve things take the initiative and communicate with the organization. The springs test to the next question. What needs improvement?

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Sometimes a certain idea or plan does not work out. With minor adjustments a good workout. The farmers are to partnership I mentioned earlier went through several program iterations before settling on the current one entitled, food fan club. If we club for teens. We found that this club integrates the mix of education, fun food tasting and social interaction. And discussion among the teams. If we had not tried out our various other ideas first. We would never have arrived at our current club like program. The point, don't be afraid to change things. Try something different or tweak your ideas. It is hard to know from the beginning what works and what won't. Which is why regular evaluations needed to improve the do -- community changes. Has the partnership run its course?

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Why project or idea has exhausted. It is time to retire. How do you know? Review our expectations to see whether anything has changed. Our responsibility still balanced or is one person doing most of the work we are still reaching your goals and are both parties still putting further pressure ship? Is the community no longer responding to the project or ideas? If it is the program, does participation seem to be winning? Program participation should not be the only reason to discontinue a partnership. It is a good indicator that something might not be working or needs evaluation.

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If it truly is time to retire. Remember that it is okay. You should not feel obligated to continue something that seems to no longer work. Keep in mind the partnership has run its course. It is important to communicate your concerns with your partner and have a conversation about it.

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We have reached the half mark.

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Before I get to go examples of partnerships. I want to give you a few experiences I have had that maybe [ Indiscernible - poor audio ].

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Now that we have the framework for fighting a partnership. We have to [ Indiscernible - poor audio ]. For I became the person in my area that no one wanted today because I was a private partner. -- Bad partner. [ Indiscernible - poor audio ].

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It turns out that counties in my area for automatic. [ Indiscernible - poor audio ] even though I think a lot of it probably has -- [ Indiscernible - poor audio ].

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I don't have a large budget. Despite the fact that we watched a program that the New York library hosted. [ Indiscernible - poor audio ]. They found clips and interviews. As well as from other artists. They created a short film and showed it as a community events. [ Indiscernible - poor audio ]. He [ audio is distorted. ]

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[ Indiscernible - poor audio ]. There's if I were in the works with the soil conservation District. To demonstrate the milking process. Kids got to learn about the biology of cows and how it sustains our living. It partnered with the University of Florida's nutrition program. Including ice cream. They also brought in food that was relevant to every program they had during the summer. [ Indiscernible - poor audio ]. They brought things that would [ Indiscernible - poor audio ].

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Most of us who work with children know that if you ask them what they want it will be honest. During the last [ Indiscernible - poor audio ].

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I approached students I work with after school. One of them actually play for the Oakland University and they brought the entire team out. Local businesses started to donate. [ Indiscernible - poor audio ]. They provided free registration and equipment. The local gym and restaurants. [ Indiscernible - poor audio ].

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Athletics and higher education. Because it was so popular almost every school and every local business process -- [ Indiscernible - poor audio ]. Now we have been approached by baseball players, runners and gymnasts to do programs. [ Indiscernible - poor audio ]. Can anyone raise their hand if they know where [ Indiscernible Name ].

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I did not know what it was until Erica shared it with me. I did not want to be googling. It's defined as the location where people with common interests meet, socialize and collaborate. It can be viewed as open

community labs. [ Indiscernible - poor audio ].

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Power Mac -- [ Indiscernible - poor audio ].

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This recognizes community members as partners. Exploring and recognizing individuals and artistic skills for collaboration and [ Indiscernible - poor audio ].

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Excuse me. I'm coughing.

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Three graduate students from the University of Wisconsin. Their information started as highlighting ways [ Indiscernible - poor audio ].

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We have talked about the basics of partnerships, making connections, networking and we gave examples of great unique partnerships. Here is -- we want to leave you with ideas on how to expand your network. To get up there as soon as you can and do outreach. Here are ideas. Attended community or school functions. Back-to-school nights, college fairs. Community fundraisers are good idea to attend. Sponsor a booth at festivals. We noticed make sure we have library representatives available to talk about the library. Join a task force or committee. Libraries usually have a lot of internal committees. It is a good idea to look into committees or task forces outside of the library in your community. I am part of our school district summer reading community. Each year in the middle and high school to be added and deleted for automatic. Through this connection I am able to make sure the public libraries are stocked with all of the titles on the list over the summer. It is an excellent opportunity to maintain take issue with the schools and provide support to our community students. Take a walk or pick up the phone. Getting out of the library and taking a walk will enable you to find other places for organizations to partner with. Also, don't be afraid to pick up the phone and make a call to inquire about a specific organization. It can be that easy. And as easy as making the first phone call and taking the first step. Most importantly. We want to stress to learn to ask, why not. One day you might be the one approached with an idea from another organization. Perhaps one that seems crazy your. There are prices to continue innovative ideas. Anything is possible. Instead of asking why should we do this, ask why not? Opportunities will pop up when you least expect it. Keep an open mind and continue expanding our network. We are getting a short list of ideas but we would love to hear from you to chime in. On any ideas you might have. And share for expanding your network.

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One thing that we did not mention was social media and expanding your network through prayer and Facebook and blogging. How many of you can tell us what you use? We have a lot of people raising their hands. An excellent way to network. And share your ideas with other organizations. Join a local gym. Yes.

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The point here, the one that we want to make through this webinar. You can find these connections anywhere. Now what we will do. We can take questions.

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One of the things that I have done during the summer. We work with a community college to do some [ Indiscernible - poor audio ]. The first couple of programs we had a lot of high numbers. We noticed the number started to until. When you see your attendance start to fall it is an obvious physical to evaluate whether it is something you want to do frequently over short-term -- or short-term. [ Indiscernible - poor audio ].

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A lot of people don't want to make the chat. Committee. -- The giant bears could -- giant marriage could get - - commitment.

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Sometimes you develop a partnership. And a service you want to provide. A good indicator is the participation. Maybe it is past the shelflife in terms of partnerships and it is time to rethink it or tweak it a little bit. To revitalize it. Or it might be time to retire it.

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The question, do we have advice as to how to evaluate whether it is worth the time to develop the especially when a new bright shiny partnership present itself tomorrow? [ LAUGHING ]. I would say, the impersonating is very important. Trying to get to know who the partner is. It seems like the most they have the opportunity in organizations coming to you. Also be realistic. In terms of how much time it's going to take for you and the staff. And how much you actually have the time to put into a partnership. Those are the things to think about before you jump in.

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There are different levels of partnerships. You can try it out. Have a trial. Then make a bigger commitment.

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The first come first serve. Definitely it could be pretty dangerous. There are a lot of different organizations. Most of us know there is a lot of duplication and businesses. If you bring in someone to help you with the classes want to make sure the person you bring in is the best because good look at -- bad when you.

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[ Indiscernible - poor audio ].

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That is a good point. If an individual wants to present a program. Something we encourage. We make them audition. Because we want to see -- a lot of times people want to do storytelling programs. We have done an audition to see how they look. If they actually -- sometimes we will ask where they have presented the program before. It is a school, we will call the school to check to see what they thought. That is a very good point. Thank you.

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I agree. About the references. At least for me when I worked with team programs and having presenters come to talk about college information. Or to talk about college prep. There are a lot of people who want to come and present and sometimes there are hidden agendas. Any kind of references. That they can provide is very important. In terms of other ones. Sometimes, I loosely agree and I usually will say, let's try it out once. It doesn't work after that, there is no commitment and I make it clear the beginning. I will try it out but if it doesn't work out, I don't have to commit. That is another way, if you want to try something out and you don't have prior knowledge. You can try doing that.

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Of course, having them talk to you first. Is very important. To show you what kind of presentation that one. At the library, or first point is that we have a program application. Where program presenters need to fill it out. According to what their presentation is. The kind of audience. So that they have to fill it out and send it to us to review before we consider it.

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The question from someone about the contracts. And the evaluation form for a. [ Indiscernible - poor audio ]. Any other questions?

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For automatic. -- [ Indiscernible - poor audio ].

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Will there be a PowerPoint available? Yes. It will be available on the InfoPeople website.

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I posted a link where you can download the slides and handouts. Also where the archive links will be available. I would like to thank Carissa Purnell, Erica Cuyugan and Sarah Bleyl. I hope you'll be at our next

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event. Thank you everyone for attending.

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[ Event Concluded ]