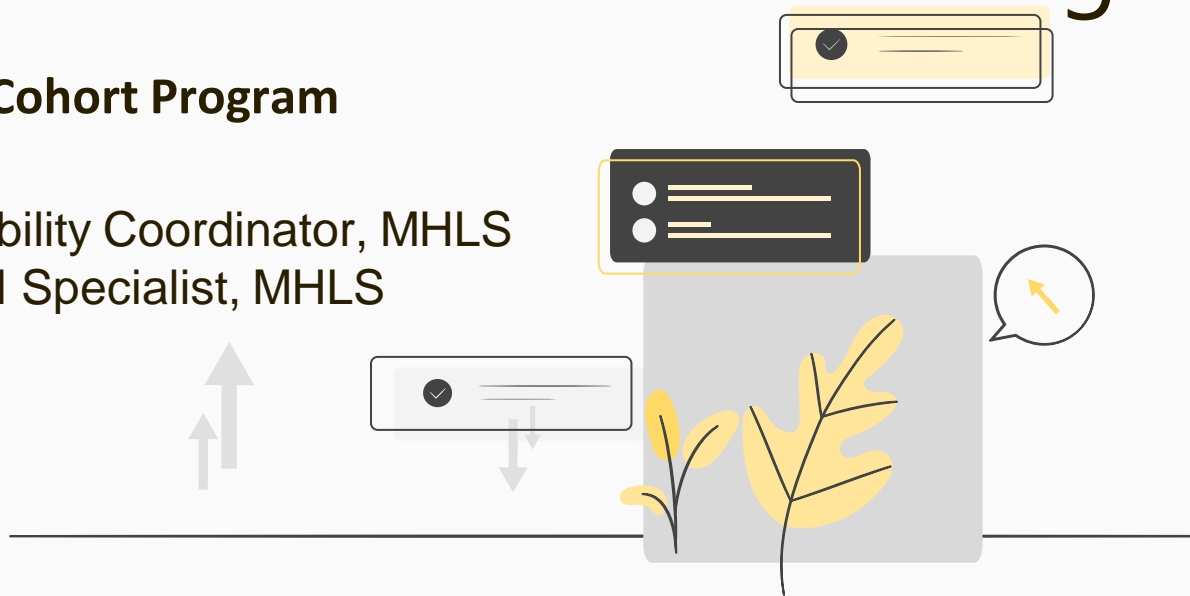


Overview, Turning Outward Intro, & Communication & Outreach Planning

2022 MHLS Turning Outward Cohort Program

Casey Conlin, Library Sustainability Coordinator, MHLS
Kerstin Cruger, Outreach & EDI Specialist, MHLS



Turning Outward Support Team



Kerstin Cruger | kcruger@midhudson.org
Outreach & EDI Specialist

Casey Conlin | cconlin@midhudson.org
Library Sustainability Coordinator

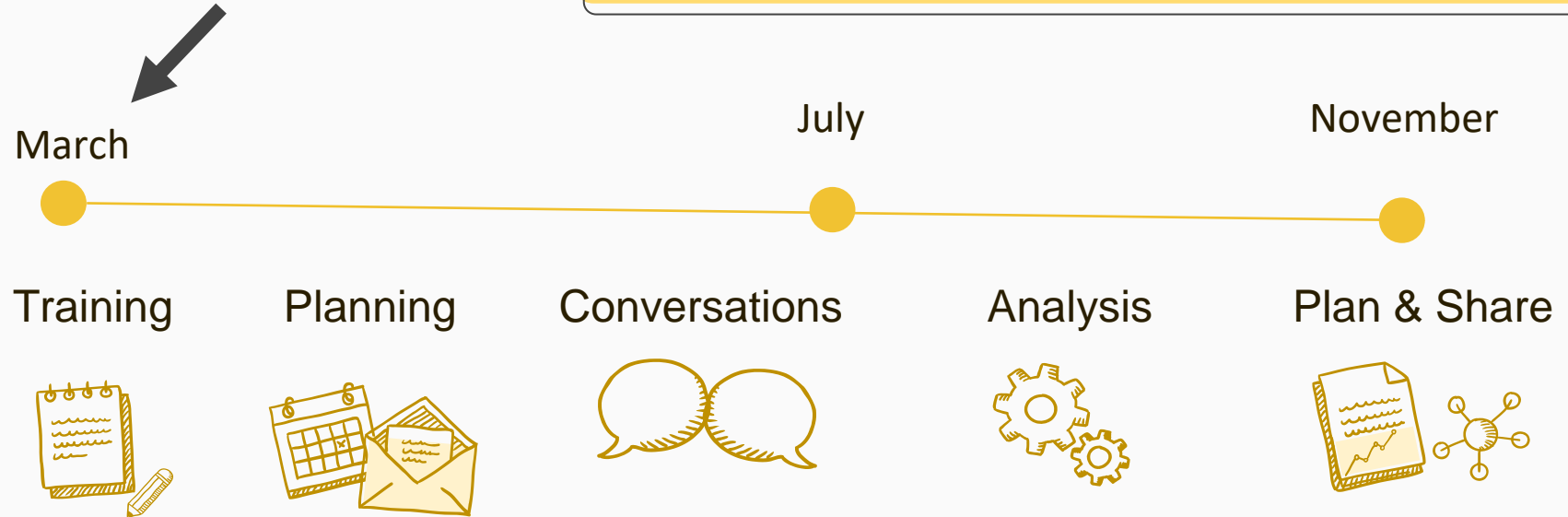




Today

- Program Overview
- Introductions
- Turning Outward & Homework Review
- Making Your Action Plan
- Next Steps

2022 Timeline



Calendar

midhudson.org/turningoutward2022

Turning Outward 2022 Cohort Program

Home › Turning Outward 2022 Cohort Program

"Turning Outward" is a process developed by The Harwood Institute for Public Innovation, which entails taking steps to better understand communities, changing processes and thinking to make conversations more community-focused, being proactive to community issues, and putting community aspirations first. Each year, MHLS will work with a cohort of libraries to use the tools in Turning Outward to gather input from their community, which will be used in developing a strategic or long range plan to address community needs that resonates with library staff and trustees and the people the library serves. Cohort libraries will participate in monthly calls, which support them in meeting monthly goals, understanding Turning Outward concepts, and developing a strategic plan.

For more information, contact Library Sustainability Coordinator, [Casey Conlin](#).

March 10 - Program Overview, Turning Outward Introduction, & Action Planning



April 14 - Public Knowledge & Community Conversations



May 12 - Action Plans in Action & Conversation Skills



June 9 - Experiences in Conversations & Organizing What You're Hearing



July 14 - What Did You Hear & Analyzing Capacity



September 8 - Understanding the Components of a Strategic Plan



October 13 - What's Your Plan?



November 10 - Finishing Up



Emails, Homework, Access, Resources, & Recordings

midhudson.org/turningoutward2022

March 18 - Program Overview, Turning Outward Introduction, & Action Planning

Homework

- Confirm your library's team roster **Due March 1**
 - Submit the names of your team members along with their email addresses and role at the library (trustee, staff, community member, etc.) to Casey Conlin at cconlin@midhudson.org
 - Your team should include 4 to 6 people
 - Your team must include at least 1 trustee and at least 1 staff member

Watch the T

Complete th

Meeting Access (each meeting will use the same unique login info every month)

- 10 am to 11:30 am Meeting
 - <https://www.gotomeet.me/CaseyConlin/2021-am-turning-outward-cohort>
 - You can also dial in using your phone – United States: +1 (872) 240-3311 | Access Code: 994-367-621
 - New to GoToMeeting? Get the app now and be ready when your first meeting starts: <https://global.gotomeeting.com/install/994367621>
- 3 pm to 4:30 pm Meeting
 - <https://www.gotomeet.me/CaseyConlin/2021-pm-turning-outward-cohort>
 - You can also dial in using your phone – United States: +1 (571) 317-3122 | Access Code: 515-818-725
 - New to GoToMeeting? Get the app now and be ready when your first meeting starts: <https://global.gotomeeting.com/install/515818725>

Relevant Resources

- 2021 TO Action Plan
- MHLS Turning Outward Cohort Workbook

Call Recording

- Coming soon

Introductions

- What library are you with?
- Who's on your team? (name & role)
- What you're looking for from the Turning Outward program?

Turning Outward Mindset

THE 3A'S OF PUBLIC LIFE

Self-Assessment Questions

Purpose: To measure individual progress in Authority,

Directions: Please respond to the following 20 statements.

Rate the questions use this rating scale:

The Harwood Rating

Rating	
We've Got It	We feel good about saying
Real Progress	We're steadily improving a room for improvement.
Starting to Improve	We're beginning to demonstrate starting to get better.
Lip Service	We're talking a good game what we're saying.
Business as Usual	We haven't changed at all
Not Applicable	This factor is either not relevant

TURN OUTWARD QUIZ

Look at the two columns below. For each row choose the word that best describes the focus of your work or efforts in the community.

INWARD	OUTWARD
I am generally focused on:	I am generally focused on:
<input type="checkbox"/> Activity	<input type="checkbox"/> Action
<input type="checkbox"/> Programs	<input type="checkbox"/> People
<input type="checkbox"/> My Organization	<input type="checkbox"/> My Community
<input type="checkbox"/> People as Consumers	<input type="checkbox"/> People as Citizens
<input type="checkbox"/> Process	<input type="checkbox"/> Progress
<input type="checkbox"/> Outreach	<input type="checkbox"/> Engagement
<input type="checkbox"/> Public Relations	<input type="checkbox"/> People's Reality
<input type="checkbox"/> Inputs	<input type="checkbox"/> Impact
<input type="checkbox"/> Claiming Turf	<input type="checkbox"/> Coming Together
<input type="checkbox"/> Charity	<input type="checkbox"/> Change
<input type="checkbox"/> Feeling Good	<input type="checkbox"/> Doing Good

Count the checkmarks in the right column to find your Turn Score _____

HUDSON LIBRARY SYSTEM

<https://www.hudson.org/turningoutward2022>

Turning Outward Mindset

Authority

Understanding people's
lives

Applying that understanding
to services

Acting as part of the
community

Authenticity

Reflect the reality of
people's lives

Genuinely listening to
community in ongoing way

The community believes you
have their best interests at
heart

Accountability

Setting realistic goals and
expectations and making
progress

Pursuing actions rooted in
purpose and meaning for
people

Public Knowledge

Expert Knowledge

Data
Demographic Information
Environmental Scans
Best Practices

Public Knowledge

Comes from Engaging with People
People's Aspirations
People's Concerns
How People See the Community
Values & History of Place
Credible Sources

Ask Exercise

Public Knowledge

1. What kind of community do you want to live in?
2. Why is that important to you?
3. How is that different from how you see things now?
4. What are some of the things that need to happen to create that kind of change?

Turning Outward Mindset

Mid-Hudson Library System Turning Outward Program Workbook

February 2021



Due to Casey
April 8

Communication & Outreach Plan

(see also Workbook)

Making Your Plan



MID-HUDSON LIBRARY SYSTEM

Communication & Outreach Plan

MHLS Turning Outward Cohort Program

Goal

Host six (6) Community Conversations between May–June 30, 2022 with 5 to 10 participants at each event.

Section A: Where & When

Potential Locations (see workbook page 32 Where to Hold Conversations & pages 37 & 38 Online & Outdoor Conversations)

Locations

**Due to Casey
April 8**

Communication & Outreach Plan

(see also Workbook)

Making Your Plan

Invitation Templates
Outdoor Conversation
Online Conversations
People and Groups to Target

Locations

Making Your Plan

Section A: Where & When

Potential Locations *(see workbook page 32 Where to Hold Conversations & pages 37 & 38 Online & Outdoor Conversations)*

Locations

Locations

Making Your Plan

Community spaces / gathering places

Neutral & popular places

Targeted locations

Outdoors

Consider weather: rain, sun, temperature, rain dates

Online

Secure / lock meeting

Use camera & microphone as facilitator

Check participants comfort levels

Dates & Times

Making Your Plan

Potential Dates & Times:

Dates	Times of Day

Dates & Times

Making Your Plan

Don't rush!

Consider your audience's ideal meeting time

Vary meeting time's to target multiple audiences

Utilize the convenience of online meetings

Participants

Making Your Plan

Section B: Target Participants *(see page 31 of the workbook Planning the Conversation)*

- | | | | |
|---|--------------------------------|--|---|
| <input type="checkbox"/> Library Users | <input type="checkbox"/> Men | <input type="checkbox"/> Long-Time Residents | <input type="checkbox"/> Geography |
| <input type="checkbox"/> <u>Non Library</u> Users | <input type="checkbox"/> Women | <input type="checkbox"/> Newer Residents | <input type="checkbox"/> Education Levels |

-
- ☐ Municipal Officials
 - ☐ Chamber of Commerce / Business Owners
 - ☐ Police & Fire Department
 - ☐ Schools: Teachers, Principals
 - ☐ Key Social Service Agencies

Participants

Making Your Plan

Create an invite list of 100 people to get 50 attendees

Is there a group or person you've been trying to connect with?

Do you have new people in your community?

Consider the Ask Exercise

Create Your Timeline

Making Your Plan

Section C: Timeline

Date	Task	Team Member	Status
April 15	Action Plan due to MHLS	Director	

Create Your Timeline

Making Your Plan



Don't rush!!

You can be detailed

Include assignments and responsibilities

Checklists

Making Your Plan



Community Conversation #1

Date: _____ Start Time: _____ End Time: _____

Location: _____

Facilitator: _____

Note-Taker: _____



Checklist (see also pages 37 & 38 Online & Outdoor Conversations)

<input type="checkbox"/> Signs to direct people to the meeting	<input type="checkbox"/>
<input type="checkbox"/> Sign in / attendance sheet	<input type="checkbox"/>
<input type="checkbox"/> Name tags or table tents	<input type="checkbox"/>
<input type="checkbox"/> Refreshments	<input type="checkbox"/>
<input type="checkbox"/> Library Brochure	<input type="checkbox"/>
<input type="checkbox"/> Business Cards	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/> Thank you notes / follow-up

Due to Casey
April 8

Communication & Outreach Plan

Making Your Plan



Action Plan Template

MHLS Turning Outward Cohort Program

Goal
Host six (6) Community Conversations between May-June 30, 2021 with 5 to 10 participants at each event.

Section A: Where & When

Potential Locations (see workbook page 32 Where to Hold Conversations & pages 27 & 28 Outdoor & Outdoor Conversations)

Locations

1

Next Steps

2022 TO Communication & Outreach Plan *Due April 8* - email completed plan to Casey Conlin

Turning Outward Exercises *Due April 14 before our call*

Ask Exercise - each team member gets a turn asking & answering questions

Key Behaviors Exercise

Complete the Strategic Planning Exercises below

Community conversation with the library board – *before public conversations are completed*

Assessment of library usage and trends - *before September meeting*

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Questions & Information

midhudson.org/TurningOutward2022

Casey Conlin

cconlin@midhudson.org

845 471 6060 ext. 260

Resources

Turning Outward tools are part the Harwood Institute for Public Innovation and the American Library Association's Libraries Transforming Communities Initiative

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