NASA@ My Library

A National Earth and Space Science Initiative that Connects NASA, Public Libraries and their Communities

SPACE SCIENCE INSTITUTE

NCIL National Center for Interactive Learning

Reaching New Audiences with Community Dialogue

The webinar will begin at 2:00 p.m. (MT) and will be recorded.

Audio problems? Click and highlight the button at the top of your screen. You can also click “Meeting” > “Audio Setup Wizard”. You will not need microphone capabilities.

NASA ALA American Library Association Cornerstones of Science PACIFIC SCIENCE CENTER EDC Learning transforms lives. COSLA Chief Officers of State Library Agencies

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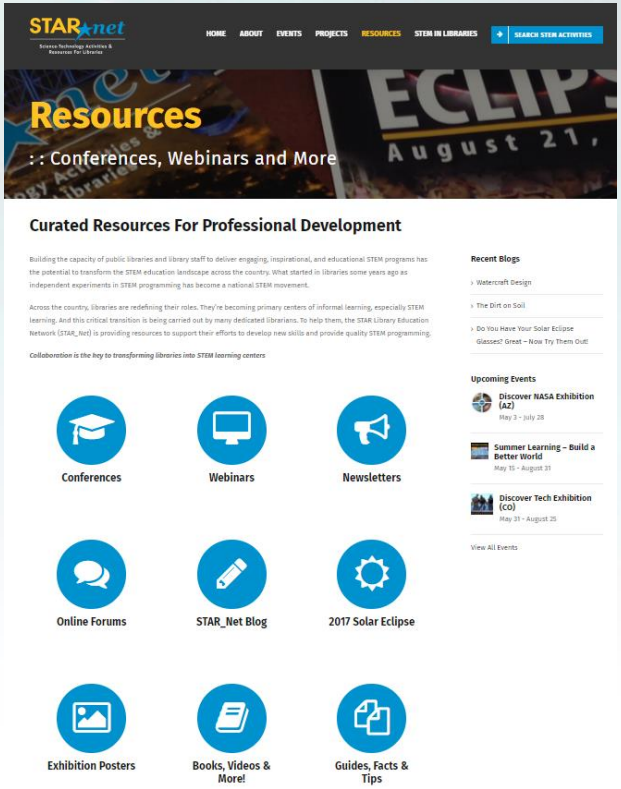
Join the STAR Library Network!



Professional development resources, including webinars, newsletters, blogs, forums, videos, and much more!

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Libraries Helping Girls STEAM Ahead with NASA – Wednesday, May 30 at 1:00 p.m. MDT

Register Here

A Universe of NASA Resources – Wednesday, June 6

30 at 1:00 p.m. MDT

Register Here

Headed to ALA? Come See Us!

- **NASA Booth #1839 – Hyperwall talks, swag, and more!**
- **STEM Opportunities, Resources, and Partnerships between Public Libraries and Afterschool Providers**
  - Saturday, June 23; 1:00-2:00 p.m.; Room 288
- **Tech-time Fun with Real-world Connections**
  - Saturday, June 23; 2:30-3:30 p.m.; Room 386-387
- **Lessons Learned from the 2017 Eclipse: What Participation in Charismatic Events Can Do For Your Library**
  - Monday, June 25; 2:30-3:30 p.m.; Room 395-396

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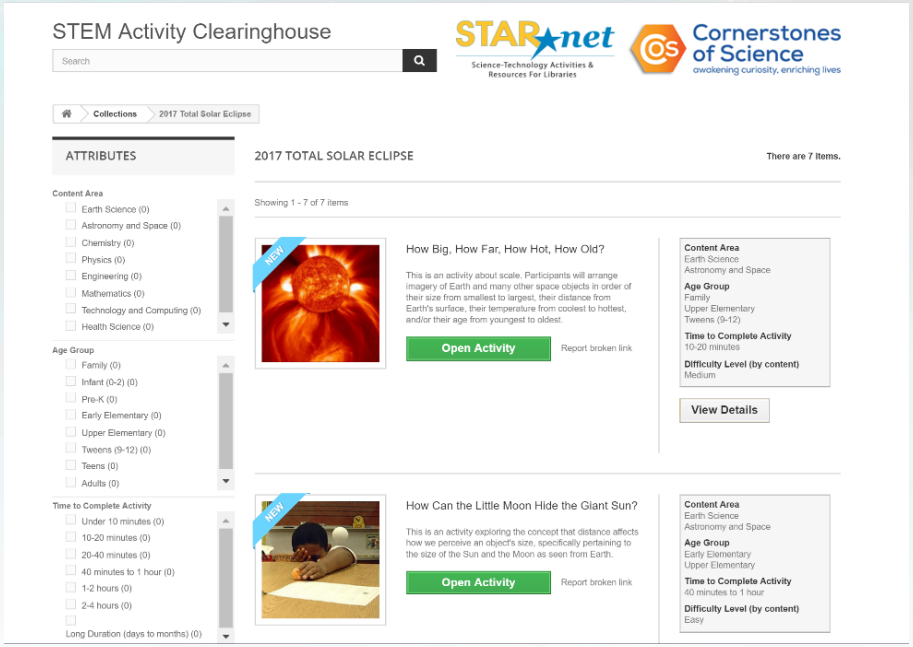
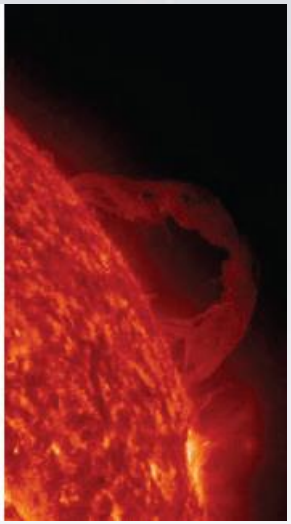
STEM ACTIVITY Clearinghouse



For example:

DIY Sun Cookies



Like an activity and think other library staff should know how great it is? Didn't like an activity or have modifications to make it better? **Make sure to leave a review!**

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New Clearinghouse Feature

Tweet | Share | Google+ | Pinterest

Send to a friend

Print

Solar Energy

Two bottles -- one painted black, the other painted white -- are covered with balloons and placed in bright sunlight.

Open Activity

Write a review

Content Area
Astronomy and Space
Physics
Engineering

Age Group
Upper Elementary
Tweens (9-12)

Time to Complete Activity
10-20 minutes

Time needed to prep Activity
Under 5 minutes

Cost associated with Activity Materials
$1-$5

Difficulty Level (by content)
Medium

Mess Level
Low

STEM Tools
Optional

Report a broken link

Categorized Incorrectly? Let us know!

RELATED PROGRAMMING RESOURCES

Add a Tech Twist	Try using an infrared thermometer or even an infrared camera to visualize the different temperatures.

What is a Community Dialogue?

- Think of it like a focus group, but instead of testing a product, you're gauging your community's opinions on your library, and the services your community needs.
- A Community Dialogue is a loosely facilitated discussion that provides the opportunity for library staff and community members to discuss a common, community-based challenge or aspiration.

"There is no doubt that the Community Dialogues are beneficial to all parties. I think this method should be employed more often when we are considering all kinds of services, initiatives and programs for our community."

Lisa Jackson - Youth Services Librarian, African-American Research Library and Cultural Center, Fort Lauderdale, FL

- You know how your “frequent flyer” patrons use your library, but what about the people who don’t come through the door? Are there services they would use that they don’t know about? Is there some reason they don’t feel welcome?

- But it’s more than just getting people in the door, it’s an opportunity to make new partners, and further cement your library as a community hub.

What do they look like?

- 1-4 hours
- Participation that represents the community you live in
- People you already know AND people you don't
- Change makers
- But most importantly, they should look relevant for the groups you're working with

"Public libraries are a pillar of education for all. We have an opportunity and a responsibility to offer educational experiences for our communities. STEM learning is part of this and highly important for the continued development and health of our society, both intellectually and economically."
Discover NASA Host Library Staff Member

Community Dialogue Goals

1. Strengthen librarians' roles in establishing a STEM Learning Environment

2. Identify underrepresented community groups

3. Identify possible collaborations and partnerships within the community

4. Contribute to developing a flexible Community Dialogue model that all libraries can use

Ground Rules

1. **Have a "kitchen table" conversation**
   Everyone participates; no one dominates.
2. **There are no "right answers"**
   Draw on your own experiences, views and beliefs. You do not need to be an expert.
3. **Keep an open mind**
   Listen carefully and try hard to understand the views of those who disagree with you.
4. **Help keep the discussion on track**
   Stick to the questions; try not to ramble.
5. **It is okay to disagree, but don't be disagreeable**
   Respond to others how you want to be responded to.
6. **Have fun!**

How We Got Started with this Model

- It actually started to help ME develop an exhibit and programming (Discover Health)
- Initially invited only library staff and Area Health Education Center Partners
- Some libraries started inviting other groups and community leaders and it became clear that these informal discussions could have a much broader impact

Key Outcomes from Discover Health Dialogues

- New partnerships with organizations like immigration services, heritage and cultural centers, tribal libraries, Area Health Education Centers, and Hispanic Chamber of Commerce
- 2 Libraries added more welcoming signage to their front doors
- 1 library completely changed a display that was sending the wrong message to their target population

Community Dialogues Can Help Your Library

- Expand your understanding of patrons' feelings about their local library and its programs, including programming related to STEM
- Obtain meaningful feedback from the community on who visits the library and why
- Have a conversation about how the library can better serve ethnically, economically, and geographically underserved and underrepresented audiences
- Better connect with local organizations and potential future partners that have shared interests with the library and community

"Go Big Or Go Home" Ericson Public Library's Community Dialogue

Presented by
Zachary Stier, M.Ed, MSLIS
Head of Children's Services
Ericson Public Library
Boone, Iowa

Setting the Stage

- **Step 1: Review**
  - The community dialogue information packet
  - Our library mission
  - Our current long-range goals
- **Step 2: Gather**
  - Current list of local, county and state partners
- **Step 3: Seek Out**
  - Begin researching new partners to invite

My Partnership List

1. Science Center of Iowa & Blank IMAX Dome Theater
2. North Center Iowa Regional STEM Manager
3. Associate Provost Boone Des Moines Area Community College
4. State Librarian of Iowa
5. Boone Action Association
6. Boone Middle School Principal
7. Iowa State University Extension and Outreach 4-H Coordinator
8. Boone Schools Director of Innovative Learning
9. Instructional Coach for PreK Teachers
10. Council Member # 1
11. Council Member # 2
12. Iowa Association for the Education of Young Children
13. Area of Education Curriculum Consultant-Science
14. Boone and Scenic Valley Railroad
15. Past President of Iowa Library Association
16. Executive Director of Education for Iowa Public Television
17. Former Flight Director at Johnson Space Center
18 Iowa State Extension and Outreach Youth Outreach Coordinator
19. County Group Home Director
20. Library Director

Partnership Professional Areas

Science

Area Education

STEM Council

Community College

State Library

Principals

Elementary Teachers

Innovative School Leader

City Council Members

NAEYC State Association

Library Association

Engineering Department at local university

If possible former or current employees at NASA

Home School

Library Director

Library Board

Public Television

The Power of Communication

- **Key to Success # 1:** Don't narrow your decision in who to invite.
- **Key to Success # 2:** Except a lot of no's or an answered emails.
- **Key to Success # 3:** Set up either phone or in person meeting with each partner.
- **Key to Success # 4:** Send out a community dialogue packet. (I will email this out if requested)

Successes

- The questions navigated the dialogue but the conversation was organic
- We had a strong note taker
- We randomly choose seats for partners
- Partners shared their own experiences with STEM
- Answers helped us decide to have future dialogues
- A visit from the Governor and Lt. Governor
- Food

Pitfalls

- Not enough time
- We did not invite both parents and students
- Introductions were too short.
  - In the future we like to know the type of communities each partner serves

NASA@ My Library Dialogue Feedback

"On May 7, 2018 a group of educators, STEM professionals and community leaders gathered for a roundtable discussion at the Macron County Public Library in an effort to get a better picture of what MCPL's NASA program could bring to the county and what sorts of needs exist in STEM education here. One of the primary focuses of the discussion was improving access and engagement for STEM, by offering programs that are relevant to the people living in Western North Carolina." The Franklin Press.

"Community Dialogue attendees have shown strong support for library STEM programs and would like to meet again. We have plans to meet again next year, which allows for enough time to implement new strategies and reflect upon impacts." – Dianna Leighton, Fort Fairfield Public Library

"This dialogue was very useful in setting up collaborations. The attendees weren't as keen on discussing issues as they were on talking and working together!" Mary Jenkins, Clarksdale Carnegie Public Library

"Participants took off running-I was barely able to get questions in, but it was all good because by themselves they covered most of the questions" – Charles Diede, Fontana Library

"When the facilitator set the tone for a fluid conversation among attendees, they seemed to be more willing to jump in a provide insight and opinions. Participants were encouraged to gather close together (even though the room we were in was quite large) so that it was easier to hear one another and to participate in the discussion" Atlas Logan, Gwinnett County Public Library

Suggestions from libraries who have already conducted these dialogues

- **Plan ahead**. Some libraries weren't able to promote the dialogue far in advance so some key players who would have otherwise attended (State librarian, state level representatives) were unable to make it
- **Invite the people you're wanting to serve**. Be concerned with the idea of programming AT target audiences, rather than involving them in the process.
- **Consider a neutral location**. If the groups who aren't visiting your library are more comfortable elsewhere, go there to meet with them. If they don't want to join a big meeting, have a small one. Be flexible.
- **Remember your role in these dialogues**. You're a convener, and if needed, a facilitator. Don't feel like you need to "run" the meeting. Let the tough questions play out. Let things get heated.
- **Make it FUN!** Make it a party, have snacks, do some activities.

How can YOU Conduct a Dialogue?

STAR net
Science-Technology Activities & Resources For Libraries

HOME | ABOUT | EVENTS | PROJECTS | RESOURCES | STEM IN LIBRARIES | SEARCH STEM ACTIVITIES

OVERVIEW

PLANNING

HOSTING

AFTERWARDS

RESOURCES

APPENDICES

Quick Links:

- STAR Net Summary
- Sample Invitation
- Ground Rules
- Online Resources

What Library Staff Say:

"There is no doubt that the Community Dialogues are beneficial to all parties. I think this method should be employed more often when we are considering all kinds of services, initiatives and programs for our community."

Elena Rosenfeld, Associate Director of Public Services, High Plains Library District, Colorado

How can YOU Conduct a Dialogue?

Planning Your Community Dialogue

Who to Invite

The focus should be on bringing in new partners and more voices to the conversation and connecting with groups not normally represented at the library. In order to keep the audience size manageable, try to focus on a few groups for each dialogue. You can schedule more Community Dialogues in the future to gain additional insight.

Invitees could include stakeholders and individuals from groups such as:

- Education (e.g., universities, colleges, community colleges, local school districts, teachers, PTA/PTO, homeschool representatives, afterschool providers, etc.)
- Local government agencies and government labs
- The Chamber of Commerce and business organizations (e.g., tech companies, engineering firms, advertising agencies)

Section Menu

- Who to Invite
- How to Invite
- Suggested Timeline
- Where to Hold the Dialogue
- When and How Long
- What to Ask

Library Quote

"It made sense to us to hold two Community Dialogues, one in the afternoon and one in the evening on the same day. The afternoon event was held for local educators, homeschool parents, 4H groups, etc. People working directly with the kids who would benefit from our efforts. The evening group was held for elected officials, members of local groups such as Optimists, PTO, school administrators, clergy, other area librarians, etc. People who are still connected with the community's needs, but do so on a more administrative level. Both dialogues featured good discussion and I think it was a good way to focus the conversation for each group."

How can YOU Conduct a Dialogue?

Resources

Popular Quote

"Education is not the filling of a pail, but the lighting of a fire." ... and NASA is the spark

William Butler Yeats

1. The Harwood Institute for Public Innovation. (2015). *Libraries transform communities: A step-by-step guide to "turning outward" to your community*. Retrieved from: http://www.ala.org/transforminglibraries/sites/ala.org.transforminglibraries/files/content/LTCGettingStarted_DigitalWorkbook_final010915.pdf

2. Holland, A. (2015) Discover Health/Descubre la Salud Community Dialogues Report. Boulder, CO. Retrieved from: http://www.nc4il.org/papers.html

3. Before we can have a discussion about facilitating, we must first have an understanding of the dialogue process. Retrieved from: http://www.wellesley.edu/religiouslife/resources/east/publication/diversitykit/dialogue/facilitatorsguide#yIM1x57EZm5rL0FC.97

4. The American Assembly, Columbia University. (2002) Conducting Your Community Dialogue from Columbia University. Retrieved from:

To Learn More

Visit: www.starnetlibraries.org/resources/community-dialogues

Download our Community Dialogue Guide here: http://www.starnetlibraries.org/wp-content/uploads/2018/05/Community-Dialogue-Guide052318.pdf

Contact Anne Holland: aholland@spacescience.org