INTRODUCTION TO DIALOGUE & DELIBERATION FOR PUBLIC LIBRARIES SERVING SMALL, MID-SIZED OR RURAL COMMUNITIES

Speakers: Courtney Breese, Managing Director, NCDD
Sandy Heierbacher, Founding Director, NCDD
Dianne Connery, Director, Pottsboro Library
QUESTIONS FOR TODAY’S PRESENTER?

1. Type your message in the Chat window

2. Make sure the “Send to” menu says “All Participants”

3. Click “Send”
PRESENTATION AREA
NEED TECHNICAL ASSISTANCE?

1. Type your request in the **Q&A window**

2. Make sure the “Ask” menu says “All Panelists”

3. Click “Send”
AUDIENCE POLL

How to respond to an audience poll:

- Poll will automatically open where the Chat and Q&A windows are
- Respond to multiple choice question
- Click “Submit
- Re-expand Chat and Q&A after poll closes
Audio is broadcast via computer speakers or headset

You can adjust the volume in the Audio Broadcast window floating in the upper left hand corner of your screen:

If you lose audio, click the Audio Broadcast button (the little broadcast tower located along the bottom of the Participants window) OR click the Audio Broadcast option under the Communicate menu to reconnect:
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BECAUSE OUR DIVIDED NATION NEEDS CONVERSATION MORE THAN EVER.
SERIES 3:
LEARNING SCHEDULE

ONLINE LEARNING

Introduction to Dialogue & Deliberation for Public Libraries Serving Small, Mid-sized and/or Rural Communities
February 28, 2018

Future Search
April 25, 2018

Conversation Café
May 23, 2018

REGISTER NOW!
IN-PERSON TRAINING WORKSHOP

Libraries Transforming Communities: Dialogue & Deliberation for Small, Mid-sized, and/or Rural Libraries
June 22, 2018
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INTRODUCTION TO DIALOGUE & DELIBERATION:
FOR PUBLIC LIBRARIES SERVING SMALL, MID-SIZED OR RURAL COMMUNITIES

BECAUSE OUR DIVIDED NATION NEEDS CONVERSATION MORE THAN EVER.
AGENDA

What we mean by engagement and how libraries are engaging

Dialogue & Deliberation and how libraries can use them

Stories of D&D in libraries and elements for success

Introducing Conversation Café and Future Search

Resources and Q&A
NATIONAL COALITION FOR DIALOGUE & DELIBERATION

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NCDD’S MEMBERSHIP NETWORK

[Map of the United States with various markers indicating membership locations.]

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Poll: Which type of engagement would best suit your library’s or community’s needs?

What are some of your current approaches to addressing community needs?
GROW YOUR LIBRARY’S ROLE

Dianne Connery
library@cityofpottsboro.com
903-786-8274

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ABOUT
POTTSBORO

- Population: 2,306
- Located in northern Grayson County
- Approximately 90-minutes north of Dallas
PEOPLE WANTED TO BE INVOLVED IN SOMETHING BIGGER THAN THEMSELVES
FIRST BUSY BEE
EVENTS AND PROGRAMS

► Spring Fling
► Nature Classes
► 4th of July Painting with Wild Flowers
► Outside the Lines
► Gardening Classes
► Food Literacy Classes
► Circulate Dehydrator and Canning Supplies
► Earthen Building

Pottsboro Community Garden
Located at James G Thompson Park
Pottsboro, Tx

Applications are located at the Pottsboro Area Library. Please contact our garden manager with any questions.

Robin Jones
Garden Manager.
robinjones@pottsborocommunitygarden.org

Like our Facebook page to stay up to date on all events.
facebook.com/PottsboroCommunityGarden

• We provide your seeds and plants
• FREE place to grow
• Health classes and educational workshops

Apply for you plot today, space is limited!

This project is made possible by a grant from the U.S. Institute of Museum and Library Services and Texas State Library and Archives Commission, (2016)
MARKET SEGMENTATION

LifeMode Group: Cozy Country Living

The Great Outdoors

- Households: 1,850,000
- Average Household Size: 2.43
- Median Age: 46.3
- Median Household Income: $53,000

WHO ARE WE?
- These neighborhoods are found in pastoral settings throughout the United States. Consumers are educated empty nesters living an active but modest lifestyle. Their focus is land. They are more likely to invest in real estate or a vacation home than stocks. They are active gardeners and partial to homegrown and home-cooked meals. Although retirement beckons, most of these residents still work, with incomes slightly above the US level.

OUR NEIGHBORHOOD
- Over 55% of households are married-couple families, 36% are couples with no children living at home.
- Average household size is slightly smaller at 2.43.
- Typical of areas with rustic appeal, the housing inventory features single-family homes (76%) and mobile homes (16%); a significant inventory of seasonal housing is available (Index 393).
- Residents live in small towns and rural communities throughout the West, South, and Northeast regions of the country.
- More than half of all homes were constructed between 1970 and 2000.
- Most households have one or two vehicles; average travel time to work is slightly higher (28 minutes) despite a disproportionate number that work from home (Index 155).

SOCIOECONOMICS
- Nearly 60% have attained or hold a degree.
- Unemployment is lower but so is labor force participation.
- Typical of neighborhood residents, income from Social Security is common, also derive income from investments.
- Residents are very do-it-yourself and cost conscious.
- Many service their own home improvement and projects, and maintain.
- They prefer domestic to commercial services.

Salt of the Earth

- Households: 3,517,000
- Average Household Size: 2.58
- Median Age: 43.1
- Median Household Income: $53,000

WHO ARE WE?
- Salt of the Earth residents are entrenched in their traditional, rural lifestyles. Citizens here are older, and many have grown children that have moved away. They still cherish family time and also tend to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors; they spend most of their free time preparing for their next fishing, boating, or camping trip. The majority has at least a high school diploma or some college education; many have expanded their skill set during their years of employment in the manufacturing and related industries. They may be experts with DIY projects, but the latest technology is not their forte. They use it when absolutely necessary, but seek face-to-face contact in their routine activities.

OUR NEIGHBORHOOD
- This large segment is concentrated in the Midwest, particularly in Ohio, Pennsylvania, and Indiana.
- Due to their rural setting, households own two vehicles to cover their long commutes, often across county boundaries.
- Home ownership rates are very high (Index 132). Single-family homes are affordable, valued at 35 percent less than the national market.
- Two in three households are composed of married couples; less than half have children at home.

SOCIOECONOMIC TRAITS
- Steady employment in construction, manufacturing, and related service industries.
- Completed education: 42% with a high school diploma only.
- Household income just over the national median, while net worth is double the national median.
- Spending time with family their top priority.
- Cost-conscious consumers, loyal to brands they like, with a focus on buying American.
- Lack of knowledge about the latest products.
- Try to eat healthy, tracking the nutrition and ingredients in the food they purchase.

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WHAT’S IN IT FOR THE CITY AND RESIDENTS?

Austin College Xeriscaping Presentation

Figures 3 and 4: Landscape labor requirement (hours per month) and maintenance spending (dollars per year) for homeowners with 60% or more Turf or Xeriscape

- Turf Maintenance Time: 8.17 hours/month
- Xeriscape Maintenance Time: 5.95 hours/month
- Turf Maintenance Costs: $680.03/year
- Xeriscape Maintenance Costs: $473.93/year
## MODES OF DISCOURSE

<table>
<thead>
<tr>
<th>Debate</th>
<th>Dialogue</th>
<th>Deliberation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Compete</td>
<td>Exchange</td>
<td>Weigh</td>
</tr>
<tr>
<td>Argue</td>
<td>Discuss</td>
<td>Choose</td>
</tr>
<tr>
<td>Promote opinion</td>
<td>Build relationships</td>
<td>Make choices</td>
</tr>
<tr>
<td>Seek majority</td>
<td>Understand</td>
<td>Seek overlap</td>
</tr>
<tr>
<td>Persuade</td>
<td>Seek understanding</td>
<td>Seek common ground</td>
</tr>
<tr>
<td>Dig in</td>
<td>Reach across</td>
<td>Framed to make choices</td>
</tr>
<tr>
<td>Tight structure</td>
<td>Loose structure</td>
<td>Flexible structure</td>
</tr>
<tr>
<td>Express</td>
<td>Listen</td>
<td>Learn</td>
</tr>
<tr>
<td>Usually fast</td>
<td>Usually slow</td>
<td>Usually slow</td>
</tr>
<tr>
<td>Clarifies</td>
<td>Clarifies</td>
<td>Clarifies</td>
</tr>
<tr>
<td>Win/lose</td>
<td>No decision</td>
<td>Common ground</td>
</tr>
</tbody>
</table>

Excerpt from: The Public’s Voice: Building Community Engagement Through Deliberative Dialogues, Sandra Hodge, Ph.D. and Patty Dineen

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"I would recommend that a library use D&D. It seems really useful for two situations:

1) Giving people the chance to talk about challenging national issues, like the war in Iraq; and

2) Allowing people to discuss local issues or the local “face” of a national issue.

It’s the kind of event that local residents expect from the library, in that it isn’t advocacy but rather it’s an opportunity to learn and think through an issue.”

- Jen Wilding
WHY SHOULD YOU ENGAGE YOUR COMMUNITIES?
“Libraries have an enormous asset, which is trust. People trust libraries, and public libraries in particular. And that means that they feel comfortable coming to the library and sharing their ideas and concerns and working together with us to help solve problems.”

- Richard Frieder
“We are uniquely positioned to do this work in small and rural libraries. Because we are small, we are a lot more nimble and flexible than others. The biggest challenge is building capacity. A lot of library directors are part time, or there is no other staff. We have to pull in people from the community to do this work.”

- Erica Freudenberger
ELEMENTS FOR GOOD DIALOGUE

1. GOALS & A TIMELY TOPIC

2. GROUND RULES

3. A PROCESS & FACILITATOR
Graphic created by Sandy Heierbacher, NCDD (August 2000). The content is an adapted version of the ‘Goals of Deliberation’ figure in Beginning with the End in Mind: A Call for Goal-Driven Deliberative Practice (Summer 2009, Public Agenda’s Center for Advances in Public Engagement), by Martin Carcasson of Colorado State University’s Center for Public Deliberation, available at www.publicagenda.org/cape.
This is a snapshot of the Engagement Streams Framework developed by Sandy Heierbacher and members of the NCDD in 2005. The framework helps people decide which methods of dialogue and deliberation best fit their goals and resources. For the full framework, go to www.ncdd.org/streams
What is a topic that needs to be discussed in your community?
"If the library thinks the community should care about an issue but has not asked what the community thinks, it may be a waste of resources.

My partner and I put a lot of effort into developing a conversation framework and no one came. Since then, we polled the public on the topics they want to discuss and we've had much better results.”

- Carolyn Caywood
GROUND RULES

Conversation Café Agreements

► Open-mindedness: Listen to & respect all points of view
► Acceptance: Suspend judgement as best you can
► Curiosity: Seek to understand rather than persuade
► Discovery: Question assumptions, look for new insights
► Sincerity: Speak from your heart and personal experience
► Brevity: Go for honesty and depth – don’t go on and on
PICK A PROCESS

It's an explosion of innovation!
NEBRASKA LIBRARIES FUTURE SEARCH
CONVERSATION CAFÉ
CONVERSATION CAFÉ IN LIBRARIES
RESOURCES

NCDD’s RESOURCE CENTER:
ncdd.org/rc

BEGINNER’S GUIDE:
ncdd.org/rc/beginners-guide

ALA LTC SITE:
ala.org/LTC

ALA LTC LISTSERV:
communityengagement@lists.ala.org
MORE QUESTIONS?
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CLAIM YOUR BADGE

INSTRUCTIONS

1. Visit www.credly.com
2. Create an account or login
3. Click on “Claim Credit”
4. Enter “LTCsmr1” to claim badge
THANK YOU!

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