

# Passion for Learning - Strategies

## In the community

- Starbucks morning
- Reach them via work – Library at work
- Go to where people are

## Customer experience

- Offer new experiences or repackage of our experiences
- We want to raise our community up to include everyone
- Provide resources in a non-judgmental environment
- Role model and tell the story**
- NIAs – beautification – escaping poverty. Be more involved with neighborhoods
- Demonstrate our values – our best values
- Contributing to a better society
- Greater good

## Work in new ways

- Let go of some things – cut it free
- Reframing librarians as learning coaches
- Convince the community we are the hub for learning
- Look and see what other libraries are doing to bring back to TSCPL

## Partnerships

- Washburn
- Community action groups
- Amplifying the opportunities that partners already offer
- Continue to build partnerships
- Use partnerships and experts
- Extension office – K state – learning by doing
- When do we partner and when do we need to NOT stretch into that area (education/schools)
- Work with our partners more
- Washburn – possibilities of auditing a class
- Arts Connect and NOTO
- Strategic partnerships – go to other groups/businesses (think creatively about partnerships)
- Have the things our partners want (Kettle bells)
- All the schools
- Let agencies beyond schools know Kansas Connection (and train people)
- Partner with other like groups (Master Gardener, financial groups)

## Engaging customers

- Go to the public
- Get the community engaged
- Go to where the kids are – stop assuming they will come to us
- Provide structure for people who want to learn but not know how or where to get the information
- Need to be honest about what we want them to be passionate about learning
- Get all Washburn University students a library card – eliminate barriers
- Show business people how to find what they need with our tools

## Engaging kids

- Talk to kids – get to them – what they are passionate about
- Create an engaged community (engaged kids)**
- Create a path for kids of where they want to go – a tool kit for the path of learning
- Play with them – Beat the Librarian
- Every kid having a library card

## Experimentation

- Create a place for experimentation
- Demo what it means to try new things
- Make it easier to try something new

## Information Packets

- Develop an economic Development package to Go Topeka – Workforce Center
- Create an information package for Washburn University to encourage students to be informed and involved at TSCPL – Establish a relationship that builds

## Buildings and spaces

- Do you need a class to share
- Create an open space for people to experiment
- Help people to tolerate the library and the different volumes – activity – can we do this with signage? What else: define spaces to help everyone have a great experience

## Happiness

- People will be happier
- Happier – what do we introduce for people to individually build their happiness – selfies

## Collections

- Increase non-fiction curriculum
- Tool library (eliminates barriers and costs for individuals)
- Have more kits that support learning new things

## Digital Branch ideas

- Calendar library events
- Common community calendar – classes/ experiences
- Other community groups interest – viral videos – cross pollination

## Marketing and promotion

- Introduce a buzzword and then build on that to new areas. Continue to learn (Marketing strategies)
- Find better and creative ways of marketing the new/existing things we come up with
- A way for influencer to invite people to do something
- Ask every customer to tell someone else what did you learn today at the library
- Library sponsored challenges (book bingo, health)
- Relaunch the geek the library idea – learning is cool and the library supports that
- Advertise times when librarians are available to help

## Connecting customers to each other

- Build a forum of interest areas to connect learners
- Create a buddy system for learning new things (mental barrier to encourage joiners)
- Connect our communities to the world. Students / China technology across the world
- Bringing together like minded people – like book groups (we could be purposeful)
- Shakes it up – makes things new
- Partner with people who have that expertise or passion to expand our reach

## Community resource for more than books

- Embedding extension in the library
- Recognize people in the fields of expertise/interest (Become a community source for speakers)
- Check out a person (on a topic)
- Librarians as experts (staff get more training about passions they have)

## Programs

- Provide a variety of programs so they could figure out their passion
- Learning about other cultures (El dia, India Fest)
- Cultural events – churches
- Etiquette class – social skills
- Enable them to learn – science fairs, hands-on, make it lab
- Simplify the process to learn something so they could get there quicker – repackage
- Show case new ways to learn that makes it exciting and a different way to think about it