

# Librarian Evolution: Libraries Thrive When We Change



Gina Millsap  
CEO

# Change





# Our story



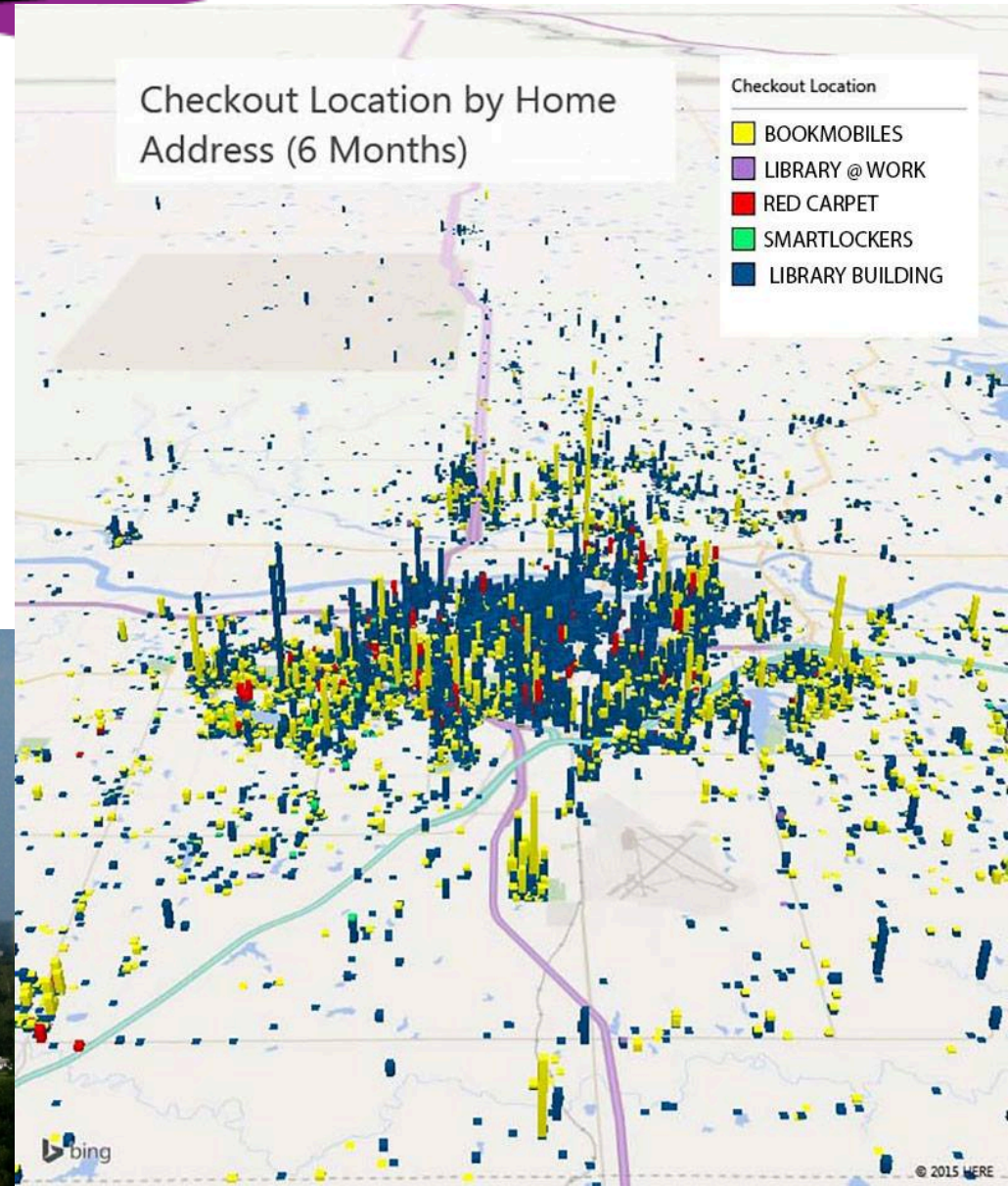
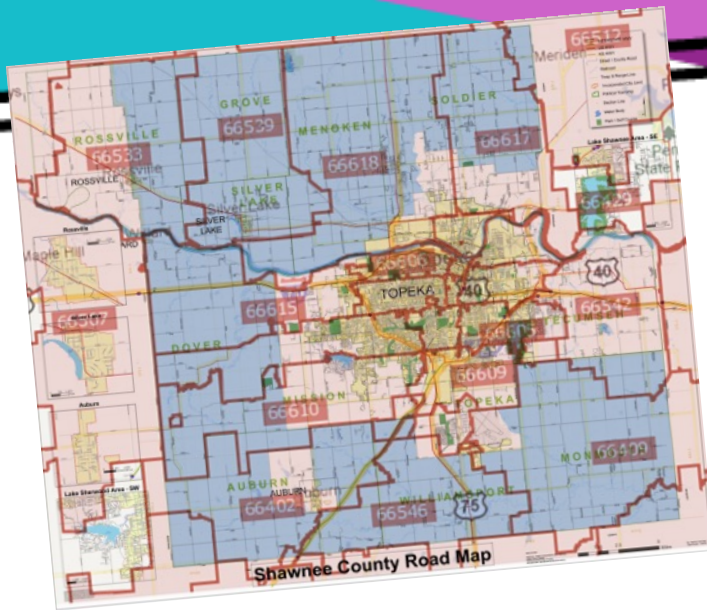


Minneapolis Institute of Arts



Minneapolis Institute of Arts, Michael Graves









2016 *Library  
of the Year*



Turn up  
the  
Heat





“If your actions  
inspire others to  
***dream more,***  
***learn more,***  
***do more*** and  
***become more,***  
you are a leader.”

-John Quincy Adams





THIS not

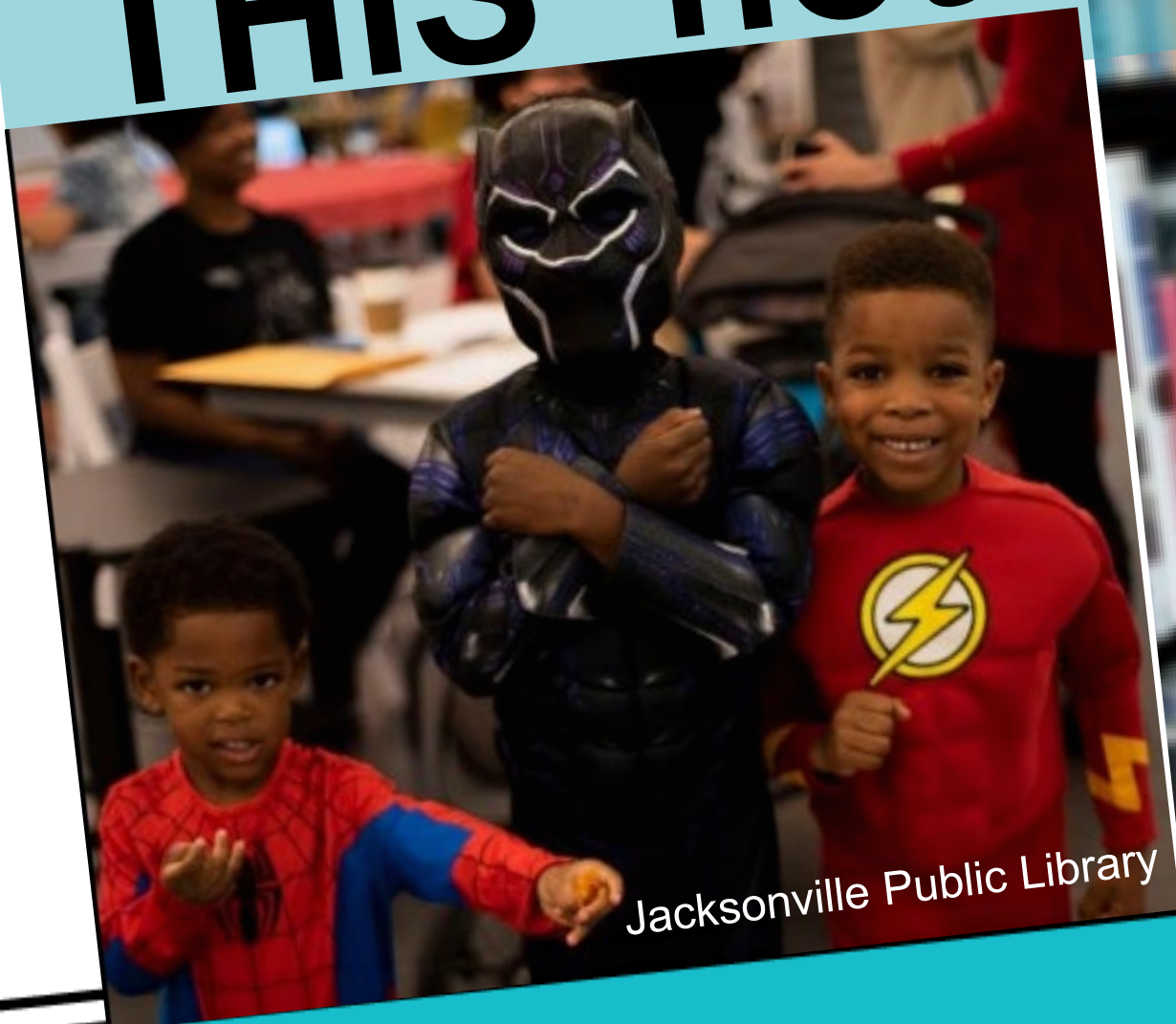
THAT





**THIS not**

**THAT**



Jacksonville Public Library





## "Check It Out" :Kansas library creates parody of Taylor Swift's "Shake It Off"

POSTED 11:55 AM, APRIL 15, 2015, BY FOX 4 NEWSROOM

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## Check It Out: Topeka Library's Taylor Swift Parody Goes Viral

**BOOKRIOT**

We love libraries, **Taylor Swift**, and **Kansas**. And we couldn't be more thrilled to see all three come together in this AH-MAZ-ING parody of Taylor Swift's "Shake It Off" by Topeka Shawnee County Public Library!

**CBC books**

[Find Books](#)
[Canada Reads](#)
[CBC Literary Prizes](#)
[The Next Chapter](#)
[Writers & Company](#)
[Conts](#)

## Kansas library charms internet with Taylor Swift Shake It Off parody

Monday, April 20, 2015 | 0

[Like](#) 220
 [Tweet](#) 42
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## Topeka & Shawnee County Public Library creates parody video of Taylor Swift's 'Shake it Off' to celebrate National Library Week

Nearly 100 library staff helped in making of video called 'CheckItOut'

Posted: April 15, 2015 - 10:29am

## Check out this local library's Taylor Swift parody video, "Check It Out."

Posted by [Dennis DiClemente](#) on April 15, 2015 @ 3:21pm

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1.6K SHARES

ellentube

**YAHOO!**  
NEWS

## Trending Now

'Check It Out': Library staff releases perfect parody of 'Shake It Off'







**Purpose  
beyond**

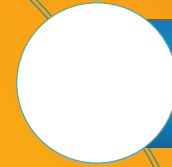


# Mission

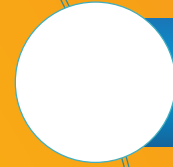
**Sparking curiosity  
and connecting our  
community through  
literacy and learning**



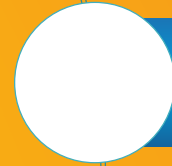
# Core Values



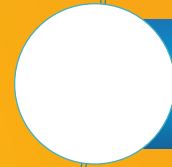
**Excellence**



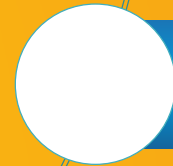
**Literacy**



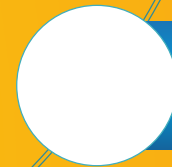
**Freedom**



**Teamwork**



**Accountability**



**Curiosity**



# Outside in

What do people  
value about us?



# Pew Research Center





# Harwood Institute



# Aspen Institute

## RISING TO THE CHALLENGE

*Re-Envisioning Public Libraries*

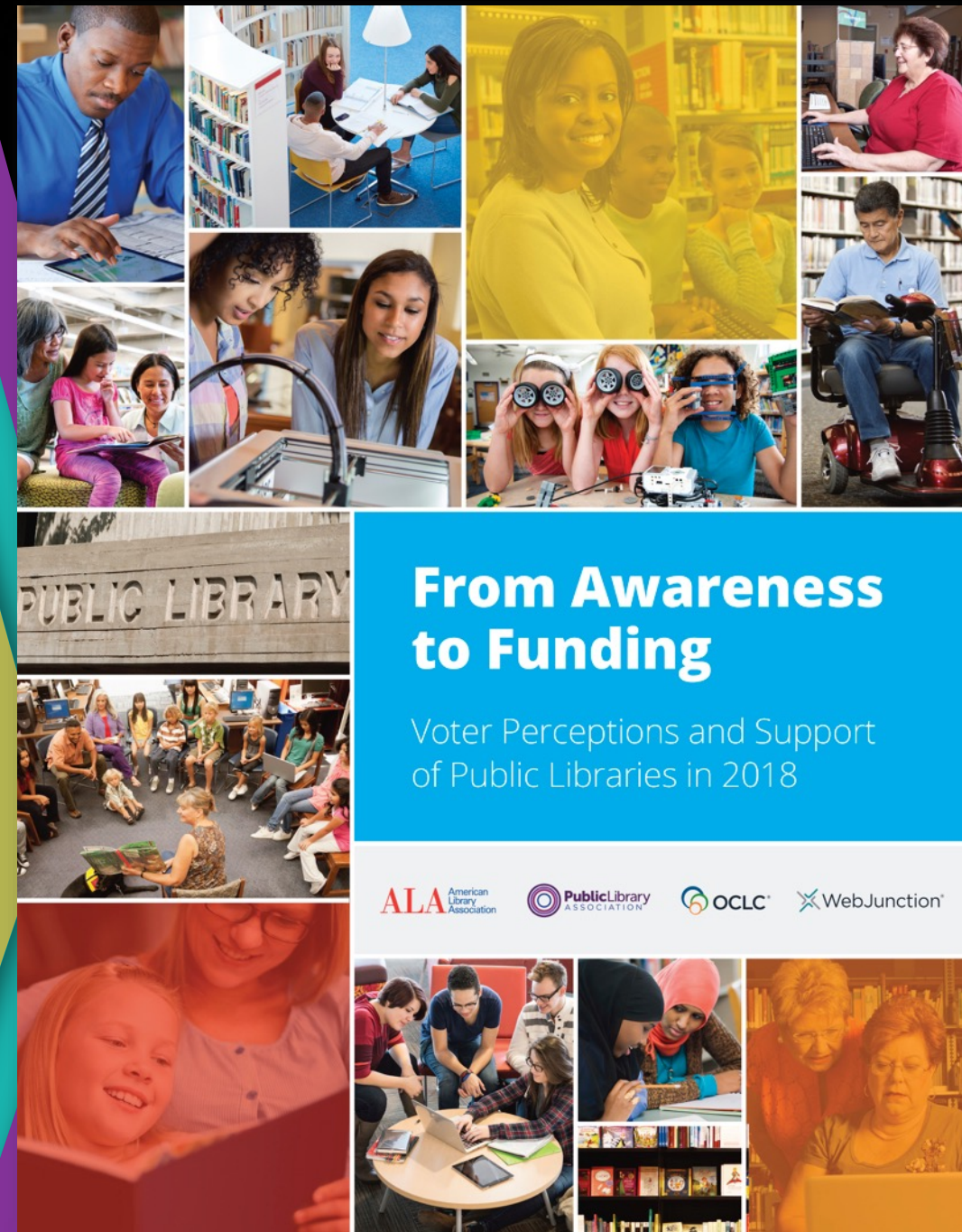


THE ASPEN INSTITUTE

Image Source: The Aspen Institute Second printing February 2017



# What difference does a decade make?



## From Awareness to Funding

Voter Perceptions and Support of Public Libraries in 2018

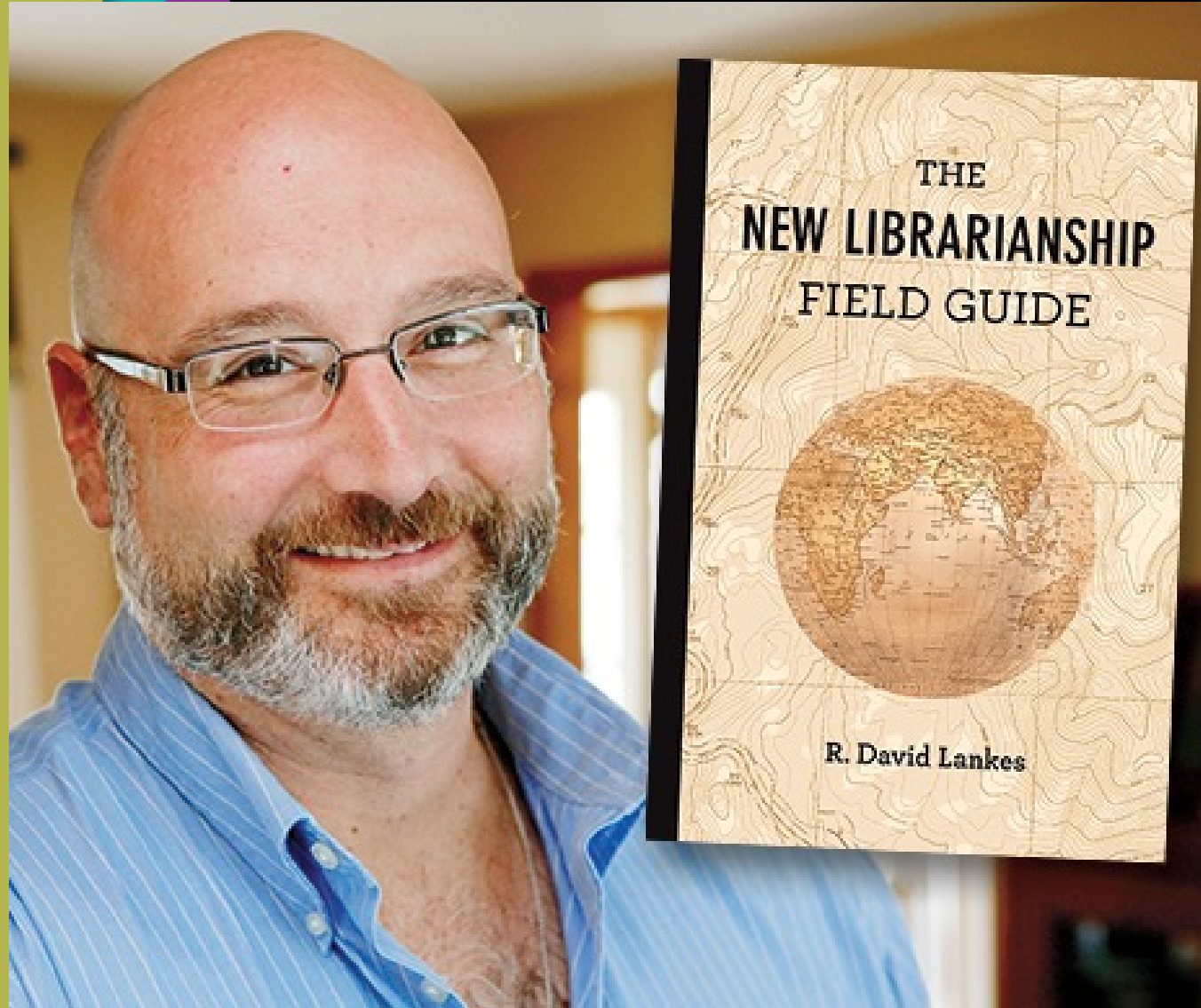
ALA American Library Association

Public Library Association

OCLC

WebJunction

# The New Librarianship Field Guide



# Library = Community Hub





# Stoa



# The media

Forbes LOG IN

## YOUR READING LIST



Why Public Libraries Matter: And How They Can Do More



Jeffrey Martin of honorCode Helps Teachers And Students Crack Coding

in Active on LinkedIn



Ten Interview Mistakes You Can Recover From

CMO Network

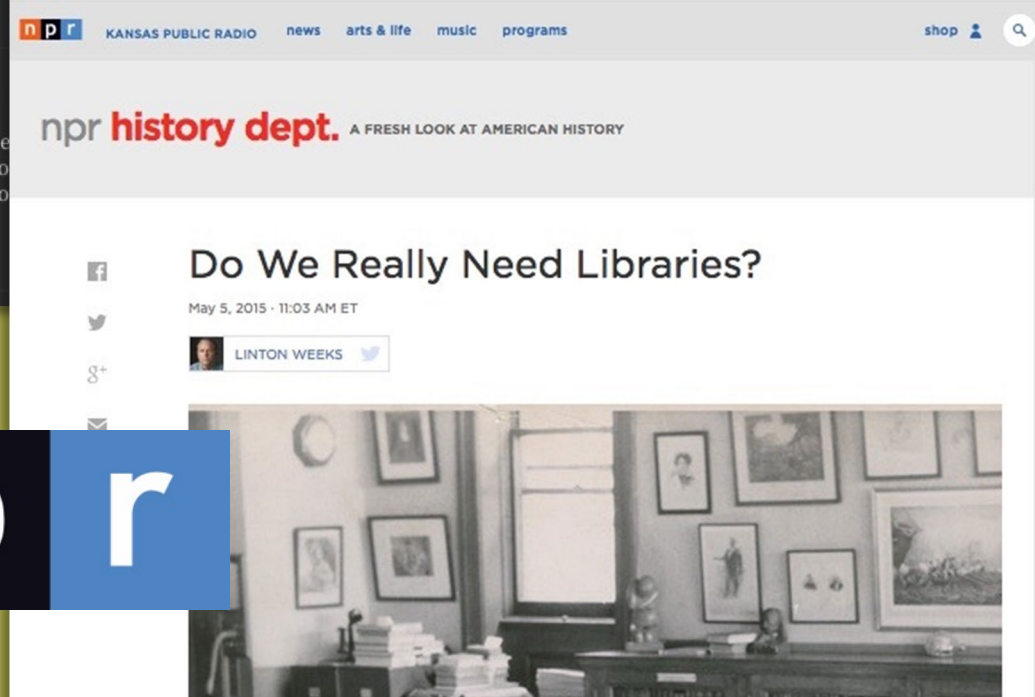
# Forbes

JAN 16, 2013 @ 03:26 AM 116,048 VIEWS

## Why Public Libraries Matter: And How They



David Viniamuri. CONTRIBUTOR





**Libraries can  
change the  
world**





# Hello.

## Who are we?

# Function vs Impact



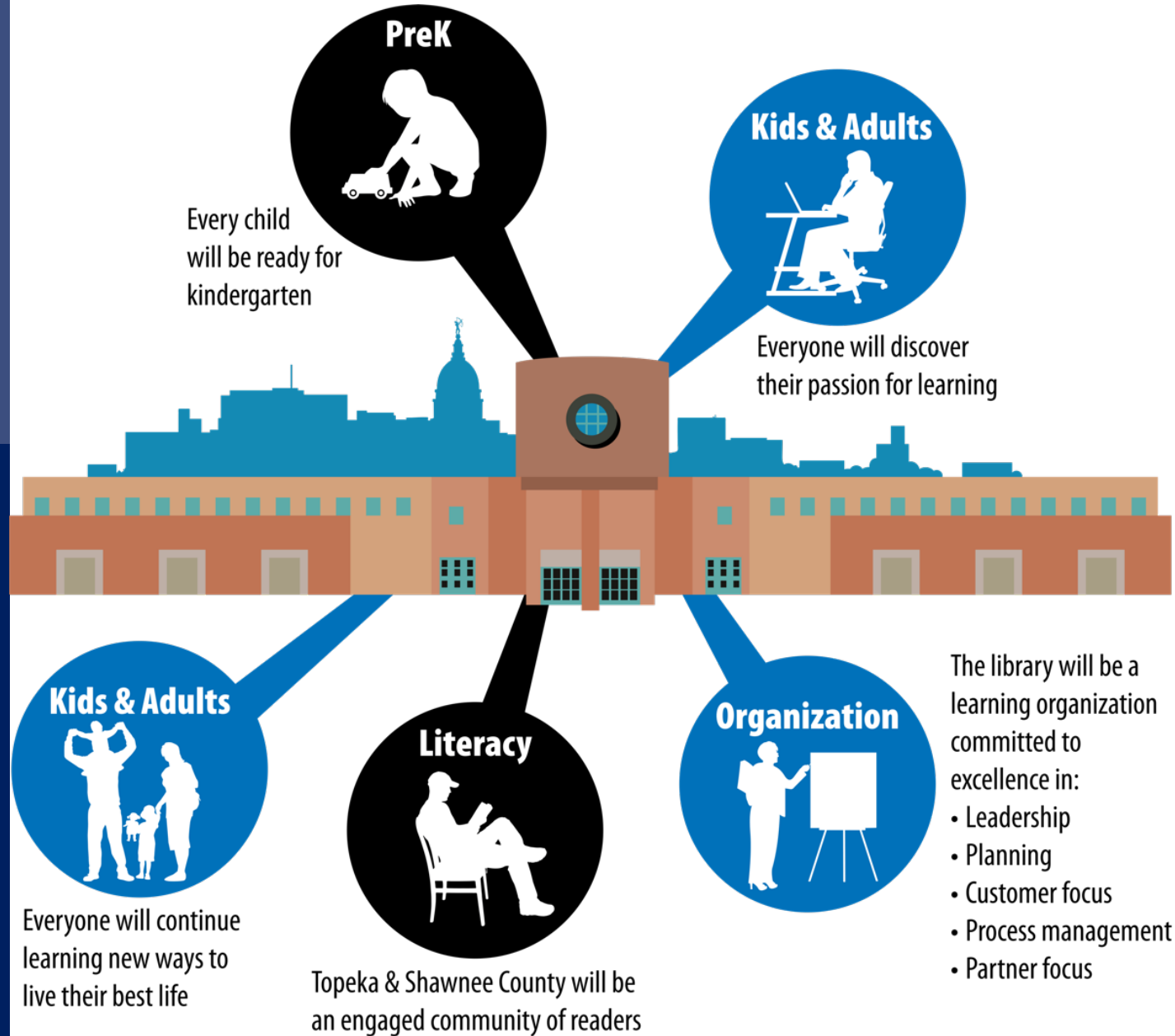
# Big Hairy Audacious Goals







# Big Hairy Audacious Goals





**The library will be a  
learning organization.**

# Measuring the difference





# Turning outwards



**No more  
Lone Ranger**





# Scale





**We're at the  
table**



# Branding

Stay  
curious



NEWS

Stay  
curious





# Social Media





**Librarianship  
=  
Leadership**



# Libraries will change



# if

# Librarians change.

# Librarian Evolution





# Recruitment



# Commitment





# Education





# Knowledge



# Skills and Competences Process improvement



# Opportunities





Literacy  
crusaders

## What are the opportunities for librarians?

Champions of  
social and racial  
equity

Technology  
gurus

Guardians of  
the First  
Amendment



# What are the opportunities for librarians?

Advocates for eliminating the digital divide and community-based plans for access to broadband

Lifelong learners who lead the way in acquiring knowledge and growing smarter.

Bullshit detectors – fighting fake news

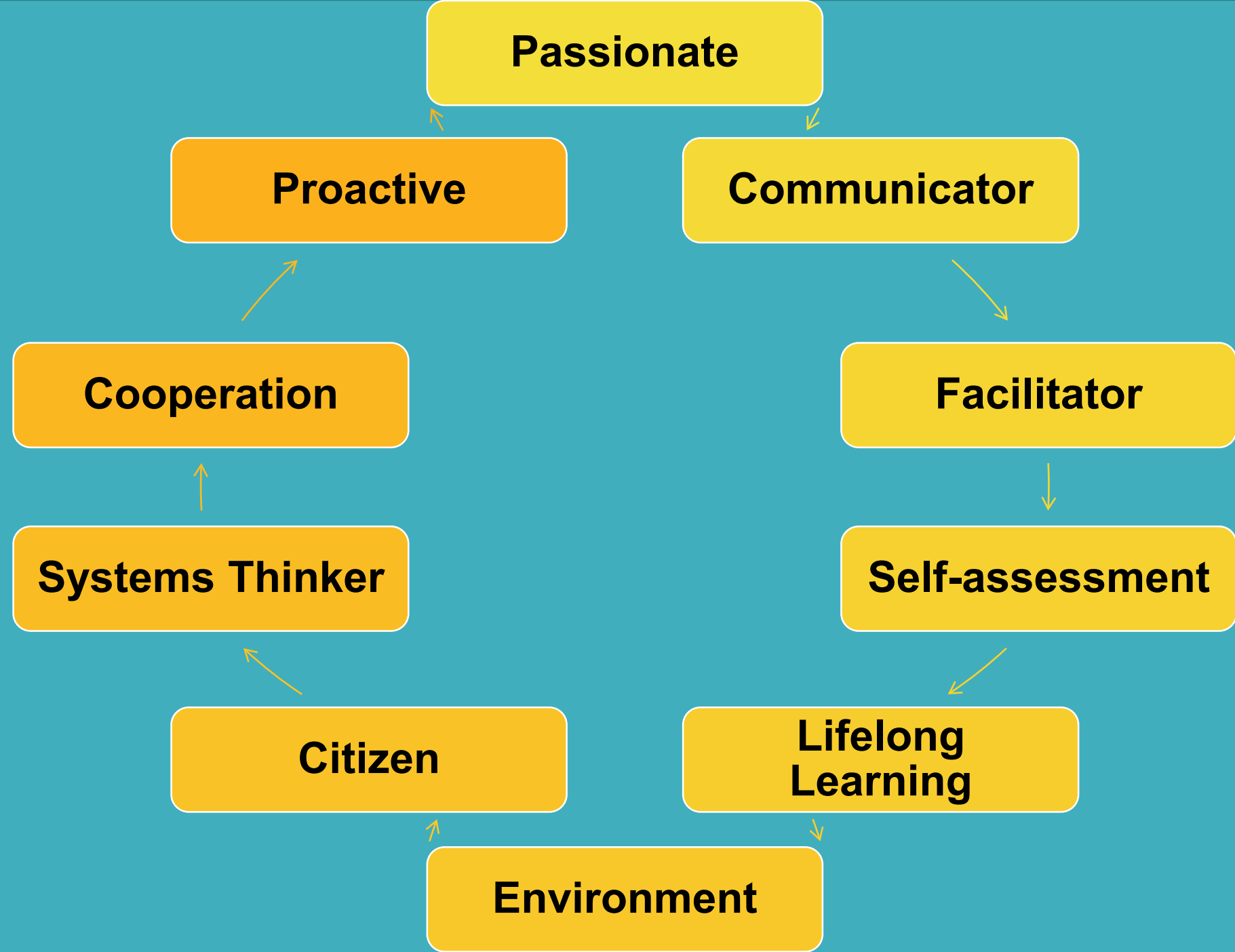
Conveners bringing people and organizations together

Educators who make learning fun, affordable and accessible

Facilitators helping the community work together effectively

**FAKE NEWS**

# Change agent





# Librarians as community leaders

We are **uniquely positioned**  
more at any time in our history to help our  
communities be **smarter, more  
civil, more civically  
engaged, more inclusive,  
more diverse** and better  
places to live, work,  
learn and play.





How do YOU  
evolve?

# Foster a culture of learning





Set high  
performance  
expectations

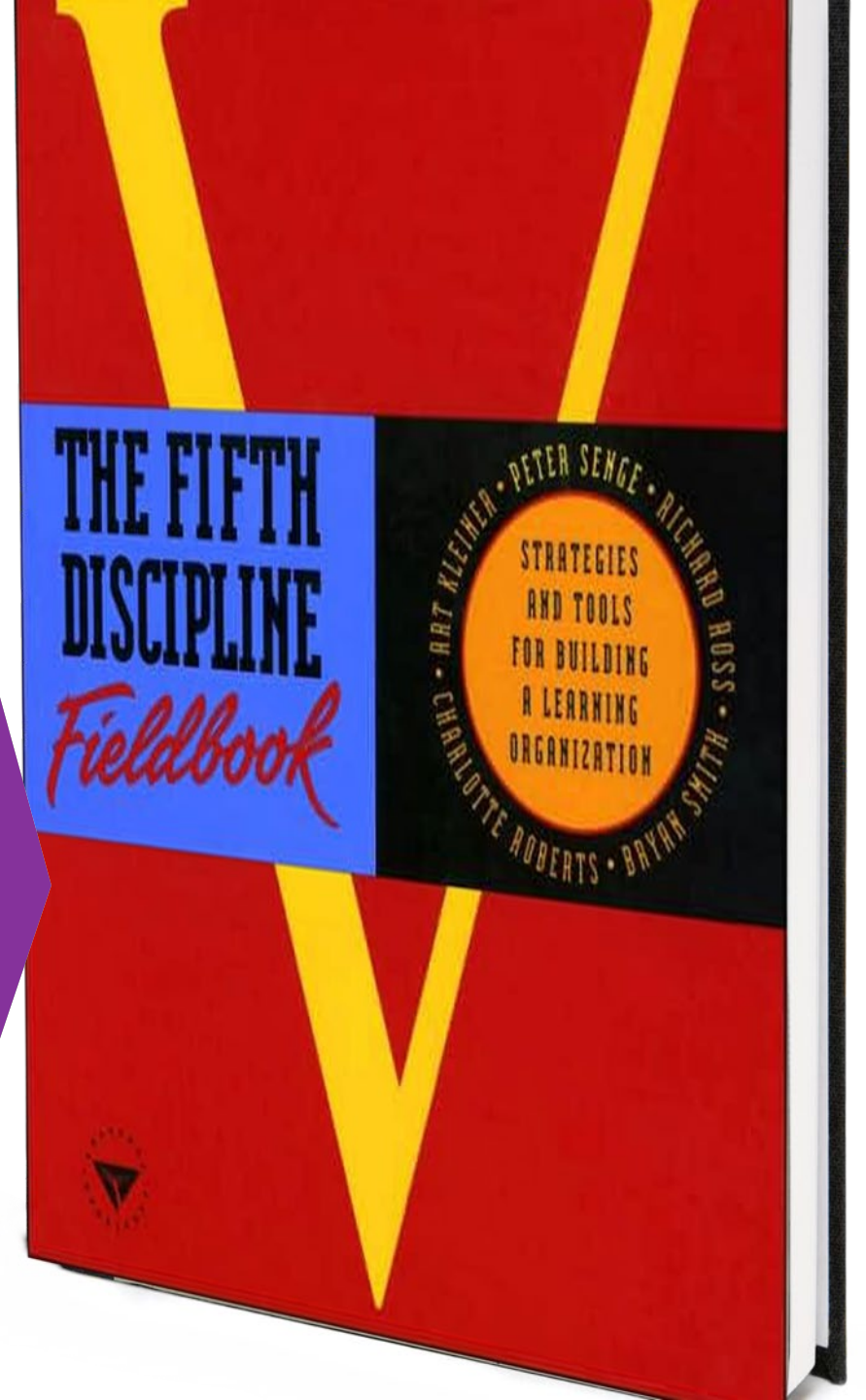




# Invest in employees



Be a  
**learning**  
organization







Find the folks who

**think differently**

# Listen to customers



# Practice the art of the **BHAG**

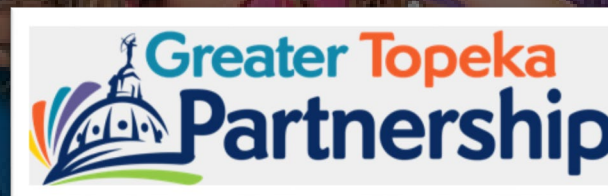




Get out  
of the library



# Learn from your partners



Stay  
curious





Commit to  
being the **best**





**“It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.”**

– Charles Darwin

**“The best way to predict the future is to invent it.”**

– Alan Kay



TOPEKA &  
SHAWNEE  
COUNTY  
PUBLIC  
LIBRARY



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# environmental scanning



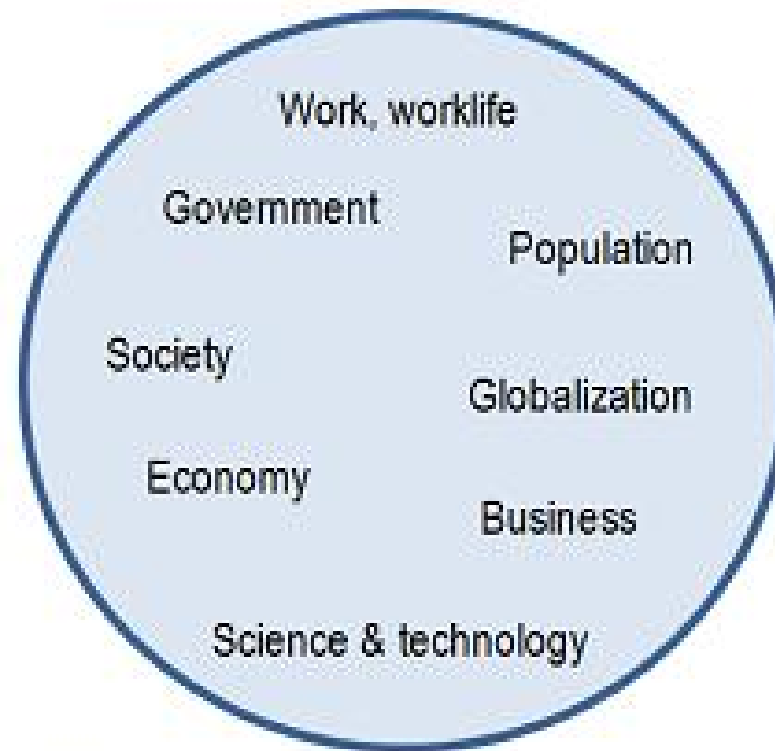


*You should already have  
this radar screen...*



**Your interests**

*... but you need to add  
this one*



**Your operating environment**

# Environmental Scanning