



**HARWOOD**

The Institute for Public Innovation

'We're each on a journey. We're after something important. We want to strengthen our communities, increase the relevance and impact of our organization, and personally be effective.'

- Rich Harwood, How Change Happens



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# Engagement Strategies for Diverse Communities

April 23, 2019

The Harwood Institute for Public Innovation



## What We'll Cover

- About The Harwood Institute for Public Innovation
- Experiences Engaging Often Overlooked/Diverse Communities
  - Kathy Middleton, Sacramento Public Library
  - Yesenia Baltierra, Placentia Library District
- Observations, Questions, Discussion



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## About The Harwood Institute for Public Innovation

- Nonprofit that teaches, coaches and inspires people and organizations to solve pressing problems and change how communities work together.
- Proven 30-year track record
- Over 4,000 librarians trained
- Turning Outward.

If you Turn Outward and make more intentional judgments and choices in creating change, you will produce greater impact and relevance in your community.



## What Will Be Addressed

The community this library decided to engage. Why this community?

How they engaged this community before being more Turned Outward.

What Harwood Institute tool(s) did they use?

What did they learn from using these tools?

What did this way cause you to do? What impact did it have?

Where are you now with Turning Outward? What's next?



Kathy Middleton, Deputy Director  
Sacramento Public Library, California

Sacramento Public Library encompasses Sacramento County with 28 libraries to serve 1.5 million people. The Library serves communities in urban, suburban and rural areas and has traditionally asked the community for their ideas for improved library service when strategic planning, however over the past few years they've begun turning outward to learn more about people's aspirations and concerns are and how the library can work with others to meet those needs.



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## Yesenia Baltierra, Public Service Manager Placentia Library District, CA

The Placentia Library District was formed on September 2, 1919, and is one of 12 independent library districts in California serving a population of over 52,000 residents. Over the past two years, the Library has been turning outward, meeting community needs in new ways. Turning Outward resulted in the the Placentia Library receiving the Innovative Award from the California Special District Association and helped shape the design of the Library's space to provide a more enriched and unforgettable experience for the community as the Library plans for its centennial commemoration.



Turning Outward is about a different way of seeing and working in communities. It's about growing the personal and civic confidence to build a different path forward. It's about making community a common enterprise. - Rich Harwood

## What We've Learned It Takes

- What did it require of you personally to choose engaging with a community that is often not heard or overlooked?
- What advice would you have for others who seek to engage a community that may seem hard or challenging?





## Options To Move Forward

Resources for Libraries can be found at <https://www.theharwoodinstitute.org/libraries>

### Free Library Webinar Series

- Building Allies Across Community: Wednesday, June 26, at 1 PM EST
- Supporting a Turned Outward Organizational Structure: Wednesday, September 25, at 1 PM EST
- The Library's Role When Disaster Strikes: Wednesday, November 20, at 1 PM EST

### Upcoming Training Opportunities

- Public Innovators Lab for Libraries, Oct. 15-17 in Atlanta, GA
- Public Innovators Virtual Lab - Fall 2019

### Rich Harwood's National Speaking Tour

- Rich Harwood is traveling across the country to mobilize communities and bring a new message of hope to the nation. If you would like to host a tour stop, contact Colleen Bowman at [cbowman@theharwoodinstitute.org](mailto:cbowman@theharwoodinstitute.org).

For more information, please visit our website at <https://www.theharwoodinstitute.org>.