Finding Catalysts in Your Community:
Harnessing the Potential of Libraries and Museums

Dr. Kathryn Matthew, IMLS Director
Who are we?

• The Institute of Museum and Library Services is the primary source of federal support for the nation’s libraries and museums.

What do we do?

• We advance, support, and empower America’s museums, libraries, and related organizations through grant-making, research, and policy development.
Transforming Communities

1. **Promote Lifelong Learning:** IMLS supports learning and literacy for people of all ages through museums and libraries.

2. **Build Capacity:** IMLS strengthens the capacity of museums and libraries to improve the well-being of their communities.

3. **Increase Public Access:** IMLS makes strategic investments that increase access to information, ideas, and networks through libraries and museums.

4. **Achieve Excellence:** IMLS strategically aligns its resources and relationships to support libraries and museums nationwide.
Funding Streams FY2019  $242M

$189M: Library Services and Technology Act
  Grants to States, Native American/Native Hawaiian, NLG, LB21

$32.5M: Museum Services Act

$2.3M: African American History and Culture Act

$18M: Museum and Library Services Act
  Data collection/analysis & administration
**Public Libraries in the United States**

**FISCAL YEAR 2015**

**July 2018**
### Data: Young Adult Programs

#### Table 2-6. Total Programs Offered and Total Program Attendance per 1,000 People by Program Type, Locale, and Population Size Served, FY 2015

<table>
<thead>
<tr>
<th>Category</th>
<th>Programs Offered per 1,000 People</th>
<th>Program Attendance per 1,000 People</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total Programs</td>
<td>Children’s Programs</td>
</tr>
<tr>
<td>Overall</td>
<td>15.21</td>
<td>8.61</td>
</tr>
<tr>
<td>Locale</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City</td>
<td>12.83</td>
<td>7.00</td>
</tr>
<tr>
<td>Suburb</td>
<td>15.47</td>
<td>8.52</td>
</tr>
<tr>
<td>Town</td>
<td>15.92</td>
<td>9.93</td>
</tr>
<tr>
<td>Rural</td>
<td>22.44</td>
<td>13.41</td>
</tr>
<tr>
<td>Population Size Served</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Very large (≥25,000)</td>
<td>12.59</td>
<td>7.04</td>
</tr>
<tr>
<td>Large (10,000–25,000)</td>
<td>25.45</td>
<td>14.78</td>
</tr>
<tr>
<td>Medium (2,500–9,999)</td>
<td>34.45</td>
<td>20.09</td>
</tr>
<tr>
<td>Small (&lt;2,500)</td>
<td>38.22</td>
<td>34.02</td>
</tr>
</tbody>
</table>

**Note:** Per 1,000 people estimates in the table use the medially predicted population. Calculations are based on unrounded estimates; therefore, reported totals may differ due to rounding.

**Source:** BLS, Public Libraries Survey, FY 2015.

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**Public Libraries in the United States Survey**
Social Wellbeing

- **Economic Wellbeing**: material standard of living—income, education, and labor force participation;
- **Economic and Ethnic Diversity**: the extent to which certain income levels and ethnic groups are concentrated or mixed in a place;
- **Health**: physical and mental health status as well as access to care;
- **School Effectiveness**: the degree to which the local school environment is conducive to learning—student achievement, dropout rates;
- **Cultural Engagement**: opportunities to experience one’s own cultural legacy and those of other residents;
- **Housing Quality**: physical and financial conditions associated with shelter—crowding, code violations, and relative cost burdens;
- **Political Voice**: freedom of expression and involvement in the democratic process;
- **Social Connection**: the presence of nonprofit organizations and cultural resources that connect at an institutional level, and the level of trust and neighborhood participation that underlie interpersonal relations;
- **Environment**: the quality and risks of the physical environment the presence of parks and open space, heat vulnerability, and environmental hazards;
- **Insecurity**: threats to physical security—violent and property crime, social tensions
RURAL
NATIVE AMERICAN
NATIVE HAWAIIAN
AFRICAN AMERICAN
VETERANS & CAREGIVERS
ACCESSIBILITY
WORKFORCE RE-ENTRY

STEM EXPERTS
INQUIRY-BASED LEARNING
COMMUNITY MEMORY AND CULTURAL IDENTITY
COLLECTIONS STEWARDSHIP
TRUSTED SPACES
COPYRIGHT & PRIVACY

Early learning
Medical Literacy
Financial literacy
Health
Summer opportunities
Digital inclusion
Drawing from our Collective Knowledge
Group Discussion

- Select a scribe with neat handwriting
- Discuss case study:
  - Imagine that this is happening in your community
  - Who would be the organization doing this?
  - What would be the challenges that organization would face in being successful
  - If you were asked how would they overcome those challenges
- Flip chart and prepare to report out to the full group
Supporting Community Collections: 
*Build Your Memory: DC Public Library*
- 7 Public Libraries will receive training, mentoring, equipment and financial support to create programs for community members to digitize and preserve their personal and family collections

*Archiving the Web: Empowering Public Librarians to Create Community History Web Archives: Internet Archive*
- Train 15 public librarians to capture historically valuable web materials documenting their local communities
Evolution of Shared Learning Spaces:

*Roots of Community: University of Southern Mississippi*

- Examine how public libraries in the past have been used as community learning spaces by members of marginalized and minority groups
Community-focused Capacity-building

**Community Catalyst:** Open grants in 2017 and 2018

- Approaches to develop a deeper mutual understanding of how with their communities to bring about positive change
- Research, case studies, town hall and report in 2016
- Includes technical assistance, evaluation, and peer learning

**STEMex:** Open grants in 2016

- Study public programs delivered by local STEM experts to children (ages 6 to 10) and their families in museum and library settings
- Inspire STEM careers, foster inquiry skills relevant to lifelong learning
- Includes evaluation and peer learning
Community-focused Capacity-building

Community Salute

- Approaches to develop a deeper mutual understanding of how to work with their communities to impact veterans/caregivers
- Research, case studies, town hall and report in 2016
- Tools include: asset and partner identification, journey mapping, data: available at https://www.imls.gov/issues/national-initiatives/community-salute

Impact of Museums and Libraries on Social Wellbeing

- Correlative analyses + case studies
Museums for All – with the Association of Children’s Museums

- Museums offer individual admission fees ranging from free to $3 to individuals and families presenting an Electronic Benefits Transfer (EBT) card and a valid form of photo ID.
- Facilitated more than 514,000 museum visits for low-income community members since its inception in 2014.
- Currently 190 participating museums representing 37 states and the District of Columbia
- California and Illinois have the most museums active with this effort
21st Century Community Learning Centers

Collaboration with the U.S. Dept. Ed to bring together science centers, children’s museums, and afterschool providers to leverage each other’s complementary strengths and collaborate

- 2015 pilot initiative with Exploratorium, a science museum in San Francisco, to introduce students at 25 21st CCLC sites in communities in California, Florida, New York, Pennsylvania, and Texas to STEM-rich making and tinkering activities

- Increase STEM programming for underserved students in sites nationwide

- Making: design thinking and project based learning
Educators from Scott Family Amazeum at worked with staff at six 21st Century Community Learning Centers to provide STEM-rich making activities for 82 students.
Lifelong Learning
Access + Literacy

Needs of At-risk Children and Families

Deconstructing Information Poverty--Identifying, Supporting, and Leveraging Local Expertise in Marginalized Communities: UNC Chapel Hill

- Partnership with Charlotte Mecklenburg Public Library and the Durham Public Library
- Both in-depth research in public library settings and development of practical tools/resources to build expertise and put it into practice
Social Connection

California State Library: Transforming Life After 50: positions libraries as cornerstone institutions for productive aging.

Westchester (NY) Library System: a creative aging toolkit for public libraries to deliver and sustain meaningful instructional arts programs for an aging population.

Frye Art Museum:
- *here:*now, an arts engagement program for adults living with dementia or Alzheimer’s and their care partners
- *Bridges*, an off-site program sending a teaching artist into an senior’s home or memory care facility for one-on-one creative artmaking.
Applying Community Catalyst
Community Catalyst

• Community networks
• Partners
• Intermediaries

Moving from attribution to contribution
Asset Based Community Development

• Focuses on leveraging existing strengths within the community
• Solutions to problems already exist within a community’s assets
  • Individuals
  • Associations
  • Institutions
  • Physical
  • Connections
• Not a needs-based lens, that emphasizes local deficits and looks to outside agencies/entities for resources
Collective Impact

- Community aspiration
  + Strategic learning
  + High leverage activities
  + Inclusive community engagement
  + Containers for change

......To Build Momentum
Darryl’s Journey: Vietnam War vet finds support for invisible wounds

Illustrative only— from Community Salute

**Active-Duty Service**

Drafted in the Vietnam War, he deploys weeks after his high school graduation, leaving behind a pregnant girlfriend and family.

He serves in Vietnam for one year. It’s like nothing he’s ever experienced before. During a mission in Vietnam, he takes a man’s life. This conflicts with his Islamic values.

The Marines offer to extend his service but he decides to go back home. There weren’t any programs to help him transition out, so he left with only his paperwork and a final pay check.

**Transition**

Upon returning home, he’s surprised by the anti-war sentiment and hostility toward returning soldiers. He is not open about his military experiences with anyone.

Unable to find a job in his field of training, his Dad hires him to work in the family carpeting business.

His mother, with whom he lives, passes away. He turns to drinking, loses his job and his home and ends up in prison.

**Civilian Life**

While incarcerated, he has several health issues and receives treatment. But when he’s released, he has no support systems. He quickly relapses and returns to prison.

At the VA, he receives counseling and support for his alcoholism & healthcare benefits. The VA connects him to a support home to help with his reintegration. He celebrates three years of being healthy and sober.

After his second release, his sister suggests he visit the VA to help him get healthcare and access resources.
Veterans Convening
## Supporting Veteran Population

### Catalyze Connections

**Connect veterans to benefits and services**
- Link veterans with service providers to meet specific needs
- Facilitate access to VA benefits and relevant information for veterans and military families
- Connect veterans with other veterans for peer-based support systems

**Sources:** FSG Interviews

### Curate Narratives

**Increase the understanding of the veteran and military family experience**
- Lift up narratives to raise civilian awareness
- Record and showcase the diversity of veteran and military family experiences
- Host and engage veterans and military families (e.g., Veterans Day) to create community connections

### Operate Programs

**Tailor programming specific to veteran and military families**
- Develop and host veteran and military family support services (e.g., healing arts programs, children’s programs)
- Provide training and skills-building programs
- Create safe and trusted spaces and opportunities for veterans to serve their communities
Veterans Resource Center:

- Dedicated SFPL volunteers and staff provide information about veteran benefits, resources, local services, computer use, and other support
- Features access to four Internet-connected computers and a printer, up-to-date information from service providers, and a circulating book collection.
- Social events such as films
- Veterans Connect @ The Library
Group Discussion

• Select a scribe with neat handwriting
• Discuss
  • What has worked well in partnering with museums or libraries in your community? What were the parameters for the partnerships?
  • Where has that not met your expectations and why?
  • What are possible solutions?
• Prepare to report out to the full group
Access for the Visually Impaired
SimplyE E-book Platform & Accessibility

- Library led open source E-book platform
- Advanced accessibility features
- Includes remediated accessible public domain collection
- Partnerships with multiple states & consortia on coordinated roll out over the next year
- librarysimplified.org/accessibility
Enhancing the Museum Experience for Visually Impaired and Blind Visitors

A digital guide to the museum, built with accessibility in mind, this app will enhance the experience of visitors of all abilities and learning styles while at the museum.
Rural
“Rural libraries sitting at the leadership table within their municipalities”

Goals for planning grant:

- Explore strategies for rural libraries to lead and facilitate community-led, municipal design processes.
- Use civic engagement tools, like asset mapping and dialogue facilitation, to build and train a representative, citizen-made Community Engagement Team.
- Create a blueprint for citizen-led engagement drawing from multiple community engagement toolboxes, a podcast of their experiences
Series of projects merging naturalist and art observation activities to promote science and art literacy for rural, mostly low-income second grade children in rural Maine.

- FY2013 Grant Project – The Young Naturalist As Artist Learning Program
- FY2014 Grant Project – Naturalist Scientist As Artist
- FY2015 Grant Project – The Young Naturalist Investigators
Creating a condensed version of "RACE: Are We So Different?" exhibition for distribution to rural areas and communities in Minnesota, northern Wisconsin, eastern North and South Dakota, and Iowa.
Native American and Native Hawaiian
Papahana Kuaola
Kaneohe, HI

- Created an exhibit with educational activities that enabled residents of and visitors to virtually explore the natural resources and cultural history of Ha‘iku Valley, in rural Waipao on the windward side of the island of O‘ahu.
Partnering with Humboldt State University, the Clarke Historical Museum, Local Contexts, the Center for Digital Archaeology, local school districts, and the tribe's youth employment project, Kaavchvaans.
Partnership of the Hoh Tribal Library and the Hoh Tribal Business Council

Goals:

- Support the development of early literacy skills in children, ages birth through eight, by starting a library home visiting program
- Increase culturally-based children and parenting materials, events and activities to respond to community needs and recommendations from state and national studies on early literacy development
- Connect babies, toddlers, children up to eight years old and their adult caregivers to learning experiences to increase children's pre-reading skills and parent/caregivers' awareness of those skills
Group Discussion

• Pick a museum or library scenario at your table
  • What would you do to extend and sustain the effects of this work?
  • What would success look like?
• Flipchart and prepare to report out
Grant Deadlines

• Find out more about our grant programs here: https://www.imls.gov/grants/grant-programs

• Apply for a Grant at: https://www.imls.gov/grants/apply-grant/available-grants
Credits and Citations - 1

• Slide 4, “Funding”: Shutterstock


• Slide 17, “Museums for All – with the Association of Children’s Museums”:
  - Kids ‘N’ Stuff Museum: Photo by Battle Creek CVB: https://www.flickr.com/photos/battlecreekcvb/2984491730/in/album-72157623475315115/, Creative Commons license Attribution 2.0 Generic: licensing information: https://creativecommons.org/licenses/by/2.0/;
  - Albion, Michigan Water Tower: Wikimedia Commons: https://commons.wikimedia.org/wiki/File:Albion_michigan_water_tower.jpg, Creative Commons license Attribution-ShareAlike 4.0 International: licensing information: https://creativecommons.org/licenses/by-sa/4.0/deed.en

• Slide 18, “21st Century Community Learning Centers,” Photo: Little Mud Makers engage in hands-on activities. Photo by Andrew Kelly. Used with permission.
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• Slide 19, “Scott Family Amazeum, Bentonville, AR”:
  • Images of kids (left and middle): Provided by NYSCI in association with the Dept. of Ed, 21CCLC project. All photos have releases.
  • Image of kids with adult (right): Photo by Anthony K. Valley, Flickr: https://www.flickr.com/photos/anthonykvalley/27583816785/: Creative Commons license Attribution-NonCommercial-ShareAlike 2.0 Generic: licensing information: https://creativecommons.org/licenses/by-nc-sa/2.0/


• Slide 24, “Community Catalyst”: Pictures from ABCD-DePaul Grantee Convening, February 6-8, 2018, Chicago, IL.

• Slides 27-31: Presentation by FSG at IMLS Community Salute town hall, San Antonio, November 15-18, 2016. Used with permission.
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• Slide 35: “SimplyE E-book Platform & Accessibility”: Texas State Library and Archives Commission, Patron-made eBook Instructions: Wikimedia Commons: [Link](https://commons.wikimedia.org/wiki/File:Patron-made_eBook_Instructions_(29922606866).jpg), Creative Commons license Attribution 2.0 Generic (CC BY 2.0): licensing information: [Link](https://creativecommons.org/licenses/by/2.0/)

• Slide 36: “North Carolina State Museum of Natural Sciences”: NC Museum Of Natural Sciences Nature Research Center-Daily Planet: Wikimedia Commons: [Link](https://commons.wikimedia.org/wiki/File:NC_Museum_Of_Natural_Sciences_Nature_Research_Center-Daily_Planet.jpeg), Creative Commons license CC0 1.0 Universal (CC0 1.0) Public Domain Dedication

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Slide 40, “Science Museum of Minnesota”:

- Ashland, WI, Street Scene: Photo by Ann Althouse: https://www.flickr.com/photos/althouse/259396162/in/photolist-oVtrC-oXoj5-8qYU27-9XYhGW-oXouh-ovsod-ovrk8m-8qVMit-ddkeXT-8JbexF-ddNbcU-kcBFVh-HSY55-HT2G8-TaCRM7-SDmQA5-SZpxeh-RZjdoR-cSBxaN-SDmU6b-SZpsNj-TeePE-XSMRq-SDmRAG-RWMNWa-RZjb9v-RZjm14-TeeHLD-SZgz88-SDmS7u-VcDLB-v2ragW-8ojaWW-vixTFe-er1x6A-cSFFjJ-awqFZZ-vc9xf-vU7Dms-vcvwBa-5mdhsm-utSeW-unbGv-omurJ-ufQ0eT-8iNuvM-uVX4Y-8iNobk-3SaPJ-awtzz;
- Fargo, ND, Street Scene: Photo by Ethan Kan: https://www.flickr.com/photos/ethankan/3860263215/in/photolist-6T9GU8-agy4Yt-pfcwRT-93e6Fe-agy7dM-5HLh7M-6oDYM-agBaJw-fCN3D-agyr7z-agydvD-agyPpK-agyPNa-8mBPg3-5wF9yL-8mBGZf-8mBHdu-S9nhp-8mBJa9-8mBLaj-8mBJC7-qai4r-8mBMCC-agBbns-agBpdu-9Lutyf-agB1LJ-agy1L2-9LiMv1-agBBSw-8mmkbq-agyfaZ-8kEfwA-7SmMbM-7Smbi5-agAX5q-agyBsv, Creative Commons license Attribution-ShareAlike 2.0 Generic: licensing information: https://creativecommons.org/licenses/by-sa/2.0/;
- Sioux Falls, SD, Street Scene: Photo by Jerry: https://www.flickr.com/photos/jerry7171/144252991/in/photolist-8LX6Pw-8MDCgH-665Sbg-dKkox-58ZBPd-8yaryi-8ydwjh-ayZWq6-8ydpbh-8yamGa-oHsntl-8yenob-6ycVU6-8ybkj2-8ydsQu-8ydxG7-8ye8my-ZlyfNv-8yaoS6-oHsndr-8yeoJW-8ye9e7-7abXZw-8yaZeV-Q3hEEF-7YrUS-R6m67x-PZv7PE-R6mcWV-pp2ae6-6bZDcK-GHNNy-FBHeQB-8MGB63-QLCetQ-8yaxYZ-8yagcr-27dp1W3-8yaSw8-xhaUa4-JmZXQ-oHsSvT-8ydJ6d-8yb1DF-8yemwb-8yuukf-8ye3wL-8yarN6-ZyJdPr-oHt352, Creative Commons license Attribution-ShareAlike 2.0 Generic: licensing information: https://creativecommons.org/licenses/by-sa/2.0/;
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• Slide 42, “Papahana Kuaola: Kaneohe, HI”: Hai’ku Valley: Creative Commons: Photo by Hawaiian Imagery, Flickr: https://www.flickr.com/photos/67349565@N08/15616957493: Creative Commons license Attribution-NonCommercial-NoDerivs 2.0 Generic: licensing information: https://creativecommons.org/licenses/by-nc-nd/2.0/

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