



# 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, Pottsville Library

BECAUSE OUR DIVIDED NATION NEEDS  
CONVERSATION MORE THAN EVER.



## 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*



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# SERIES 3: LEARNING SCHEDULE

## REGISTER NOW! IN-PERSON TRAINING WORKSHOP

**Libraries Transforming Communities:  
Dialogue & Deliberation for Small, Mid-  
sized, and/or Rural Libraries**  
*June 22, 2018*  
[apply.ala.org/LTC2018/](http://apply.ala.org/LTC2018/)



# TODAY'S PRESENTERS



**Sandy Heierbacher**

Founding Director

National Coalition for Dialogue &  
Deliberation



**Courtney Breese**

Managing Director

National Coalition for Dialogue &  
Deliberation



**Dianne Connery**

Director

Pottsboro (TX) Area Public Library



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FOR PUBLIC LIBRARIES SERVING SMALL, MID-SIZED OR RURAL COMMUNITIES

BECAUSE OUR DIVIDED NATION NEEDS  
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# 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



# PUBLIC LIBRARIES TODAY

**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](mailto:library@cityofpottsboro.com)  
903-786-8274



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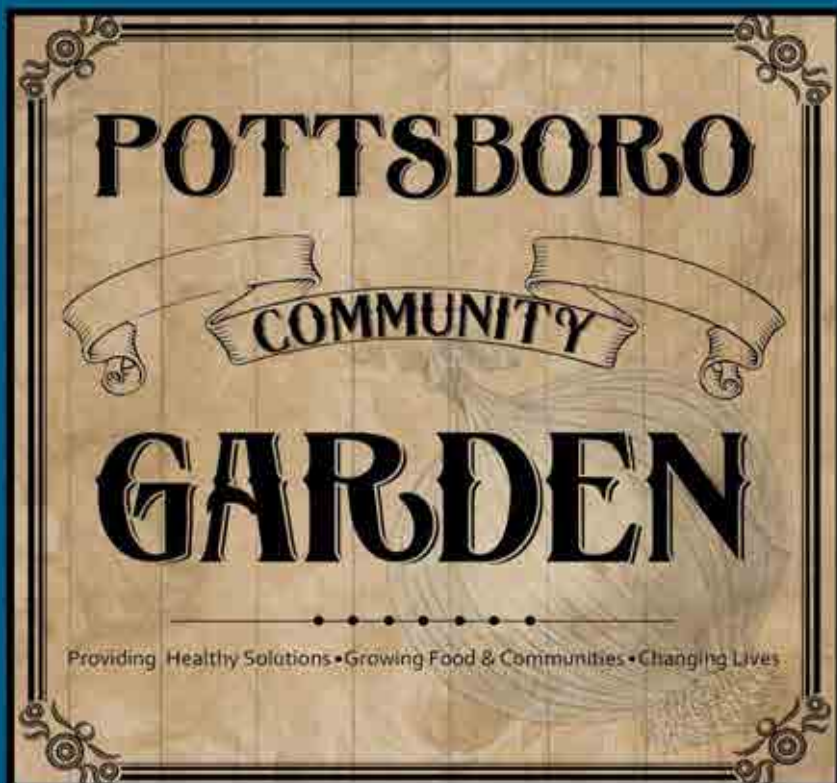


# ABOUT POTTSBORO

- ▶ Population: 2,306
- ▶ Located in northern Grayson County
- ▶ Approximately an hour north of Dallas



# POTTSBORO, TEXAS



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# PEOPLE WANTED TO BE INVOLVED IN SOMETHING BIGGER THAN THEMSELVES



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# FIRST BUSY BEE



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# EVENTS AND PROGRAMS

## GROW YOUR OWN FRUITS AND VEGETABLES

### 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](mailto:robinjones@pottsborocommunitygarden.org)

Like our Facebook page to stay up to date on all events.

[facebook.com/PottsboroCommunityGarden](https://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)



## SO YOU CAN BE HEALTHY AND STRONG

Providing Healthy Solutions • Growing Food & Communities • Changing Lives.

- ▶ Spring Fling
- ▶ Nature Classes
- ▶ 4<sup>th</sup> of July Painting with Wild Flowers
- ▶ Outside the Lines
- ▶ Gardening Classes
- ▶ Food Literacy Classes
- ▶ Circulate Dehydrator and Canning Supplies
- ▶ Earthen Building

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# MARKET SEGMENTATION



## Cozy Country Living The Great Outdoors

Households: 1,850,000  
Average Household Size: 2.43  
Median Age: 45.3  
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 298).
- 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).

### SOCIOECONOMIC TRAITS

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



## Cozy Country Living Salt of the Earth

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

6B

### 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 often tending 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 25 percent less than the national market.
- Two in three households are composed of married couples; less than half have children at home.

### SOCIOECONOMIC TRAITS

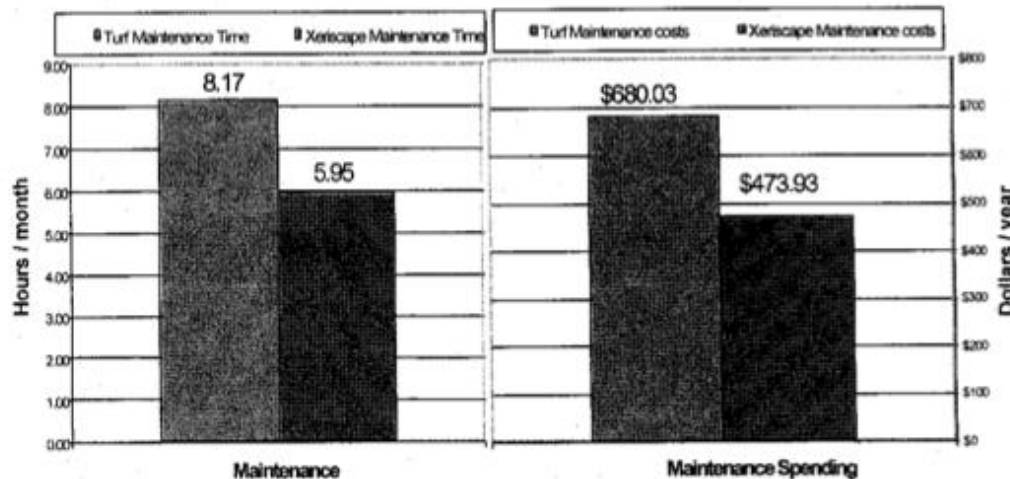
- Steady employment in construction, manufacturing, and related service industries.
- Completed education: 42% with a high school diploma only.
- Household income just over the national median, while net worth is double the national median.
- Spending time with family their top priority.
- Cost-conscious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



# 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





# MODES OF DISCOURSE

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

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

# WHY DIALOGUE & DELIBERATION?

"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?



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# WHY LIBRARIES?

“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

# WHY LIBRARIES?

“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.**”

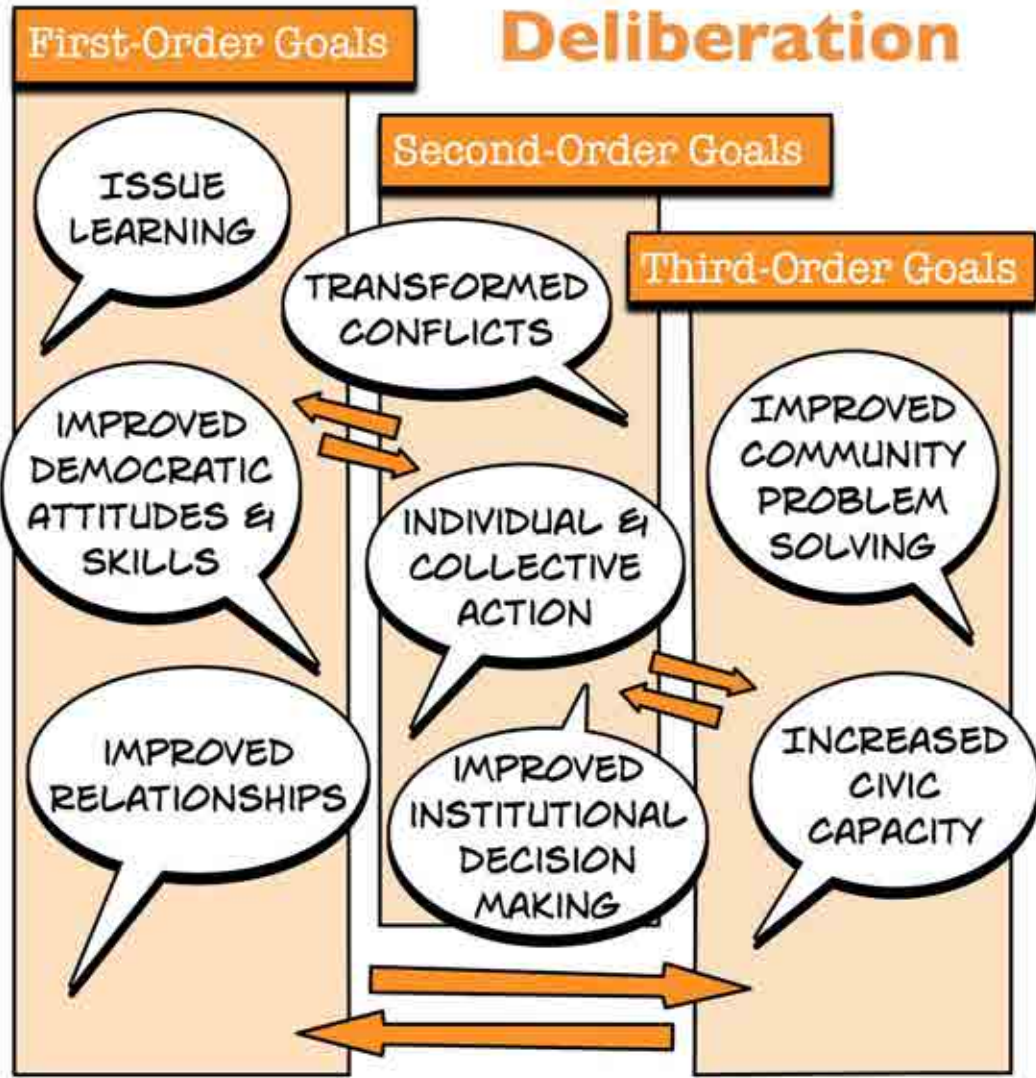
- Erica Freudenberger

# ELEMENTS FOR GOOD DIALOGUE

1. GOALS & A TIMELY TOPIC
2. GROUND RULES
3. A PROCESS & FACILITATOR



# Goals of Dialogue & Deliberation



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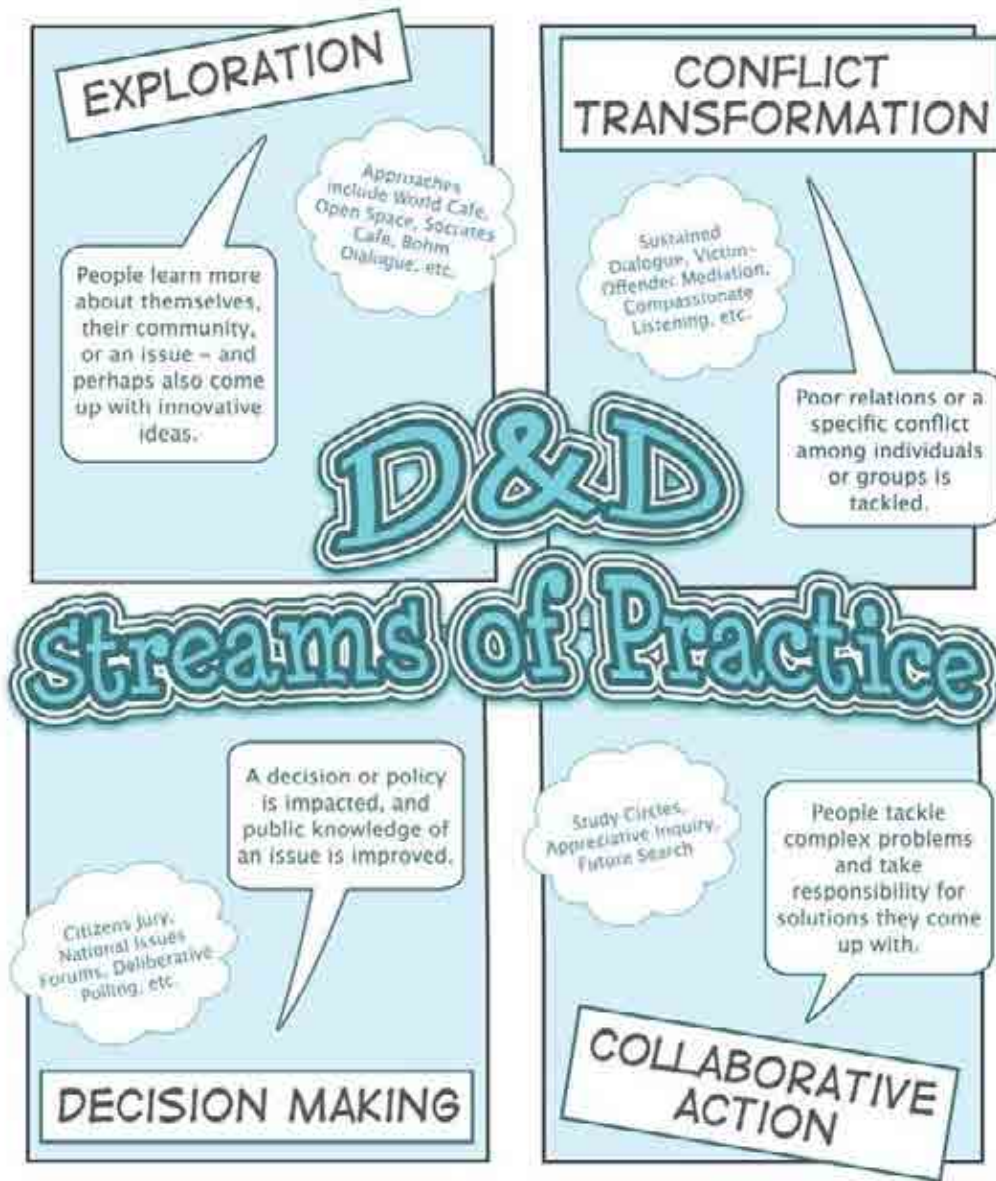
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# CREATE CLARITY ON YOUR INTENT

Graphic created by Sandy Heierbacher, NCDD (August 2000). Its 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 Carcassion of Colorado State University's Center for Public Deliberation, available at [www.publicagenda.org/cape](http://www.publicagenda.org/cape).



# ENGAGEMENT STREAMS FRAMEWORK



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](http://www.ncdd.org/streams)





# What is a topic that needs to be discussed in your community?



# CHOOSING A TOPIC OR ISSUE

"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



# FUTURE SEARCH



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# NEBRASKA LIBRARIES FUTURE SEARCH



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# CONVERSATION CAFÉ



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# CONVERSATION CAFÉ IN LIBRARIES



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# RESOURCES

**NCDD's RESOURCE CENTER:**

[ncdd.org/rc](https://ncdd.org/rc)

**BEGINNER'S GUIDE:**

[ncdd.org/rc/beginners-guide](https://ncdd.org/rc/beginners-guide)

**ALA LTC SITE:**

[ala.org/LTC](https://ala.org/LTC)

**ALA LTC LISTSERV:**

[communityengagement@lists.ala.org](mailto:communityengagement@lists.ala.org)

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# MORE QUESTIONS?

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# CLAIM YOUR BADGE

## INSTRUCTIONS

1. Visit [www.credly.com](http://www.credly.com)
2. Create an account or login
3. Click on “Claim Credit”
4. Enter “LTCPublic3” to claim badge





# THANK YOU!

ALA's Public Programs Office  
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