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, Pottsboro Library
SERIES 3: LEARNING SCHEDULE

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

REGISTRATION 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/

ala.org/LTC-models  #librariestransform
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
INTRODUCTION TO DIALOGUE & DELIBERATION:
FOR PUBLIC LIBRARIES SERVING SMALL, MID-SIZED OR RURAL COMMUNITIES

BECAUSE OUR DIVIDED NATION NEEDS CONVERSATION MORE THAN EVER.
ALA American Library Association
Public Library Association
ncdd
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
NCDD’S MEMBERSHIP NETWORK
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
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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

POTTSBORO
COMMUNITY
GARDEN
Providing Healthy Solutions • Growing Food & Communities • Changing Lives

connect here.
pottsboro
AREA LIBRARY
PEOPLE WANTED TO BE INVOLVED IN SOMETHING BIGGER THAN THEMSELVES
EVENTS AND PROGRAMS

► Spring Fling
► Nature Classes
► 4th of July Painting with Wild Flowers
► Outside the Lines
► Gardening Classes
► Food Literacy Classes
► Circulate Dehydrator and Canning Supplies
► Earthen Building
MARKET SEGMENTATION

**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 for 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 (26%) and mobile homes (16%).
- A significant inventory of seasonal housing is available (index 39).
- Residents live in small towns and rural communities throughout the West, South, and Northwest 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).

**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 plan sending to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors; they spend most of their leisure 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 years of employment in the Manufacturing and related industries. They may be experts with IT/IT 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**

- Skilled 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 not 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.
- Last 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.

- Turf Maintenance Time: 8.17 hours/month
- Xeriscape Maintenance Time: 5.96 hours/month
- Turf Maintenance Costs: $680.03/year
- Xeriscape Maintenance Costs: $473.93/year
# MODES OF DISCOURSE

<table>
<thead>
<tr>
<th>Debate</th>
<th>Dialogue</th>
<th>Deliberation</th>
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<tbody>
<tr>
<td>Compete</td>
<td>Exchange</td>
<td>Weigh</td>
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<tr>
<td>Argue</td>
<td>Discuss</td>
<td>Choose</td>
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<tr>
<td>Promote opinion</td>
<td>Build relationships</td>
<td>Make choices</td>
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<tr>
<td>Seek majority</td>
<td>Understand</td>
<td>Seek overlap</td>
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<tr>
<td>Persuade</td>
<td>Seek understanding</td>
<td>Seek common ground</td>
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<tr>
<td>Dig in</td>
<td>Reach across</td>
<td>Framed to make choices</td>
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<tr>
<td>Tight structure</td>
<td>Loose structure</td>
<td>Flexible structure</td>
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<tr>
<td>Express</td>
<td>Listen</td>
<td>Learn</td>
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<tr>
<td>Usually fast</td>
<td>Usually slow</td>
<td>Usually slow</td>
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<tr>
<td>Clarifies</td>
<td>Clarifies</td>
<td>Clarifies</td>
</tr>
<tr>
<td>Win/lose</td>
<td>No decision</td>
<td>Common ground</td>
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Excerpt from: The Public’s Voice: Building Community Engagement Through Deliberative Dialogues, Sandra Hodge, Ph.D. and Patty Dineen
"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?
"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
“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 Freudenerber
ELEMENTS FOR GOOD DIALOGUE

1. GOALS & A TIMELY TOPIC

2. GROUND RULES

3. A PROCESS & FACILITATOR
CREATE CLARITY ON YOUR INTENT

Graphic created by Sandy Heierbacher, NCDD (August 2000). The 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.
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
What is a topic that needs to be discussed in your community?
"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

It's an EXPLOSION of innovation!
CONVERSATION CAFÉ IN LIBRARIES
RESOURCES

NCDD’s RESOURCE CENTER:
ncdd.org/rc

BEGINNER’S GUIDE:
ncdd.org/rc/beginners-guide

ALA LTC SITE:
ala.org/LTC

ALA LTC LISTSERV:
communityengagement@lists.ala.org
MORE QUESTIONS?
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CLAIM YOUR BADGE

INSTRUCTIONS

1. Visit www.credly.com
2. Create an account or login
3. Click on “Claim Credit”
4. Enter “LTCPublic3” to claim badge
THANK YOU!

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