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Agenda

- Program Overview
- 12-month virtual cohort
- Media Training
- Community Survey
- Conferences: F2F in Lansing, Virtual
- Q&A

Learn more and apply: bit.ly/michiganpppl

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PROGRAM OVERVIEW

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Do you think about questions like this?

1. How can I better **tell my public library's story** to my board and community?
2. How can I **connect better to my community** and its leaders?
3. How do I **respond to media queries** or those who question the library's mission?
4. What does my **community really think** about the library?
5. What does my community **want, need, and aspire** to? Do I have a full picture of that, especially non-users?
6. How can I develop **stronger relationships with other public library directors** like me?

Learn more and apply: bit.ly/michiganpppl

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LM/UMSI Partnership: Post-Pandemic Public Library

- Monthly virtual meetings, Jan - Dec 2024
- Optional open chat after each meeting
- Workbook
- Media Training with Thom Fladung, Hennes Communications
- Community Survey led by U-M School of Information
- Presentation at F2F Conference in Lansing (March 21, 2025) or Virtual Conference (April 25, 2025)

Learn more and apply by Mon., Nov. 20, noon: bit.ly/michiganpppl

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BHAG: Strengthen the library's ability to support their communities and their communities' access

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12-MONTH VIRTUAL COHORT

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Virtual Cohort

- 100 seats
- Selected via application
 - Selection based on application information, # of seats allocated by class, geographical/coop diversity, eligibility for state aid, etc.
- 4 25-member cohorts, sorted by class size
 - Cohort A: All Class I, **Some Class II**
 - Cohort B: **Some Class II**, **Some Class III**
 - Cohort C: **Some Class III**, All Class IV
 - Cohort D: All Class V & All Class VI

Learn more and apply by Mon., Nov. 20, noon: bit.ly/michiganpppl

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Cohort Meetings

- Fridays
- See bit.ly/michiganpppl and click **SCHEDULE** at top
- 90 minutes formal content; optional 30-min informal chat afterwards
- Kristin Fontichiaro + guest speakers from the field, Thom Fladung of Hennes Communications
- Presentations, discussions, interactivity. Not just “sit and git”!

Learn more and apply by Mon., Nov. 20, noon: bit.ly/michiganpppl

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Monthly Themes

Jan. 2024 - Who and where we are right now
Feb. 2024 - Engaging with community
Mar. 2024 - Social media
Apr. 2024 - Language
May 2024 - Messaging strategies
June 2024 - Voices from the Field: What's working to strengthen community ties?
July 2024 - Customer service in changing times
Aug 2024 - Difficult conversations
Sep 2024 - Change management for staff and community
Oct. 2024 - Crisis management
Nov. 2024 - Your community's data
Dec. 2024 - Sharing your story: conference presentations

Learn more and apply by Mon., Nov. 20, noon: bit.ly/michiganpppl

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Workbook

- Small weekly nudges to help you build up your community relationships, prepare your library, and/or get you ready for the next meeting, such as:
 - Readings to prepare you for the next meeting (we provide the books)
 - Nudges to connect or reconnect with community leaders
 - Nudges to share information with staff

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A white rectangular slide with a black border. The title "Media Training" is at the top left. Below it is a bulleted list of seven items.

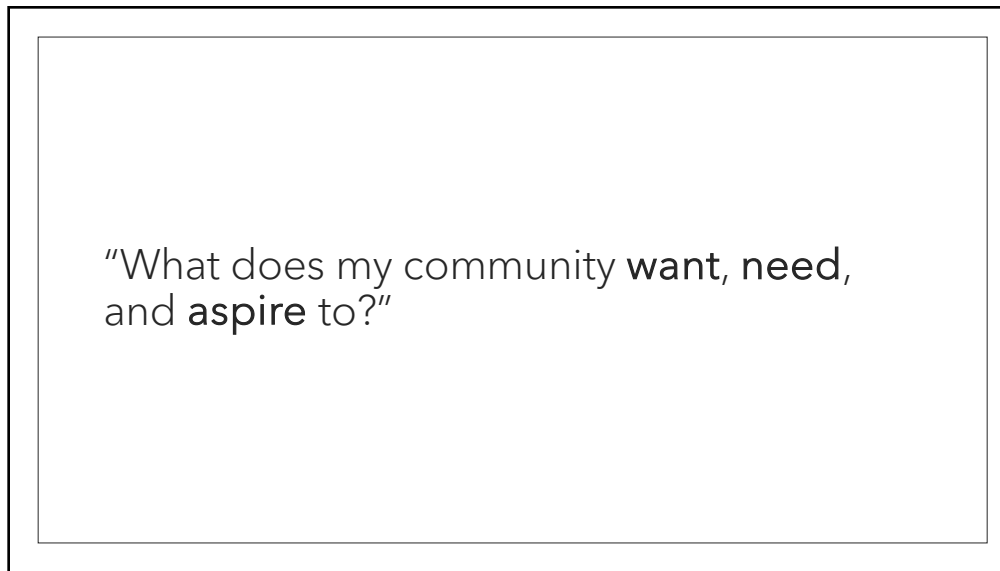
Media Training

- Improves your ability to tell your library's story, whether with members of the media or with board members, patrons, community activists, etc.
- Learn from former *Detroit Free Press* managing editor turned crisis communicator Thom Fladung from Cleveland's Hennes Communications (crisiscommunications.com)
- Small groups of 5
- Personalized to your library
- "The best professional development I've ever done"
- "Made me more confident to be proactive"

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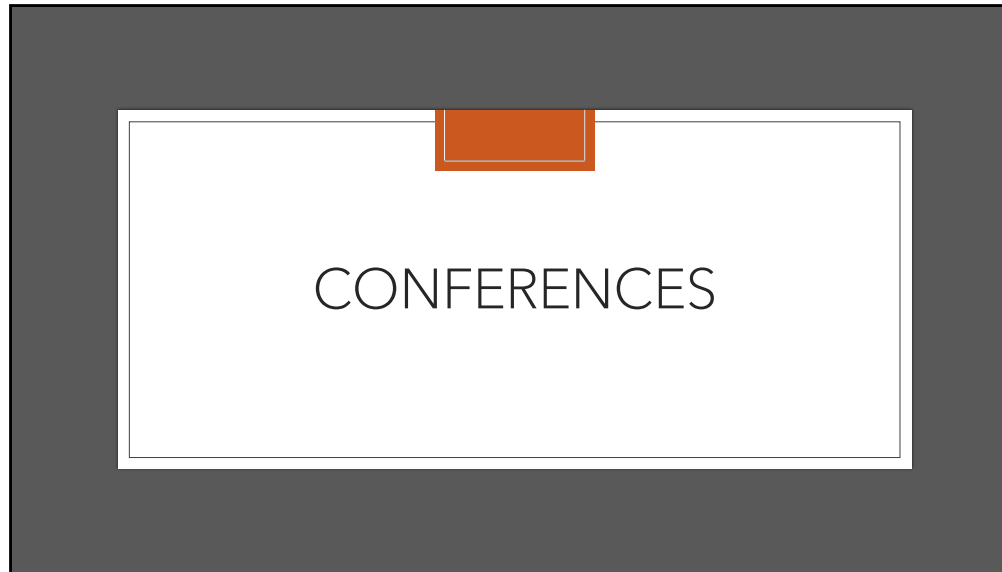
Real data from real people *in your community*

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Our job:	Design survey
Your job:	Promote survey on social media, in library
Our job:	Extract your data and help you understand what it means
Your job:	Act on it!

Potential extension: Request that UMSI students do qualitative interviews about your library in a future class

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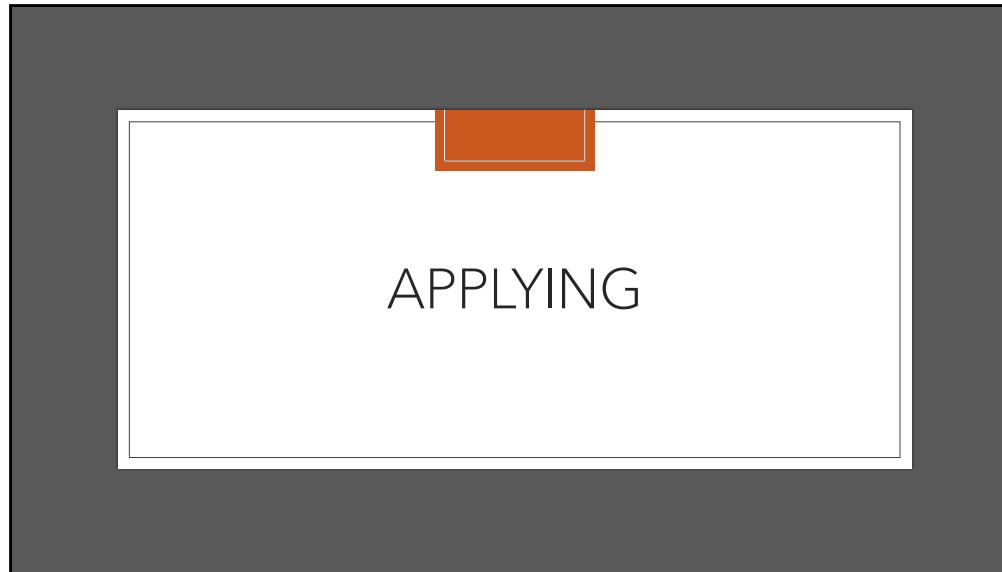


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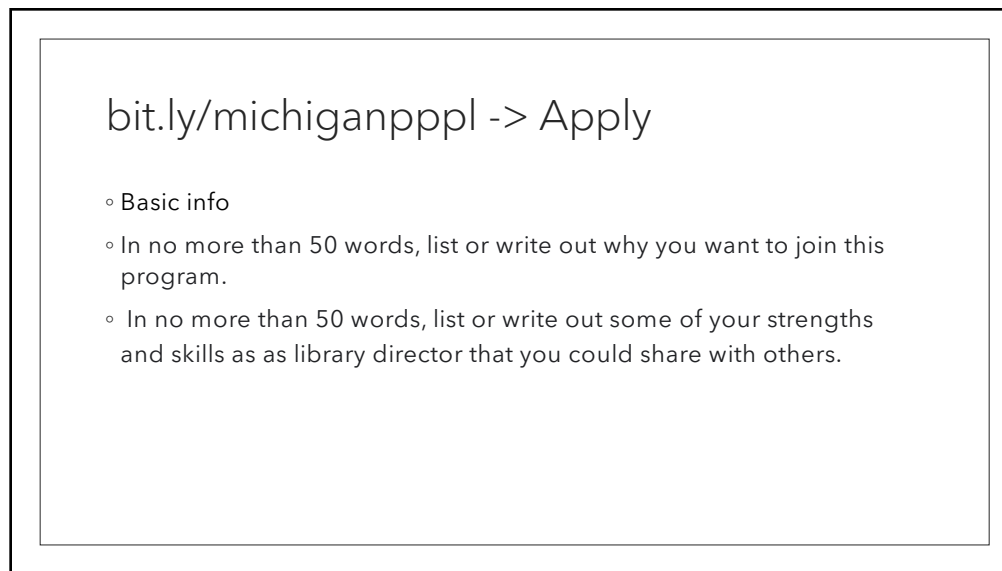
Present at one; attend either or both!

- F2F: March 21, 2025, at Library of Michigan in Lansing
 - All cohorts come together!
 - Free hotel, lunch, attendance
 - Some travel support
 - You share a session with 3 other presenters.
 - Each presents 15 minutes on something you have done/learned as a result of this project
- Virtual: April 25, 2025, via Zoom
 - All cohorts come together!
 - No expenses or travel support
 - You share a session with 3 other presenters.
 - Each presents 15 minutes on something you have done/learned as a result of this project

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Deadline to apply:
Mon., 11/20, noon Eastern

You'll hear back from us before 12/24.

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Q&A

You can also reach me at nextlevelleadership@umich.edu or 734.647.3593

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