



Public libraries are up to these core purposes:

- Encourage and build a love of reading
- Provide confidential and neutral access to information, ideas, and recreation
- Serve as place for individual self-education
- Serve as the community's living / meeting room safe place
- Help integrate technology into customer's lives
- Preserve the culture and history of the community
- Stimulate the imagination

The American Public Deserves

- Friendly library service in modern, safe, accessible and inviting buildings.
- The ability to use a library days, evenings and weekends and to use a virtual library 24 hours a day, 7 days a week, 365 days per year.
- Library collections that are current, relevant and responsive to the needs and interests of the community.
- Library collections reflecting the languages of community members and students, including non-English languages, Braille, video, audio, large print, and closed captioned.
- The guidance and assistance of skilled information professionals.
- Access to library service in their schools, colleges, workplace, and communities.
- Convenient, up-to-date, and unrestricted access to information in all its forms.
- A network of adequately funded, readily accessible school, public, and academic libraries that support a learning society and informed community.
- High-speed broadband access to the resources on the World Wide Web using state-of-the-art technology.
- Community-centered library programs that encourage discussion, debate and civic engagement.
- Libraries that value reading and create and sustain collections that encourage users to read for pleasure, information or enlightenment.
- Library services that support businesses, other workplaces, and economic development to create an information literate and competitive workforce.
- The opportunity to provide ideas, criticisms, compliments, suggestions on the operation and future of their libraries and volunteer for advocacy and support.

~ from *Toward a National Library Agenda*, American Library Association ~
http://wikis.ala.org/nationallibraryagenda/images/f/f4/Discussion_Draft_MW_2007_final_1-11-07.pdf

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The public library is a knowledge place.

The local public library is a public information utility - much like police and fire protection, garbage pickup, and electricity are public service utilities. That does not mean it forgoes its role in recreational reading, but that it is more than just a building warehousing books and computers. More people will use the services of their public library than those of most other municipal departments.

The public library is a community institution, primarily funded by tax revenues, where any person without regard to race, religion, or economic condition should be able to obtain free access to the recorded history, learning, and knowledge of mankind. ... The public library is the community's principal resource for assisting its citizens in the realization of their inalienable right to life, liberty, and the pursuit of happiness. ...

The mission of the public library is to serve the public.

Not *some* of the public,
All of the public.

- Whitney North Seymour, Jr.

Free public library service is an indispensable part of a well-rounded program of community life. It strengthens and extends appreciation of the cultural and spiritual values of life; it diffuses information and ideas necessary to the present welfare and future advancement of a community; it offers every citizen the means of self-education throughout life.

- Conference of Southern Leaders

Libraries are the **appliances of mental growth.**

- Mary Utopia Rothrock

Libraries are **key technology hubs** in their communities.

- Pew Research Center

The mission of libraries is **to improve society through facilitating knowledge creation** in their communities.

- R. David Lankes

The public library is our Auntie Mame:

"Ah, Patrick, I shall open doors for you, doors you never dreamed existed."

The Public Library - An Essential American Freedom

The United States is the first country in the history of the world where citizens established and maintained a system of free public libraries: open to all, a basic freedom in keeping with the spirit of the First Amendment to the Constitution – to explore the world of ideas and information. Public libraries are an American value, born of the idea that a free people should have free access to all kinds of information. In practice, this means that libraries give citizens access to a full spectrum of ideas that allows us to learn what we want, explore many points of view, and make informed decisions. This even includes some types of materials and ideas we might not necessarily agree with or choose for our children or ourselves.

Today's libraries are more vital than ever. Most of us could never afford to buy the pbooks, ebooks, magazines, DVDs, CDs, newspapers, software, and computers the library offers our families. And, contrary to popular belief, the vast majority of Americans do not yet have online connections at home. For those without Internet access at home, work, or school, research shows that public library is the number one place for access.

So, just what is a public library?

1. The library **is more than a building: it is a staff** ready to help customers of all ages search for knowledge, information, and recreation. In addition, the staff will provide assistance in the use of the materials and equipment in the library.

2. The library **has resources to help parents teach their preschoolers to learn to read.** By using the library early and often for both learning and pleasure, children will develop the critical thinking skills they need to succeed in school and throughout their lives.

3. The library **has resources to help elementary, secondary, and college students do their homework** and school projects, especially at times when school libraries are closed or don't have what's needed.

4. The library **is a place for self-education and lifelong learning, exploration, and examination.** Customers of all ages can investigate any topic of particular interest to them, for delight or to increase their personal skills, such as adults finding help to learn to read.

5. With its computers, the library **is a 24/7 365 days a year access point to the Internet and its wide range of databases.** Someone has written that the Internet is the best library in the world, but all its books are strewn all over the floor. A real problem with the Internet is that information found there may be incomplete, out-of-date, factually wrong, biased, or just plain pranks. Since no one evaluates or edits the material on the Internet, anybody can publish anything. What the Internet needs is a good librarian, and one can be found at the local public library.

6. The library **supports local economic development,** finding information needed by local businesses and government officials, including entrepreneurs who want to start new businesses.

7. The library **offers an abundance of recreational reading, viewing, and listening materials** just for fun and pleasure. It is interesting to note in this age of computers that more books are being published and sold today than at any time in our country's history.

8. The library **is ready to borrow materials from other libraries** throughout the state and nation to meet customer needs and interests which are not met by materials in the local building.

9. The library **is the community living room,** offering a safe space to work, think, and create.

10. The library **is evidence of the quality of a community's life and what government officials think of their residents:** it provides some of the tools needed to help us live. A community without a healthy, growing public library is not a healthy, growing place.

Although libraries may not look like they've changed, they are changing and dynamic places that exist and adjust to meet the needs and interests of their community residents.

The library is an open door to the world, helping to enrich our minds, defend our right to know, safeguard our freedoms, and keep democracy healthy.

All you have to do to take advantage of these services (prepaid with our tax dollars) is to walk in the door. The library staff will be glad to show you and your family around, help you find what you need – whether it's a picture book, a class on how to use the Internet, searching for your family roots, finishing a school assignment, finding a good recipe for tonight's dinner, looking for tips on how to write a resume, start a business, or whatever you need

The Library is a Person - and that Person is the Director. Be a servant-oriented Library Director - not a clerk.

- ❑ The library is a direct reflection of the library director:
 - if the library director is terrific, so will be the library;
 - if the library director is unpleasant, the library will be an unpleasant place.
- ❑ The library director must understand own leadership style.
- ❑ The library director must be a leader-manager.
- ❑ The library director must know the difference between being a manager and a leader.
 - Warren Bennis: “Managers are people who do things right;
Leaders are people who do the right thing.”
 - Grace Hopper: “You manage things, you lead people.
We went overboard on management and forgot about leadership.”
- ❑ The library director & staff must understand and practice the principles of servant leadership.
- ❑ The library director must hire a terrific staff !
- ❑ The library director & staff must support the *Statement of Professional Ethics*.
- ❑ The library director & staff must believe in and support the principles of intellectual freedom as described in the *Library Bill of Rights*, *The Freedom to Read*, and the *Freedom to View*.
- ❑ The library director & staff must be aware of own personal biases and prejudices.
- ❑ The library director & staff must be aware of all elements of the community being served.
- ❑ The library director & staff must be committed to serving all the public’s information needs.
- ❑ The library director must spend at least **10% of work time outside** of the library building
 - . . . attending meetings of the
 - ✓ Community / Economic development committees;
 - ✓ Chamber of Commerce (library should join);
 - ✓ Stakeholder groups.
 - . . . marketing the library.
- ❑ Understand the concept of **SUSTAINABLE**: Lyn Hopper: “Planning to Thrive - Sustainable Public Libraries.” <http://publiclibrariesonline.org/2013/06/planning-to-thrive-sustainable-public-libraries/>
- ❑ Keep up-to-date by reading regularly and widely through
 - Local newspaper(s) *Congregational Libraries Today*
 - People* *CBA Retailers + Resources*
 - Entertainment Weekly* Gates Notes - <http://www.thegatesnotes.com/>
 - The Week* *American Libraries Direct* - <http://americanlibrariesmagazine.org/aldirect>
 - New York Time Book Review* *Public Libraries Online* - <http://publiclibrariesonline.org/>
 - Booklist* *Association for Rural & Small Libraries* - <http://www.arsl.info/>
 - Wall Street Journal*
 - Library Journal*
 - American Libraries*

And, without fail, the weekend BOOK-TV <http://www.booktv.org/schedule.aspx> , which should also be a link on every local library website.

Check resources: <http://rurallibrarydirectors.pbworks.com/w/page/47526582/FrontPage#marketing>

Even in the rural areas where libraries exist, we are operating them chiefly upon patterns determined by the conditions of urban life, with faint regard for the differences of environment, occupation and social organization which characterize their users. ...

The pressing obligation which confronts us at the moment is to create a type of rural library service not in the conventional pattern, but designed to meet the specialized need of present-day rural life.

- Mary Utopia Rothrock -

Rural libraries cannot afford to be archives of outdated materials. Leave that function to other libraries and concentrate on current materials.

- Thomas Hennen, *Library Service to Farmers* -