



## Public Library: Community Engagement Competencies

### **1. Understand the public library sector and the policies, issues and trends that contribute to or impact on the community.**

(e.g. local area demographics; local, state and federal government policies; ethical and legal issues; communicate the value of library services; monitor use of facilities and address issues in planning for the future; understand importance of transparency; placemaking and space making principles; strategies to identify sectors of community being overlooked...)

### **2. Understand the principles and practices related to providing information services to meet the needs of the community.**

(e.g. use needs assessments to gather data; leverage community to build support for services and one-off campaigns; address need for community-focused spaces in the building; implement feedback mechanisms, respond to feedback and share openly with interested parties; address barriers to community use of the library and its services; support for Massive Open Online Courses MOOCS...)

### **3. Know and understand the vital importance of reading among community groups and actively promote and support programs, especially for sectors of the community with identified literacy barriers.**

(e.g. engagement with other organisations and underserved segments of the population; strategic partnerships to address literacy issues in the community; commitment to engage with the community beyond the library building...)

#### **4. Understand the management of resources in a broad range of formats.**

(e.g. pursue diversity in the collection; focus on under-represented segments of the community; management of gallery and display spaces; establish criteria for evaluation of materials in all genres and formats; establish creative mechanisms for community feedback and suggestions for purchase...)

#### **5. Know and understand the application of leadership, finance, communication, marketing and management theory and techniques.**

(e.g. devise strategic collaborations with existing organisations to benefit both the community and the library service; demonstrate creativity and openness to new ideas; establish an environment where community groups are encouraged to participate in library programs; establish measures to manage community spaces and access; measurement of program outcomes; event management, marketing; project management...)

#### **6. Understand and use current technology and systems to manage community collections and programs.**

(e.g. library systems implications for original cataloguing; opportunities for use of mobile technologies in community programs, database creation and management...)

#### **7. Understand the importance of digital literacy in the wider community, and assist in its development.**

(e.g. best practices in online safety programs; skill-appropriate technology services; identify information-seeking behaviour of different community sectors; provide workshops for individuals and groups to build their technology skills...)

#### **8. Maintain currency of professional knowledge and practice.**

(e.g. participation in professional organisations; attending formal conferences and workshops; participating in informal workplace learning activities; research and publishing in LIS...)