



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...)