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Info 287-14 – The Hyperlinked Library – Dr. Michael Stephens
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Author Note

An infinite thank you to Dr. Michael Stephens for a transformative learning experience.

Emerging Technology Planning – Info 287-14 -Professor Michael Stephens

Project Title: Joy Lab

Project Location: Lacey Timberland Regional Public Library in Lacey, Washington

Project Launch Date: Summer 2019 (June 15, 2019-September 4, 2019)

Inspiration

Driving my two-year old daughter back from her weekly “[gym](#)” class (I am talking ball-pit, huge trampolines, sing-alongs and puppet shows what is not to love) I passed a very boho little store-front in Atwater Village that had a huge banner writ large inquiring “does it spark joy?” This really struck me as a fundamental question that we often forget to ask.

While my daughter is a constant source of happiness and the gym class is wonderful, the last time I really felt sincerely joyful, was taking her to [Rock and Roll Playhouse](#), which is a cover band for kids (we attended the Rolling Stones, and Bob Marley is coming up next month which I will absolutely be going to). It was so unexpected, inclusive of parents, kids, relatives, friends, and fresh babies, dancing with my daughter and watching her discover glow sticks and seeing the joy on everyone’s faces really made me think about how some learning is learning how to feel fulfilled, how to cultivate a sense of community, and how to make the unexpected a priority in your life.

The other main inspiration was a recent [podcast hosted by Dr. Peter Attia \(2018\) with Dr. Sam Harris](#) discussing the “transformative power of mindfulness.” Harris unpacks the concept of happiness and his recommendation is to “think about well-being and flourishing more than...the narrow conception of happiness” (Attia, 2018). Harris points out that “resiliency is part of well-being,” but that resiliency comes out of a loss, a struggle, a challenge, being out of one’s comfort zone, it is to be strong and flexible: resiliency is being open to new things and change (Attia, 2018).

Change management is such a crucial skill for librarians and librarian leaders in the constantly evolving world (Bell, 2018 and Golden, 2015). As [Bell \(2018\)](#) describes, “in a constant change environment, leaders need to do more than manage change, they need to create a change-ready culture.” Change-readiness should thus be a skill, ethos, and lifestyle librarians share with the communities they serve to cultivate a resilient and vibrant culture of change.

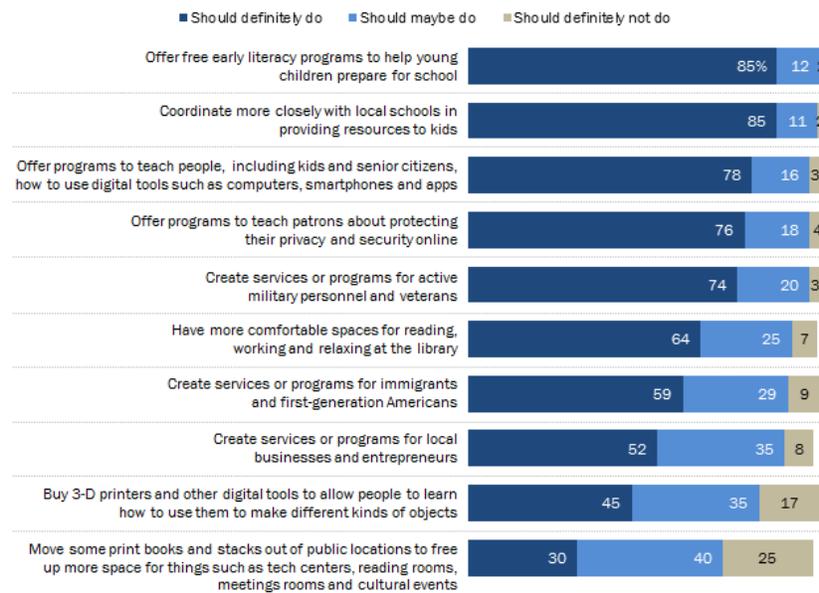
Goals and Objectives of Joy Lab

Providing a space dedicated to opportunities to change, to learn, to flourish and do the unexpected is the objective of the Joy Lab. The goal is to launch the Joy Lab this summer with a three-prong focus on [top services Americans want from public libraries](#) based on recent PEW research (Horrigan, 2015). The initial Joy Lab programs will focus on three areas Pew research indicates that Americans want public libraries to support (see list and chart below):

- Local education (offer free literacy programs to help younger children prepare for school; coordinate more closely with local schools in providing resources to kids);
- Coordinate more closely with local schools in providing resources; help local job seekers and those upgrading their work skills;
- Offer programs to teach people, including kids and senior citizens, how to use digital tools such as computers, smartphones, and apps (Horrigan, 2015).

Public Wants Libraries to Advance Education, Improve Digital Literacy and Serve Key Groups

% of those ages 16+ who say that libraries should definitely, maybe or definitely not do these things



Source: Pew Research Center survey March 17-April 12, 2015. N=2,004 Americans ages 16 and older

PEW RESEARCH CENTER

Figure 1 (Horrigan, 2015).

To target these three top areas of perceived need and potential positive impact, the initial launch of Joy Lab programming will focus on the three following initial offerings:

Kids and parents

- **Toddler Rumpus:** a weekly opportunity for parents and children ages 0-5 to join the library for whimsical and creative fun, reading, songs, and play. Refreshments and snacks; parents are encouraged to bring children's and parenting books to trade. Every 3 weeks, Toddler Rumpus will be held outdoors at a park location as a "pop-up" event.

Teen/young adult students/job seekers

- **Social Media Interns:** a summer internship learning the ropes of social media promotion and marketing; working with fellow interns to plan and implement a Joy Lab event.

Seniors

- Vintage Photo Club: a weekly opportunity to bring in photos and learn to scan, save and share via Instagram, email, Facebook, etc. Turning your memories into magic.

The Community

Lacey, Washington is a suburb of Olympia, Washington, and the mixed urban and rural area has a population of around 49,000 (“Lacey, WA population,” 2019). Lacey prides itself on being a “popular retirement mecca,” (“The community,” n.d.) with 21% of the current population falling within the senior bracket (“Lacey, WA population,” 2019). In terms of the other target demographics for Joy Lab, about 7% of the population is under the age of 5, and 14% are aged 15-20 per recent census data (“Lacey, WA population,” 2019). While the largest age demographic age bracket is currently 25-35, Lacey Public Library and the Joy Lab will strategically undertake specific surveying and interviewing of this population in the Summer of 2019 before designing programming for Summer 2020 in order to best meet the needs of this demographic; some of these needs will be at least partially addressed by the parent-child and teen programming as nearly half of households have children under the age of 18 (“Lacey, WA population,” 2019).

Personal note: I grew up about 30 minutes south of Lacey, so can attest for the fact that there is nothing to do in the summer for teenagers and young adults. This is certainly conducive to creativity and freedom; I spent several glorious summers getting lost in the woods, perfecting the art of country driving, writing poetry, and thrift store shopping at a professional level. However, there were no opportunities for work, even fewer for internships, community service, or other potentially enriching activities that might have helped diversify my days and have also given me skills, encouragement to use technology, the chance to connect and to be pushed outside my comfort zone in very beneficial ways. My vision is for Joy Lab to advocate for taking a chance, being open to change, and providing real, inclusive ways to engage the community.

Action Brief Statements

For Patrons

Convince parents of young children that by coming to the library and connecting with other parents and attending events they will enjoy their summer more, meet new people, and learn new ways to connect with their children and have fun reading, which will encourage parents to come to the library for community, support, and creative learning because Lacey public library is there for parents to offer unique, joyful experiences with their children.

Convince bored and frustrated teens and young adults that the library offers opportunities to learn new skills, and that by networking with the library for creative ideas and career experiences they will enjoy their summer more and improve their future, which will encourage the utilization and promotion of library services by teens because Lacey public library is not lame or useless, it is a cool place to socialize, learn, gain skills and be seen.

Convince seniors that by coming to the library, they can learn how new technology works and is a way to share their life and stories with others, and that by trying new things they will enjoy their summer more, meet new people, and do something cool which will encourage seniors to try out technology and be excited by the library because the Lacey public library values the community and technology is for everyone.

For Stakeholders

Convince key demographics of teens/young adults, parents, and seniors that by coming to the library this summer to connect and learn they will enjoy their summer more, feel less isolated, and learn new technology and resources which will build excitement for, and utilization of, the library because Lacey public library is a rich, thriving, resilient organization worthy of your support as it provides exciting, inclusive and essential services to the community.

For Librarians/Internal Employees

Convince teens/young adults, parents, and seniors that by coming to the library this summer they will: have fun and learn which will: encourage key demographics of the community to come to the library more often because Lacey public library is super cool, loves its' community and is full of unlimited joy just waiting to be discovered.

Evidence and Resources to Support Technology or Service

As Stephens (n.d.) emphasizes in Module 4 lecture "Participatory service and transparency," the future of libraries lies in participatory services. So, what better way to create a participatory service than to have a new service that specifically invites people to participate in what and who the library is and in the design of library resources. I also found the ideas from Stephens's (n.d.) 10 steps of planning as outlined in Module 7 lecture to be an informative resource in particular the importance of "spotting trends and making them opportunities" and "overthink and die!" So, I wanted to not overthink it and design a very immediately actionable plan with the insights and vision of "Anythink Libraries: 2012-2014 Strategic Plan" (2012) in mind.

For the internship program, I think the Public Library Association's (PLA) (2019) [inclusive internship initiative](#) as providing a compelling template for the vision of Joy Lab's internship concept.

Other Evidence

Listed below are super cool successful pop up library examples that will guide future Joy Lab programming for pop up events; Lacey alone has 29 city parks ("The community," n.d.) and being only four miles away from Olympia, this connects the community to even more parks, many of which include a beach, such as [Priest Point Park](#). In addition, Lacey is closely proximate to multiple docks, marinas, and harbors, like [Boston Harbor Marina](#) and [Percival Landing Park](#) that would be perfect locations for pop-up library events.

Lacey and Olympia are also home to a thriving local artisanal and farming community so that the [Farmer's Market](#) is a crucial location to begin utilizing as a space for community connections, pop-up library programs and fundraising events.

Here are some awesome examples to base further Joy Lab programs upon:

- [Outdoor pop-up library offers big entertainment and exploration](#)
- [Oak Park Public Library pop-up library in the park](#)
- [Pop-Up Library Pinterest Board](#)
- [Santa Monica Public Library Pop-Up Beach Library](#) – as Library Services Director Patty Wong explains, "Libraries are a vibrant space for learning, but the enrichment doesn't only live within the walls of the library" ("SoCal's only pop-up beach library is back for year 4," 2018).

The artisanal community in Lacey and Olympia also inspires my first idea for the 25-35 age bracket for next summer, something super simple, like "Beers and Books;" partner with local [Fish Tail Brewpub](#) to donate the beer so that the ticket price for event would be a donation to the library. Participants would enjoy "tasting flights" of beers and of book excerpts to find out fun things, such as who is your author doppelganger, what should I read this summer, and posting results to Instagram and tagging @laceylibrary #beersbooks and testing out the library app (currently in design) to reserve recommended reading. One aspect of these could also be a special night dedicated to those interested in learning the craft of brewing and how the library can provide virtual and physical resources. Similar concepts could then be expanded to other artisanal/local industries such as farming, cheese making, coffee roasting, etc.

Some sources here:

- [Books and Brews](#)
- [Brewchive](#) – a 2018 John Cotton Dana Winner

I enjoy finding resources and inspiration in unexpected places and would suggest the library start a Joy Lab Pinterest board (with the help of the social media interns and the input of everyone and the specific current programs in motion with parents, kids and seniors of course☺).

[KonMari](#): A blog/shop/now Netflix show run by a design and lifestyle guru Marie Kondo: "our goal is to help more people tidy their spaces by choosing joy" (2019). What I like about this is using technology to engage with your personal space and experience in a transformative way.

I love the idea of trying to design life-long learning and well-being programming for the 25-35 demographic. Working with local yoga studios, the library could offer a weekly free "retreat" to provide yoga classes, meditation classes, mindfulness classes, etc. leveraging the services of volunteer instructors (or students trying to gain "practice hours").

I think libraries could really help connect new parents with online parenting forums and resources, such as:

[Want to be a happy parent? Let go of these 15 things to find joy](#)

[The Whole Brained Child](#) (my favorite parenting book; I whole-heartedly recommend – the library could select a few parenting books and use fundraising to get copies for parents and do a speed talk download reading group discussion during Joy Lab kid programming or have parents meet via Zoom or another web-conferencing software for an evening virtual book group to discuss). An additional future concept is for a Joy Lab podcast that features story time for kids and advice/q&a/vent time for parents and weekly you-tube programming where a librarian reads and recommends a few books.

Mission, Guidelines, and Policies

The Joy Lab will follow the policies of the Timberland Regional Library (TRL) as shared [here](#) and adhere to the TRL [mission and vision](#) as outlined below:

- Mission: “TRL invites discovery and interaction...for learning, enrichment, and enjoyment for people of all ages in our diverse communities” (“Mission and Vision,” 2019).
- Vision: “For those who seek – a connection; for those who question – a dialog; for those who create – a palette; for those who imagine – a story; for all – a place to belong” (“Mission and Vision,” 2019).
- Values: service, integrity, collaboration, and community focus (“Mission and Vision,” 2019).

The Joy Lab will be inspired by the [Anythink Staff Manifesto](#) (n.d.) to encourage creative staff engagement with the concept of sparking ideas and being a conduit to joy.

Funding Considerations for this Technology or Service

For Toddler Rumpus: Do a book drive with the [Friends of the Library](#) to seek donations of children’s books /parenting books to the program, and to donate the proceeds of any books sold for ages under 10 to the program. Run this book drive through the library, promoting on website and with print promotion. Partner with major Olympia-area baby stuff sale, [Just Between Friends](#) to see if for the upcoming sale May 2-5, 2019, that either a small percentage of overall proceeds could go to Toddler Rumpus, or if a specific donation center for books/educational toys could be included at the sale and promoted. Reach out to area daycares and preschools to promote the program and ask for donations of books/educational toys. The only technology needed would be a dedicated smartphone for the librarian running the program to use for creating playlists, recording videos, taking pictures, etc., and a Bluetooth speaker for pop-up events.

Some proceeds from [Friends of the Library](#) could help go towards these technology purchases and the library could check in with local high schools/colleges with slimmer summer time programming to see if Bluetooth speakers to borrow for the summer. 1 primary staff member

would be needed to run program, the librarian already running children's programming as described in next section, and the rest of the staffing would be comprised of volunteers/interns.

Summer Interns: This project would require potential donation of technology if a teen or young adult that was interested in participating did not have access to a smart phone. Library staff and [Friends of the Library](#) could be surveyed to see if anyone had an extra device, either a phone or iPod with a camera, no longer in use (so participant could use on wifi/as a camera). The main funding needs would be for 1 dedicated staff member (as outlined below in staffing considerations). For fundraising efforts, partnering with local high schools and colleges to identify potential donors, sponsors, volunteers and participants would be an effective strategy to bring in additional resources.

Vintage Photo Club: The technology needed would be 3 more basic printer/scanners like [this](#) and usb drives for participants like [these](#). The library can utilize computers already available to be dedicated to the program during the hours needed. To fund this program TRL will start "Vintage Vibes" a garage sale/vintage bazaar hosted by the Library in early June and again in early August – people can donate antiques, library will donate some historical books and partner with local vintage stores and record stores to donate a few items for sale. TRL will reach out to local bakeries and coffee shops for coffee/pastry donations. The social media interns and [Friends of the Library](#) can assist with this event.

In addition, for supplies, TRL will see if local tech-support businesses will donate thumb drives and also ask [Friends of the Library](#) to see if they can leverage some resources from their used book sales, and feature a program starting in April and running through August of donate proceeds of any books published before 1965 to the Senior programming.

Action Steps & Timeline

The Joy Lab will launch June 15, 2019, so action steps begin in April 2019.

April

- Partner with local high schools, community colleges, and colleges to promote the *Social Media Interns* program and seek participants and resources.
- Work with [Friends of the Library](#) to feature and promote book sales for *Toddler Rumpus* and *Vintage Photo Club*.
- Begin seeking donations/volunteers/participants for "Vintage Vibes" garage sale in May.
- Interview/select staff members to oversee *Vintage Photo Club*, *Social Media Interns*, and *Toddler Rumpus*.
- Strategic staff-wide meeting to identify any additional resources and any adjustments to programming, staffing concerns, or other questions. Ensure entire staff can speak to the programming, help promote it, and is able to

participate if at all possible, either as employee or volunteer depending on staffing resources. Meet with [Friends of the Library](#) as well to outline program.

May

- “Vintage Vibes” garage sale to support *Vintage Photo Club*.
- Start staff members overseeing *Vintage Photo Club*, *Social Media Interns*, and *Toddler Rumpus* in role with the mission to promote and secure participants and volunteers.
- *Toddler Rumpus* fundraising at the [Just Between Friends](#) baby sale.
- Begin any staff/volunteer training needing.

June

- Programming staff and volunteer check-ins/meetings to ensure everyone is ready to go/what else is needed.
- Programming begins June 15.

Staffing Considerations for this Technology or Service

For Summer Interns: Creative idea - if the librarian who currently guides the library’s social media presence could “turn it over” to the interns, and thus use time spent on library’s social media to facilitate the interns “running it,” this would optimize finances. This would entail leveraging the time of 1 librarian to oversee the program and time would be required for about 1-2 hours a week leading up to launch (for connecting with applicants and preparation), then 2 hours for weekly meetings with interns, and 1 hour every day dedicated approving suggested intern posts to Library’s Twitter & Instagram account and checking in with interns.

Another idea is to seek out high school teachers and college instructors with social media know how to volunteer and help support the program, as well as, any college students in communications/business/media/marketing/LIS or other programming.

For Toddler Rumpus: Solicit volunteers from the K-5 teaching community, college students studying early childhood education who could function as “interns,” and retired librarians who might be interested in working with children. This program would supplement [children’s services](#) so the librarian overseeing the current children’s programs would need to be allocated to children’s programming for another 2 hours a week.

For Vintage Photo Club: To start with this staffing, a librarian would need with expertise teaching and able to jump into role or learn the basics quickly would be utilized for 2 hours of time on a weekly basis to run the program. The next step would be to discover if any current library volunteers or [Friends of the Library](#) feel comfortable with illustrating and supporting the basics of scanning, digital photos and social media? Then the search for staffing could expand out to teens/college students, retired librarians, library patrons with know-how looking for a community service opportunity.

One staff member who either currently works on website/TRL social media would need to help with designing promotional material – this could 1-2 hours a week before the program launches and 1 hour a week once things are in motion to design new materials and promote through website and social media.

Training for this Technology or Service

The main thing that would require training is the scanning – training the librarian running the program if needed and training any volunteers.

When *Toddler Rumpus* expands out to podcasts/Youtube programming the librarian running that program and volunteers might need some dedicated training on these processes.

Promotion & Marketing for this Technology or Service

Summer Interns: promote on TRL social media, LinkedIn, Craigslist, through local high schools and colleges, and in the YA and Fiction section of library. Promote at bookstores, coffeeshops, movie theaters, and any local job or career fairs designed for younger people.

Toddler Rumpus: promote at local daycares and preschools, to parenting groups, at current TRL toddler and baby story-time activities, on bookmarks/leaflets in the library, on TRL website, through TRL social media. Promote through [Just Between Friends](#) baby sale, and other baby resale shops/children's stores in Lacey and Olympia, and the

Vintage Photo Club: promote at local eateries, at library, on website, through TRL social media, at local senior centers, in local newspaper, and at the "Vintage Vibes" garage sale.

See promotional material mock-ups below. These fliers could be printed, re-sized for social media and website. The *Social Media Interns* could help make additional promo content for other events.



Figure 2 Promotional Flier for Summer Interns Program.

Toddler Rumpus

A JOY LAB PRODUCTION



Summer 2019

LACEY
PUBLIC
LIBRARY

EVERY THURSDAY
10:30 AM -12:00 PM

LEARN
CONNECT
PLAY

WWW.TRL.ORG/TODDLERRUMPUS

Figure 3 Promotional Flier 1 for Toddler Rumpus

Toddler Rumpus

A JOY LAB PRODUCTION



Summer 2019

LACEY
PUBLIC
LIBRARY

EVERY THURSDAY
10:30 AM -12:00 PM

LEARN
CONNECT
PLAY

WWW.TRL.ORG/TODDLERRUMPUS

Figure 4 Promotional Flier 2 for Toddler Rumpus



LACEY PUBLIC LIBRARY PRESENTS

VINTAGE PHOTO CLUB SUMMER 2019

Enjoy an afternoon out with old photos & new friends!

JUNE 5, 2020 | 1:00PM - 3:00PM
500 COLLEGE ST SE, LACEY, WA 98503

Ticket price: FREE

bring 10 photos to scan, technology provided

a JOY LAB production

Figure 5 Promotional Flier for Vintage Photo Club

Evaluation

Measuring the success of the program would be based initially on making sure the funding exceeded the demands of the program, to immediately assess how it can be expanded. If the funding did not meet the needs, then for next year, we would know fundraising efforts would need to increase/start earlier.

Once everything is in motion, further assessment measures would involve:

- Attendance rates (did these programs address key demographics and their needs)
- Interviews following event/program
- Feedback on social media accounts
- Feedback thoughts from volunteers/interns
- Feedback from staff
- Best practices; ideas for next year

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