

**Steve Sumerford Presentation**  
**Assistant Director of GPL**

- 20 years in the public library.
- Originally started as a branch manager in GPL before becoming a director.
- You may not do what you went to school for and be surprised by enjoying it.
  - “Nothing living resembles a straight line.”
- He likes to do children librarianship.
- All the programs go through him.
  - He supervises processes.
  - He does a lot of grant writing.
    - **You have to know how to do this.**
    - Grants for pretty much every project that he does.
    - Manages the grants from “birth to cradle.”
- Core service:
  - Outreach
  - Programs
  - Tries to strengthen their community through diversity through library usage.
    - How do neighbors get to know each other?
- What is the core mission of the institution?
- “The Experiences Economy”
  - Who creates experiences for customers will keep them.
  - Is a book
  - Want to create positive, memorable experiences
  - “Essentially it is all theater.”
    - The staff is performers, the customers are the audience.
    - Customers will tell others about amazing programs they encountered.
- One City, One Book presentation
  - Creates an experience
  - Everyone reads the same book and discusses it.
  - GPL only picks books with issues that relate to the local community.
  - Is in September. This year’s book is The Soloist.
- You don’t want the library to be seen as a passive warehouse.
- April is National Poetry month.
  - Focus on “Building a community through poetry.”
- May 2<sup>nd</sup> is Day of the Child, Day of the Book (paraphrased)
  - Big event. Latino event.
- There is no city money devoted to programs. He raises the funds by himself.
- What is the ultimate outcome of what programs and services do?
  - It is hard to quantify how resume workshops help since most people don’t report back.
  - We don’t have any way to track outcomes.
  - What difference did this book make in a person’s life?

- There is job and career counseling at the libraries.
- Programs are popular in the community, so you have attendance numbers to quantify your value to directors.
- Children’s services and education is the main missions of GPL.
  - Children’s librarians have a higher pay scale.
- Local community usually has more say over what happens in the library than the state level does.
- He writes columns in the News-and-Record newspaper.
  - Two columns per month on Sunday.
- How he markets the library:
  - “Audience Development”: all users of the library.
    - Current audience: The loyal people who come regularly.
    - Next audience: Those who are inclined to come but never do.
      - How do you get them to come in?
    - From the arts POV
      - They sell tickets so you know who all came.
      - The library has no way to track people.
    - Why people do stuff with their leisure time:
      - Content
      - Relationship
        - w/GPL, institution
        - or people
          - People become friends by seeing each other repeatedly at programs.
      - Manipulate these two elements to draw audiences in.
  - We’re trying to get people to do something. Promotion.
  - Do traditional methods
  - He wants to advertise on TV and radio.
    - Radio is really targeted and they know who their audiences are.
  - Moving away from the idea that every program needs to be printed out and posted.
- **Need to learn more about marketing.**
- **Draw in young adults by having programs.** They get their information from the internet.
- Help people realize the resources that you have that they cannot get online.
- Need to deliver our products by devices (e-books, Audiobooks, etc).
- Do you create new products or do you just need to convince people that they need the products that you already have?