



Uncharted Territory: Taking Programs into the Unknown

By Andrea Lawler
Taylor County Public Library
andrealawler@tcplibrary.org

“Live the full life of the mind,
exhilarated by new ideas,
intoxicated by the Romance
of the unusual.”

-E. Hemingway

Playing it
safe does
not always

=

#winning

**IF YOU BUILD IT,
THEY WILL COME.**



WHO?

WHAT?

WHEN?

WHERE? @ a

library near you.

HOW?

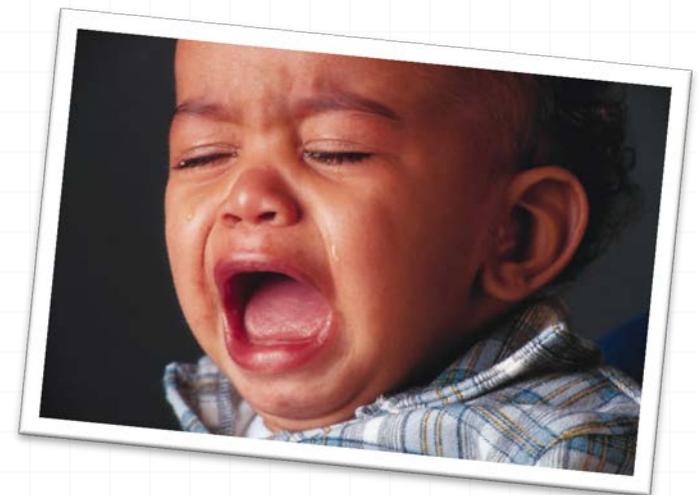
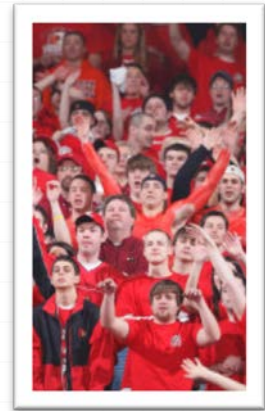
In all things, the question
is...

WHO

is

your
audience?

WHO are you overlooking?



HOW?

NUMBERS don't lie...

People do.

“According to the National Center for Biotechnology Information, at the U.S. National Library of Medicine, the average attention span of a human being has dropped from 12 seconds in 2000 to 8 seconds in 2013.”

This is **ONE SECOND** less than the attention span of a **GOLDFISH!**

BE AWARE

- o HOW many people are in your community?
- o HOW many use the library?
- o HOW many attend programming?
- o HOW many does that mean **DO NOT** attend programming?
- o HOW are you addressing this?
- o HOW can you be more aware of the needs of the community?
- o HOW many opportunities for ideas do you miss in one day?
- o HOW can you afford it?
- o HOW can you make it work?
- o HOW will you reach everyone?



BREATHE!

C.P.R

COMMUNITY

PARTNERSHIPS

REACH

COMMUNITY



PARTNERSHIPS



#connections

#avoidnormal

#exitcomfortzone

REACH

WHEN?

TH



**CELEBRATE &
INNOVATE**

January

February

March

April

May

June

July

August

September

October

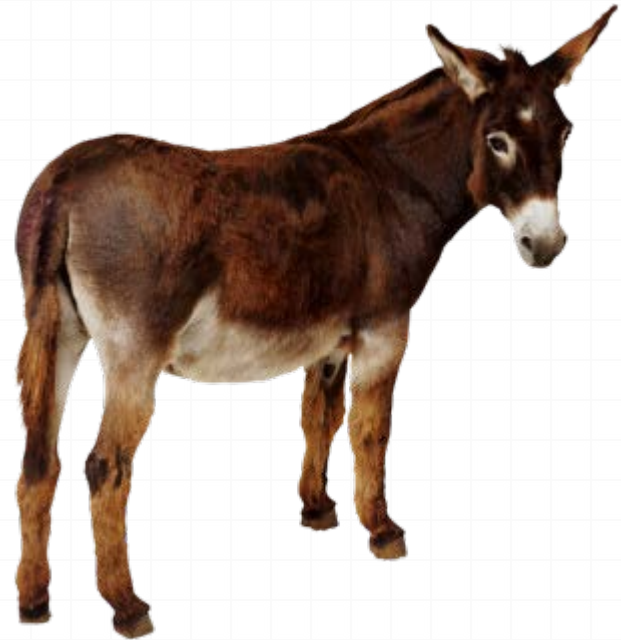
November

December

What?

Vs.

WHAT?!



Well, that was
AWKWARD.

Yet, surprisingly
successful.

Thank you for attending!

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- o Andrea Lawler
 - o Director, Taylor County Public Library
 - o 270-465-2562
 - o andrealawler@tcplibrary.org
- o KDLA.Certification@ky.gov
- o [Services to Libraries](#)
- o  @KDLALibDev