

TOOL

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WHAT DO WE EACH BRING TO THE TABLE?

Determining contributions

How can partnerships add value to your work? Among other things, they can make your programming goals more achievable, leading to deeper community impacts and expanded organizational capacities. With this tool, we break partnership value down into five broad categories, listing the key benefits you should strive for in your collaborative programming efforts.

KEY TAKEAWAYS

After using this tool, you should be able to identify:

A

What value your library seeks from potential or new library partners

B

How an existing partnership benefits the library and the partner organization, and how each party is able to contribute with respect to new or existing programming

C

What support your library needs in order to carry out programs

Partnership Value

“This partner is valuable for . . .”

INSTRUCTIONS: Rate one of your partners on a scale of 1 to 5. This tool can offer you ideas about what you and your partners are doing best, and what you most need to work on.

Partner Name _____

ALSO TRY THIS: Partnership is a two-way street. As a thought experiment, use this tool to consider what your library brings to the table in its partnerships.

Program Design

- Mission alignment
- Variety of offerings
- Expanded program frequency
- Informing on community trends
- New angles & perspectives



PROGRAM DESIGN: The partner adds value by increasing the variety of content expertise, program formats (e.g., workshops, concerts, conferences, tours, webinars) and enabling more options for timing, such as supporting program series or increasing program frequency. The partner keeps the library informed of community needs, trends, and issues; ensures alignment on a shared mission; and offers different perspectives on community needs or fresh insight.

This partner brings value to our library by:

Program Planning

- Vetted experts
- Event promotion
- Partner resources

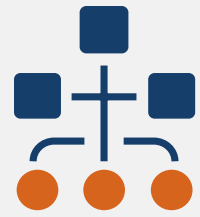


PROGRAM PLANNING: The partner adds value by offering access to vetted experts, performers, facilitators, or speakers; contributing to program promotion (including marketing and outreach); and offering the library access to its resources and/or collections.

This partner brings value to our library by:

Program Implementation

- Shared workload
- Supplies, equipment
- Additional programming spaces



PROGRAM IMPLEMENTATION: The partner adds value by sharing the work involved in running programs; attending to supplies and equipment needs; and offering or gaining access to additional programming spaces that may be newer, more cost effective, or better suited to the needs of the program and audience.

This partner brings value to our library by:

Program Achievements

- Broader reach & inclusivity
- Overall quality
- Progress on evaluation metrics
- Enjoyment
- Community building & resilience
- Changed perception of library



PROGRAM ACHIEVEMENTS: The partner adds value by contributing to the program's impact. Partners do this by helping library programs achieve a broader and more inclusive audience; by enhancing their overall quality; by increasing audiences' enjoyment of them; by contributing to community building and the strengthening of community resilience; by making progress on evaluation metrics; and by helping produce changed perceptions of the library.

This partner brings value to our library by:

Capacity Building

- More robust programming
- More effective fundraising
- Beneficial training & personal development



CAPACITY BUILDING: The partner adds value by contributing benefits to the library that may outlast the tenure of the partnership itself. Partners do this by helping the library learn how to develop more robust programming and engage in more effective fundraising as well as by contributing to beneficial training opportunities and library professional development.

This partner brings value to our library by:



CREATING A NEW PARTNERSHIP?

Some questions to consider:

Which of the five categories of partnership values (Program Design, Program Planning, Program Implementation, Program Achievements, Capacity Building) are we already strong in?

In which do we most need support, and how could a partner provide this?

What would we need from the partner to make the collaboration successful?



ASSESSING OR STRENGTHENING AN EXISTING PARTNERSHIP?

Think about the following questions—both individually and with your partner.

Is the partnership giving us the kinds of programming support we need? If so, what kinds of support have been especially helpful? If not, what's missing?

Is the partnership producing the kinds of community impacts we want to see? If so, what are the particular program achievements and capacity build ups it resulted in? If not, what's not working, and how can we improve things?

How can we advocate for each other, and raise awareness of / advance each other's work?



PLANNING FOR YOUR LIBRARY'S FUTURE?

Ask yourself:

In which of the five categories do we need the most programming support?

Which community organizations can best support these needs, and how might they do so?

What roles and responsibilities will the partner need to assume in order to make the collaboration successful?