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The Living Library

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The Living Library Program

Meghan Brody
Michigan Library Scholars
Capstone Project
July 27, 2018
Mentors: Jasmine Pawlicki & Jeff Witt

"community-oriented social justice public librarian"

Project Overview - Living Library

- Library hosts a group of people with certain identities to be "books" in our human collection
- "Readers" can "check out" books and have a conversation about their identity
- Allows a space for people who do not have that identity to learn and ask questions
- Challenges stereotypes by speaking directly to a person who has such an identity
- Encourages understanding and compassion in the wake of intense conversations
- Ability/disability and international identity
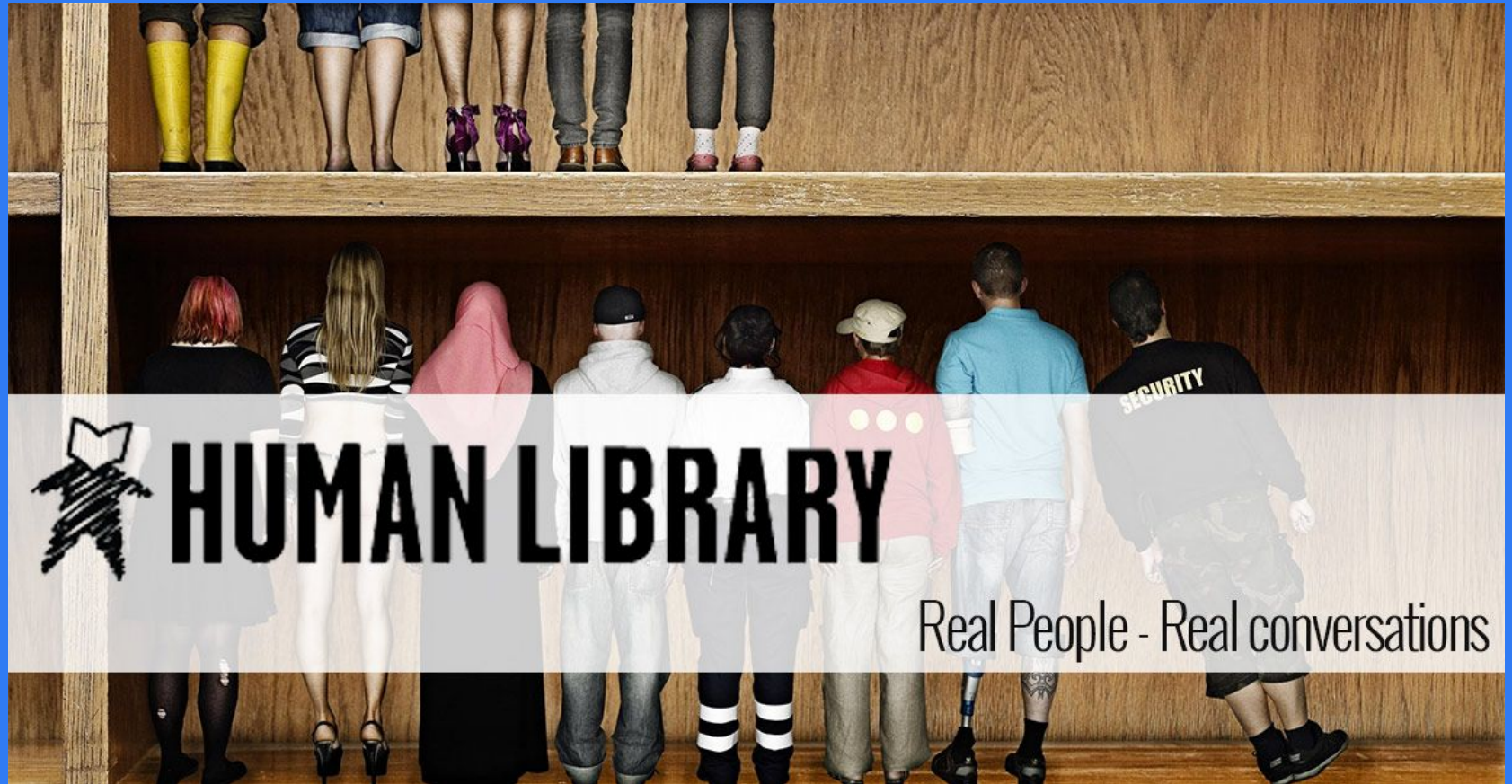
HUMAN LIBRARY

Real People - Real conversations

HumanLibrary.org

human library → living library

U-M Dearborn's Living Library

Joan Martin

business librarian

chair of the events committee at U-M Dearborn

Allowing Questions — **Challenging Stereotypes** — **Encouraging Compassion**
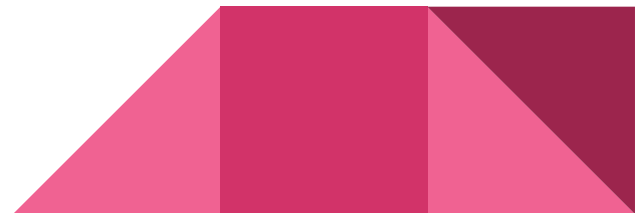
Allows a space for people who do not have that identity to learn and ask questions

Challenges stereotypes by speaking directly to a person who has such an identity

Encourages understanding and compassion in the wake of intense conversations

My Goals in the Program

1. **Create Collection of Human Books**

2. **Develop Outreach Plan**

3. **Reach Out to Organizations**

Living Library "Human Book" Interest Form

Thank you for your interest in being a human book for the U-M Library's Living Library Collection. Please fill out this form to indicate your interest.

The Living Library committee will contact you once you submit the form.

Please direct questions to umichhumanlibrary@umich.edu

Your email address (**megbrody@umich.edu**) will be recorded when you submit this form. Not you? Switch account

* Required

Name *

Your answer

Pronouns *

☐ they/them/theirs

☐ she/her/hers

Living Library "Human Book" Database

File Edit View Insert Format Data Tools Form Add-ons Help

	A	B	C	D		F	G	H	I	J
1	Timestamp	Link to Complete Dossier	Status	Approved Books - Preparation Stage		Name	Pronouns	Email	Telephone	Them
2										
3										
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Form Responses 1

Living Library Event Outreach & Public Relations Plan

Informed by "Example Outreach Campaign Plan" - provided by Communications Office

NOTE: This public relations plan is two-pronged: recruitment for human books and advertisement to attendees.

- **Key Terms:**
  - *recruitment*: people signed up to be human books/part of Living Library collection
  - *advertisement*: information about Living Library event distributed to possible attendees
  - *outreach*: the process of reaching out to people for both recruitment and advertisement

Goals: The Living Library committee would like to reach a targeted audience in order to recruit human books who have identities that tie into the theme of the event. Furthermore, the committee hopes to target that same audience as the attendees of the event, making this effort both a recruitment and advertising approach.

Audience:

Recruitment: a university community members (student, faculty, or staff) who has an interesting life story with an identity that ties into our theme of disability and ability.

Advertisement: students, faculty, or staff members who would want to attend the Living Library event in order to learn about the intersection of social identities, like disability/ability. The ideal audience member would leave the event inspired and motivated to make changes in their

Outreach Plan

- Defining goals of program, audience, key messages
- Outlining tactics and corresponding timelines
- Contact sheets
- Creation of promotional materials

Reaching Out to Organizations

- Identifying organizations with similar ideals/goals
  - Identities → International identity and ability/disability
- Compiling contact information
- Outlining needs of Living Library program
- Establishing a reciprocal relationship
  - How does their participation benefit them?
- Defining the next steps and keeping accountable

Challenges

Project Challenges

- Recruitment (reaching out and getting responses)
- Adhering to timeline

Personal Challenges

- Time management (multiple jobs and multiple projects within this job)
- Juggling idea creation with implementation
- Developing my communication and meeting-preparation style

Solutions

Project Challenges

- Creation of outreach plan
- Reworking the timeline for our needs

Personal Challenges

- Google Calendar and weekly goals/reflections
- Dedicating time as either idea creation or idea implementation
- Exposure and learning what worked for me

Lessons Learned

- Time management
- Database theory and creation
- Professional communication and strategic contacting

Flickr

Flickr

- Outreach and community engagement
- Librarianship and its many facets
- Social justice in libraries

Learning About Programming in Libraries

- Interested in programming in public libraries for community building and education
- Previous experience with programming/event planning helped
- A lot of ideas coming together
- Task management

The Word "Queer"

A panel with queer-identifying people on the meaning and uses of the word.

MICHIGAN LEAGUE, ROOM D

Professional Women in Conversation:
Women in Law

Mar
Room

Professional Women in Conversation: Business

Come listen to the stories of professional women who have careers in traditionally male-dominated fields.

March 12, 2018   7-8:30 pm   Hatcher Gallery Room

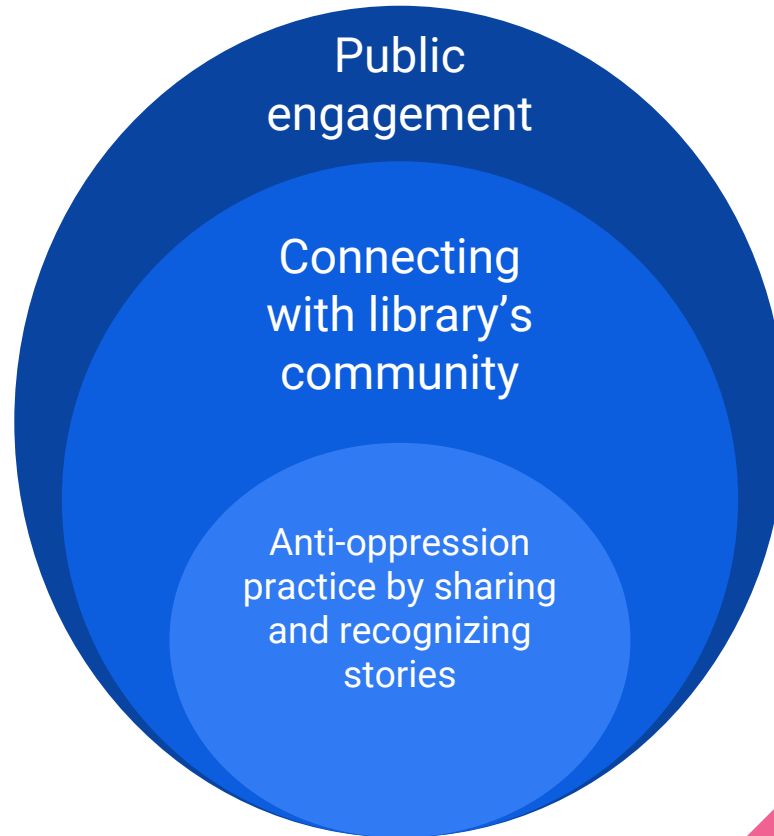# Preview of U-M Library's Living Library

Living Library Collection

- Recruitment
- Sustainable, meaningful relationships with books

Future of the Project

Expanding book collection

Sustainable and meaningful relationships with books

First event

Fine-tuning advertising campaign

Impact of Project on Library and University

Public engagement

Connecting with library's community

Anti-oppression practice by sharing and recognizing stories

My Continuing Work in the Library

- Library Diversity Council's subcommittee: Inclusive Interpersonal Skills Series
  - Anti-oppression workshop
- Student engagement fellow and intern in Communications Office
- Student-informed social justice advisory group

Pixabay

Future Librarian & Job Applicant to this library!

Meghan Brody

Thank you!

Questions?