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

Allows a space for people who do not have that identity to learn and ask questions

Challenging Stereotypes

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

Encouraging Compassion

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
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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
Living Library

INTERNATIONAL IDENTITY & DISABILITY

Come check out a human "book" and listen to their story!

Ask Questions & Fight Stereotypes

HATCHER GALLERY
ROOM 100
OCTOBER 9, 2018
4 TO 7 PM

Free event, open to all
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
- 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
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
Future Librarian & Job Applicant to this library!

Meghan Brody
Thank you!

Questions?