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Nota di contenuto	Contents; Foreword; Preface: Libraries Build Communities-A Personal Perspective; Acknowledgments; Chapter One: People and Networks; Social Capital : What It Is and Why It Matters to Libraries; ""Developing the 'I' into 'We"'; The Age of Participation; ""You control the Information Age"; Notes; Chapter Two: Libraries and Communities; Where Is the Library?; ""Almost two billion served"; What Is a Library?; ""Stuff, Place, Service,Interactions, Values"; Libraries Build Communities: A Survey of Community Building in Libraries Today; Libraries Build Communities : The Project; Chapter Three: Assess Librarians (Don't Always) Know Best""Libraries are about service, or they are about nothing"; Community Needs Assessment; ""No matter how well we think we know, we need to know more"; Note; Chapter Four: Deliver; Libraries: Out of Business?; ""I wish we could call FEMA""; Strategic Planning: Keep Library Services Mission-Focused; Design for Experience: Services for Users Will Change Your Library; Convergence at Your Library: Optimize Resources with Library Partnerships; Chapter Five: Engage; Missing the Mark: Why Does Marketing Have Such a Bad Rep?; Marketing Basics: The Four Ps, and Then Some Marketing Strategies for Social Good: Library Users, Not the Library

Trends toward Engagement: User Participation Drives Awareness and Loyalty; A Connected Community: What's Your Library's Brand?; 1. Set Goals; 2. Conduct an Audit; 3. Position the Library; 4. Develop a Plan; 5. Create a Campaign; Chapter Six: Iterate; From Faith to Fact to Impacts: A Very Short History of Evaluation in Libraries; Evaluation Basics: Resources, Capabilities, Use, and Impacts; Evaluation for Community Building: It's Not for the Money, But the Money Is Nice; Why Evaluate?; Selecting Measures; Perpetual Iteration; Note Chapter Seven: Sustain From Concept to Practice: Purpose, Leadership, Accountability, Participation; Identifying Purpose; Democratic Leadership; Demonstrating Accountability and Contribution; Professional Relevance: Staying in Touch with Other Library Professionals Keeps you Sustainable; Afterword: Inside, Outside, and Online-We Are Everywhere, and Should Be; Appendix: Libraries Build Communities Online Survey-Selected Questions and Answers; References; Additional Resources; Index;

Sommario/riassunto

Whatever your role, and whatever size or type of library, the principles outlined here can support anyone working to build a strong community of engaged, interested, and satisfied library users.
