



# INNOVATION AGENDA FRAMEWORK

**Why** Focus and frame the problems to solve, questions to answer, and challenges to tackle.

**ACCESS TO EDUCATION,  
KNOWLEDGE,  
AND LITERACY**

**CIVIC  
PROBLEMS**

**Who** Prioritize patron groups for innovation.

**PATRON FOCUS**

(new or existing; behaviors, motivations,  
demographics, context, “jobs to be done”)

**What** Determine the form our innovations take in order to get better at creating them.

**SERVICES**

**PARTNERSHIPS**

**TECHNOLOGY  
AND  
PLATFORMS**

**How** Consider how pervasive the responsibility for innovation should be.

**MOTIVATED STAFF**

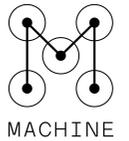
**PROCESS**

**Where** Decide whether you’ll explicitly support an approach and capability.

**CENTRALIZED**

**DISTRIBUTED**





## Access to Education, Knowledge, and Literacy

Reinventing how libraries do what they do

### Opening Up / Turning The Library Inside Out

Reaching new under-served urban library patrons and partners outside of traditional environments via new services/APIs

### Closing the Urban Early Childhood Literacy Gap

Developing new solutions that meaningfully increase the success rate for early childhood literacy throughout the year

### Developing Direct Patron Relationships

Delivering segmented and targeted services that deepen engagement with individual platforms

### Revolutionizing Operations

Developing operational solutions and processes that help library systems deliver more value in a constrained environment.

### Leveling Access to Top Digital Technology

Providing world-class access to Internet, mobile, social, and consumer technologies at little or no cost to patrons

### Creating Informed Media + Technology Consumers and Creators

Building familiarity and proficiency with digital media tools and characteristics, software, maker technology, and connected hardware

## Civic Problems

Redefining the role of libraries in urban life

### Creating an Informed and Engaged Citizenry

Helping patrons better understand their local communities and influence local, state, and national policies

### Becoming the Trusted Source for Social Services

Creating marketing strategies and partnerships with providers to deliver access to urban governmental programs in a trustworthy environment

### Educating Employable Adults for Tomorrow's Economy

Increasing the employment prospects of urban teens and adults of all ages through services, training, and lifelong learning

### Adapting Services for Urban Immigrant Communities

Making library-hosted services approachable and consumable to urban immigrant populations

### Reinvigorating Urban Spaces

Creating vibrant urban destinations and spaces to serve the diverse needs of our residents

## Strategy and Positioning

<p><b>The Common Challenges</b></p> <p>Align the field on a list of top innovation challenges, identifying the library systems leading the way in each problem area to attract funders, support, and resources to tackle the challenge.</p>	<p><b>Librarians Helping Librarians</b></p> <p>A digital space for libraries to share pre-packaged programs and processes that have been successful so others can adopt and adapt what suits their libraries best.</p>	<p><b>National Campaign</b></p> <p>A campaign that seeks to re-frame what libraries do in our communities, especially urban communities, highlighting those innovation stories we want to emulate.</p>		

## Capabilities and Platform

<p><b>Innovation Capability Accelerator</b></p> <p>An organization serving the field as a whole run by an outside entity that centralizes hands-on training via focused, "learn by doing" innovation efforts.</p>	<p><b>Fellowships And Rotations</b></p> <p>Fellowships for librarians to spend a limited amount of time in a potential partners space to learn from their practices.</p>	<p><b>Successful Pitches Central</b></p> <p>Develop a central repository of successful Innovation Project pitches.</p>		

## Space

<p><b>Library Meetups</b></p> <p>Services or products that help people access others in their community who are doing things that interest them and brings them together, both digitally and physically.</p>	<p><b>Civic Space Platform</b></p> <p>Library lends its spaces out where people can "borrow" spaces by reserving rooms for civic oriented meetings, events, etc.</p>			

## Technology

<p><b>Data Platform</b></p> <p>Customized data platform that enables libraries to have more impact with their services and programs. Tools might include: tracking patron behavior to be more targeted in marketing, developing new metrics for evaluating programs.</p>	<p><b>Patron Relationship Platform</b></p> <p>Support the development of common Patron engagement metrics along with a common Patron Relationship Management software platform.</p>	<p><b>API &amp; Transparency</b></p> <p>Create APIs and ways to expose the information and services that libraries have to offer, easier to build upon, or feel more accessible.</p>		
<p><b>Amazon / Google For Libraries</b></p> <p>An amazon-like interface for the library and all the things that it offers virtually: online courses, library app, ebooks, discoverable and downloadable in a Google/ amazon-like experience.</p>	<p><b>R &amp; D Platform</b></p> <p>Libraries partner with R &amp; D labs to develop things that don't yet exist and go beyond just bringing new services to the library.</p>	<p><b>Github For Libraries</b></p> <p>A tool that allows libraries to create, manage, and work on new, open source technologies to improve library services.</p>		