

# DEFINING OUR INNOVATION CHALLENGES

2017 LIBRARIES CONFERENCE



## 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 and operations 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

## Your Innovation Challenges

**Title:**

**Description:**

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