



## Introduction

Whether organizing a small-scale workshop for a campus club, or a large program such as a local community festival – information literacy skills contribute to the success of program organizing. The ability to identify, locate, and evaluate information is beneficial on any scale, from finding helpful volunteers to obtaining city permits. This poster presentation offers ideas for ways in which others can utilize their own information literacy skills to program for their communities. The presenter deconstructs the planning process, based on her own experiences (some of which are included), and also presents some free technology tools that can be used to connect with others, document, and promote the programming process.

## What are communities?

The term “community” can represent a unique meaning for each individual. Below are some examples of meanings and practices from different authors and scholars. These relate to the presenter’s use of the term throughout this poster.

“The essential meaning of community might seem obvious enough. It refers to those things which people have in common, which bind them together, and give them a sense of belonging with one another.”

- **Graham Day, author of *Community and Everyday Life***

“Sometimes the small community helps us develop in personal ways. It may be where we grow a garden, overcome an addiction, learn to shoot a basketball, launch a business, find a mate, or discover a book that changes our life.”

- **Patricia Watkins Murphy & James V. Cunningham, authors of *Organizing for Community Controlled Development : Renewing Civil Society***

“The impact of new media and communication technologies, in particular, has resulted in the development of important new forms of non-place based community.”

- **Anita Harris, author of *Young People and Everyday Multiculturalism***

“For girl activists, one of the most important and pervasive elements in their tactical repertoire is political education. The vast majority of their activities and practices have a strong educational component. They hold countless workshops, film screenings, study circles, and cultural events to educate themselves and their peers about the many problems they see in the world and about ways to contribute to social change.”

- **Jessica K. Taft, author of *Rebel Girls: Youth Activism and Social Change across the Americas***

## Planning

Planning a community program, event, or gathering begins with determining a purpose. Do you want to share a craft or skill with friends? Do you want to raise funds for a cause or charity? Do you want to exchange ideas with others? Below is a checklist of this process and areas where information literacy skills are helpful:

- ❑ **Purpose.** Critically thinking about objectives and the audience to be reached.
- ❑ **Content.** Preparing activities, discussions, and/or presentations. Creating guides or handouts. Perhaps utilizing a software or technology to accomplish these things.
- ❑ **Logistics.** Researching a venue or city facility. Organizing paperwork and e-mail communication. Prioritizing a to-do list.
- ❑ **Promotion.** Advertising the program. Marketing the program to a targeted audience. Using technology to connect with others, particularly social media tools. Perhaps starting a blog or website that contains all of the program information.
- ❑ **Assessment.** Gathering feedback, comments, and suggestions. Thinking about the achieved objectives, and ways to improve.

## Campus Communities

In April of 2012, I conducted a DIY screen printing workshop for the Chapman Feminists. This gave me an opportunity to connect with others who shared an interest in art, as well as provide outreach for the library. I utilized my information literacy skills to create a workshop that was both instructional and interactive. I was able to do so through the following steps:

- Created a handout with a materials list, step-by-step instructions, and resources
- Prepared a demonstration for participants to follow
- Engaged participants through hands-on activities which allowed them to experience and analyze an art technique
- Facilitated a group discussion about ways the participants can further utilize this art technique

This workshop was very successful and I received positive feedback from the participants. The Chapman Feminists also expressed interest in future workshops.



Photos by Maria A. Yanez

## Arts Communities

Grrl Fair is an annual music and arts festival held in honor of International Women’s Day in Santa Ana, CA. Grrl Fair began in 2002, and for the first few years was held in a small recreation room at the Center OC. I was on the organizing committee from 2005-2007.

Grrl Fair is an event that encompasses all of the elements presented in this poster. Each committee member uses information literacy skills to plan and promote this festival. Some specific areas where these skills are helpful include:

- Researching venue space and obtaining city permits when needed
- Sharing information with co-organizers
- Creating promotional materials for print and online media
- Planning instructional workshops, presentations, and discussions
- Using feedback to improve future events

Grrl Fair continues to highlight local female artists, photographers, filmmakers, activists, DJs, musicians, zinesters, etc. through thoughtful program planning that is dedicated to allowing the community a platform for expression.



Photos by Maria A. Yanez

## Library Resources

Below are some ways the library can help you plan your program:

- Inquire about using the library as programming space for your workshop, book talk, discussion group, etc.
- Look for books, such as the ones I quoted in the “What are Communities?” section, that may inspire or assist you
- Take advantage of technology workshops your library offers that might introduce you to new tools you can utilize during the planning process
- Ask your librarian for assistance locating official city web sites to access information about programming space and any permits you might need

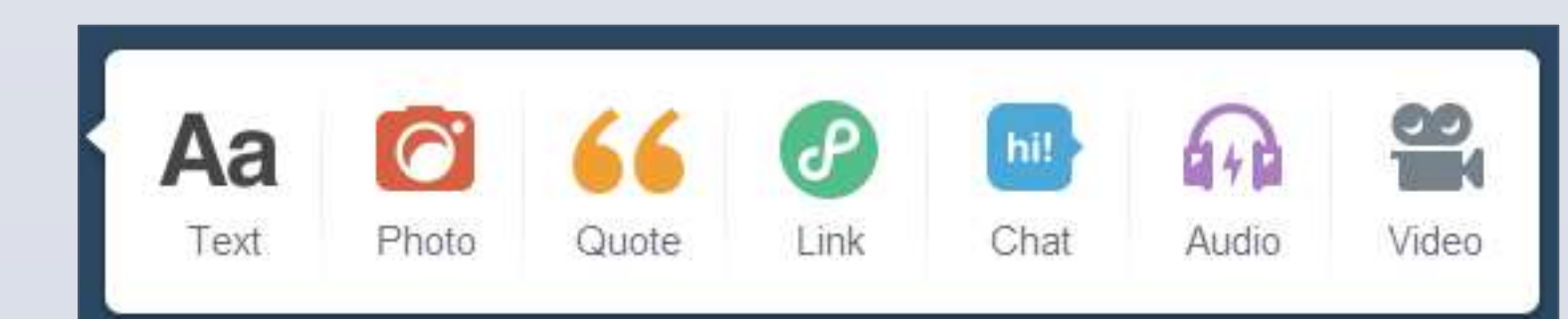
## Tools to Connect

There are so many tools we use to connect with others, many of these are embedded into our daily lives, but they can also be helpful for community programming. This includes social media tools like Facebook and Tumblr, as well as blogging sites like WordPress. This section features these tools, as well as some of their highlights. All of these tools are free to join and use.

- **Facebook.** Start a group or page, create an event, invite others, and share multimedia content. One feature allows you to schedule updates to occur on specific dates and times. These can be managed using the “activity log”. Scheduling updates is a great way to continuously promote your community program. Below is an example of a scheduled post.



- **Tumblr.** This multi-media blogging site is a great way to share content with others, as well as find users with similar interests through the use of tags. Tumblr pages are also customizable through templates and html editing. *Library Journal* utilizes Tumblr to promote all things library-related. Exploring the “#tumblrarians” tag will reveal a community of librarians on Tumblr. There are many other communities using Tumblr in exciting ways. Below are the options for posting various kinds of content to Tumblr.



- **WordPress.** This blogging tool is fully customizable, and allows for multimedia content posting. You can select a theme (or look), or you can create one yourself. If you host your own web space, you can install WordPress and set it as your web site. WordPress also allows you to install a variety of widgets that will push content to your blog. You can promote, document, and archive your community event using this blogging tool. Below is an example of a WordPress blog that I installed and customized for DNFDJ, a performer who promotes music and events on her web site.

