

CALS PRESENTATION DESIGN

Elevator Pitch

Sample delivery:

CALS is a library that equips people with 21st-century resources, builds bridges for everyone to access opportunity, and brings partners and people together to make our community stronger.

We provide millions of free print and digital books, video, and music to download and stream, and innovative checkouts like tools and telescopes. We teach thousands of classes per year in crucial tech skills and workforce skills, and we close the digital divide with free computer access. We partner with scores of local organizations to bring learning, fun, and needed services to people of all ages.

Bullet points structured in 2 ways: first is to show logic (3 main points plus supporting examples)

CALS

- equips people with 21st-century resources
 - millions of free print and digital books, video, music, download & stream
 - innovative checkouts (tools, toys, telescopes)
- builds bridges to opportunity for everyone to access
 - closes digital divide with free computer access
 - tech and workforce skills, thousands of classes
- brings partners and people together to make our community stronger
 - partner with many local organizations
 - bring learning, fun, & services to people of all ages

Bullet points, sequential: CALS

- equips people with 21st-century resources
- builds bridges to opportunity for everyone (*avoiding the word "equal" or "equity" here because those terms are politicized in this context*)
- brings partners and people together to make our community stronger
 - free print and digital books, video, music - millions, download and stream
 - innovative checkouts (tools, toys, telescopes)
 - free computer access closes digital divide
 - tech and workforce skills, thousands of classes
 - partnering with scores of local organizations
 - bringing learning, fun, & services to people of all ages

Proposed Structure for Overview Presentations: 5-Minute, 10-Minute

Presenters will have the freedom to customize presentations whenever desirable, using content uploaded to a system of files and folders containing images and text for each of the major 9 building blocks.

Two basic presentation slide shows will be developed for both 5 minute and 10 minute presentation lengths.

CALS Overview 5 (roughly a 30-second elevator pitch for each topic)

- 1 minute: WHO WE ARE (Block 1) – CALS Elevator Pitch plus service area, #s served, facilities
- 1 minute: 21st CENTURY LIBRARY (Block 2)
- 1 minute: BRIDGE TO OPPORTUNITY (Block 3)
- 2 minutes: PARTNERSHIPS FOR PEOPLE (Block 4)
 - a) Be Mighty LR/Rock Region Metro
 - b) Arkansas Arts Center
 - c) Tech Cards (every student in these school districts, total numbers distributed)
 - d) Community Forums – Mayoral, Issues that Matter (KUAR, League of Women Voters)
 - e) Entrepreneurship Training – AR Small Business and Technology Development Center

CALS Overview 10

- 2-3 minutes: WHO WE ARE (Block 1)
 - CALS Elevator Pitch, Service Area, #s served
 - Facilities, more detail on Library Square special offerings
- 1-2 minutes: 21st CENTURY LIBRARY (Block 2)
- 1 minute: BRIDGE TO OPPORTUNITY (Block 3)
- 5 minutes: PARTNERSHIPS FOR PEOPLE (Block 4)
 - a) Be Mighty LR/Rock Region Metro
 - b) Arkansas Arts Center
 - c) Tech Cards (every student in these school districts, total numbers distributed)
 - d) Community Forums – Mayoral, Issues that Matter (KUAR, League of Women Voters)
 - e) Entrepreneurship Training – AR Small Business and Technology Development Center
 - f) Encyclopedia of Arkansas – school research entire state, visit #s, curators + volunteers
 - g) Summer Reading Club – partner example Central Arkansas Astronomical Society
 - h) Cooking Demos/Nutrition – Cooking Matters (Children’s Hospital), local chefs demo
 - i) Six Bridges Book Festival – local restaurants, night clubs, museums, publishers

CALS Presentations 15, 20, 30: At these lengths, presenters will be free to customize and elaborate at will with additional content from the building blocks. Basic 20-minute presentation will also be available.

9 Building Blocks for Presentation Customization

9 Building Blocks created by considering 1) strategic plan; 2) appeal to widest demographics; 3) need for coherence, distillation, and focus for a large organization); 4) use of most appealing vocabulary that doesn't press any political hot buttons.

Block 1: WHO WE ARE

Demographics

Service Area

Facilities (branches, Library Square and special facilities, meeting rooms)

Optional – Funding, Governance

Block 2: 21ST-CENTURY LIBRARY

We now maintain two parallel libraries:

a) Physical Collection –

traditional: print materials, books, music CDS, movies, audiobooks, archives for regional history

beyond books: Tools, toys, telescopes, fishing poles, bird watching kits

b) Digital Collection – Rise in digital circulation, numbers, Freegal, Overdrive, RBdigital

Block 3: OPPORTUNITY

a) Digital Access and Literacy (from earliest keyboarding/internet to career-boosting software skills in Adobe design, spreadsheets, video editing, coding)

b) Helping Community Members Connect to Resources (social worker, food/health/job/housing resources)

Block 4: PARTNERSHIPS

Be Mighty LR/Rock Region Metro

Arkansas Arts Center

Tech Cards (every student in these school districts, total numbers distributed)

Community Forums – Mayoral, Issues that Matter (KUAR, League of Women Voters)

Entrepreneurship Training – AR Small Business and Technology Development Center

Block 5: YOUTH

Early literacy/Storytimes (1400 storytimes in 2018)
After-school activities (200 teen programs per month)
Summer Reading Club
Greenhouse/environmental/solar energy education
Personal growth & life guidance topics for teens
Creativity (Writing, Drama, Arts, Crafts)
STEM
Tech Cards
Toy Library
Food programs

Block 6: ADULTS

Meeting Spaces (free, low-cost, clubs, personal, business, social events)
Cooking Demos/Nutrition
Fitness/Yoga/Meditation
Creativity (Art, Crafts, Sewing, Quilting, Knitting)
Book Clubs
Legacies & Lunch
Discussion Groups like Book Clubs or Socrates Café
French/Spanish Language & Conversation Clubs

Block 7: RESOURCES FOR LEARNING AND COMMUNITY HISTORY

Encyclopedia of Arkansas – numbers, uses by students
Student research projects (SLUFY historic city maps, Pulaski Heights vintage magazines)
Genealogy
AR History (flood project, city building records)

Block 8: ENTERTAINMENT & CULTURE

Library Square with Ron Robinson Theater, 2nd Friday art night at Galleries/Bookstore
Music concerts
Talks by nationally known speakers
Six Bridges Book Festival
Retail outlets for gifts/supporting Arkansas artists
Nexus/Jimmy's

Block 9: GIVING/VOLUNTEERS

Basics, numbers, book sale, ways to give
Foundation and Friends

Note: When designing, presenters should think about the elevator pitch and where each additional topic belongs under the major 3. Many additional topics from the blocks can go under the most flexible category, "Partners and People." Some may work better under "Who We Are." (Library Square, etc.)