Engaging BIPOC Women Leaders

Presented by
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Public Services Librarian
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AGENDA

- Who Am I?
- Allyship: Passing The Mic
- Explicit vs. Implicit Bias
- Engagement
- Contact Information
- Q&A
WHO AM I?

BACKGROUND

- Bachelors in Liberal Arts; Minor in Marketing
- Currently pursuing MLIS (anticipated 2023)
- Over twenty years in private sector

2021 HIGHLIGHTS

- Awarded $3000 from ALA’s Libraries Transforming Communities grant
- Launched Lighthouse in the Library
- Earned ALA class certification (Business Outreach for the Public Librarian)
- Hosted First Fridays Coffee Connections with ICABP in November
- Selected by ALA as case study for grant

"We’re so delighted to have these four people on the panel for our inaugural conversation. I think they encompass the whole of health and wellness here in North Liberty. We have a business representing, we have non-profits, we have family and recreation represented, and then we also have the county representation. And I wanted to make sure our panel was varied so we can get different perspectives about different subtopics when it comes to health and wellness equity."

Public Services Librarian Kellee Forkenbrock
ALLYSHIP: PASSING THE MIC

WHAT IT IS

• when a person of privilege works in solidarity and partnership with a marginalized group of people to help take down the systems that challenge that group's basic rights, equal access, and ability to thrive in our society.

WHAT IT LOOKS LIKE

• Providing space (meeting rooms, etc.)
• Facilitating conversations (LITL)
• Promoting local services (bulletin boards)
• Engaging with empathy (training)
EXPLICIT VS. IMPLICIT BIAS

WHAT’S THE DIFFERENCE?

• Explicit Bias
  • Conscious actions
  • Overt Behavior
  • Exclusion
  • Harassment

• Implicit Bias
  • Unconscious actions
  • Contradiction of values/beliefs
  • Interferes & compromises engagement

How can libraries DEBIAS their outreach efforts to BIPOC businesswomen?
ENGAGEMENT STRATEGIES

OUTREACH PREP

• Review patron needs assessments
• Research biz’s websites & socials
• List at least 2 possible collaborations
• Drop a call or email

*REMEMBER: Everyone loves the library!

OUTREACH EXAMPLES

• Frame conversation as a ‘service chat’
• Invite to library events that align with their mission
• Include them in cross-promotional ventures
• Schedule a pop-up visit
• Say their names in rooms
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QUESTIONS?