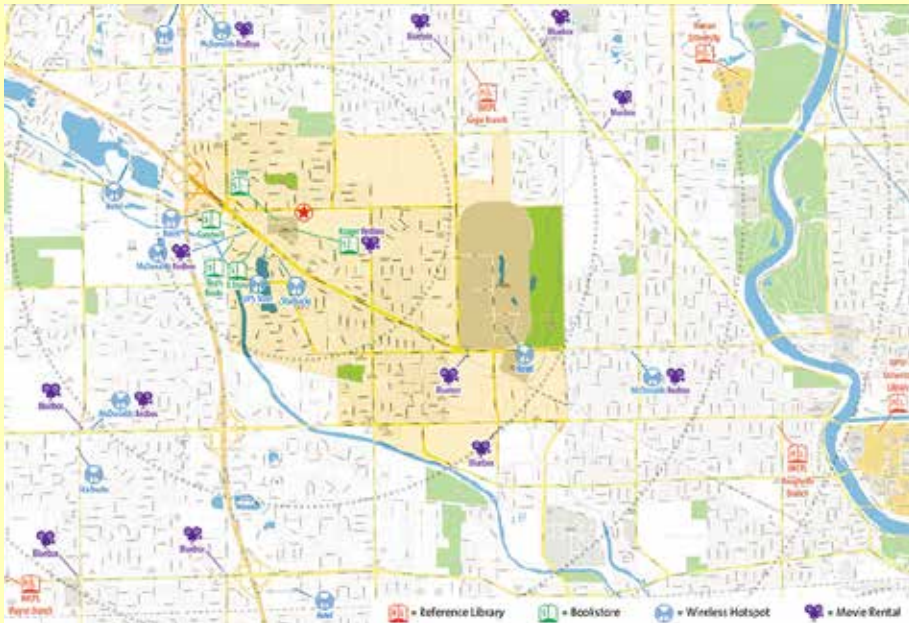
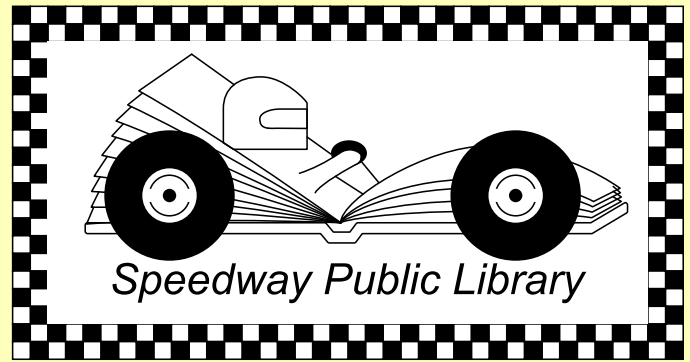


Speedway Public Library

Overview

Speedway, IN is a town of under 12,000 people, surrounded on all sides by Indianapolis. In that 4.7 square miles is a single-branch library, unaffiliated with the twenty-two branch Indianapolis - Marion County Public Library (IMCPL) system.

The image at left is the only consistent identity they communicate, and although they struggle with



Determination

Between the Board of Directors' unwillingness to repair relations with the IMCPL and the Friends' sporadic and uninspired fundraising, it was clear new ways of raising both money and interest in the library was crucial to fending off periodic tax cap and consolidation threats.

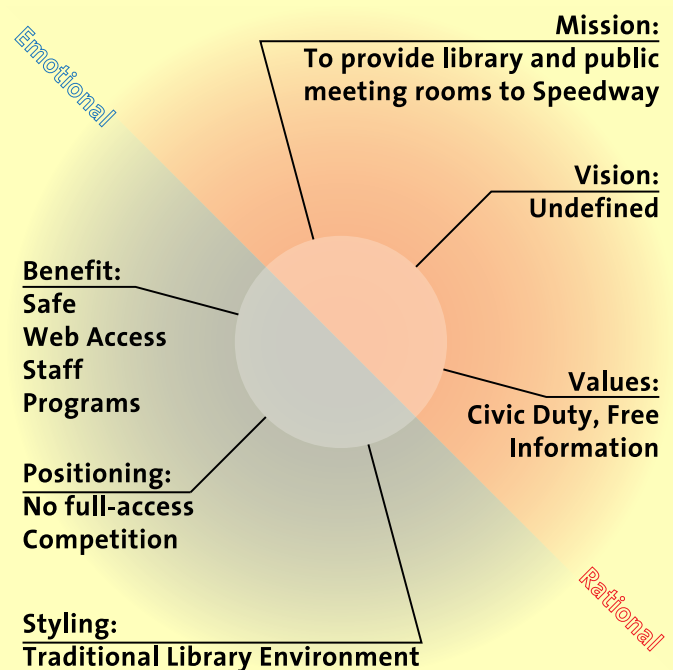


funding and visitorship, they had only one method of outreach.

Process

I began my research by examining every organization offering at least one similar service within four miles of the library. Most are rival IMCPL libraries with whom there once existed a partnership before a falling out.

Interviews with the for-profit Friends of the Library showed little contact between the groups.





Solutions

My finding was that an underused space in the library could be repurposed into a locally-sourced volunteer-staffed café / town cultural center. This venue would provide community partnerships, independent income, and transform the library into a destination for not just residents, but for the half-million visitors the town welcomes annually.

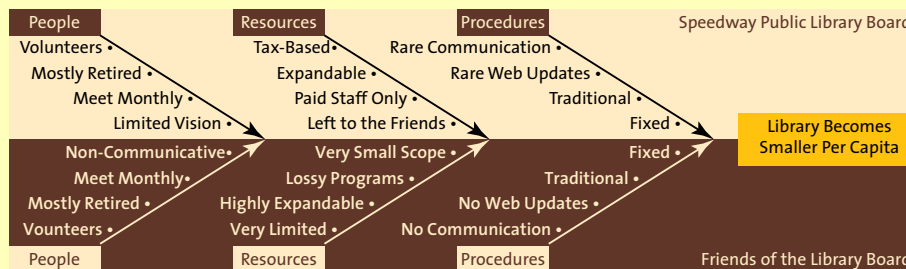
Deliverables

As this project was research-driven, there were no deliverables per se, only suggestions for the library's benefit. Among these were:

- Plans for converting interior space into a local destination
- Sources for volunteers to staff the new venue
- Potential donors for renovation materials and labor
- All communication to be brought under the same brand

Results

None. Not a single one. The Library Director confused my "ethnographic" study for "ethnic" research. Despite an undergrad teaching a Master of Library Science a new vocabulary word, all contact was cut



off, and I was refused every access to patrons (even voluntary) while on library property.

With no small amount of pride lost in a town I once lived in, I finished half of the project without involvement from the organization in question. The only recipients of my findings were my Visual Communication Design classmates for critique, and my professor for grading.

