



**You are not
just an employee,
volunteer or board member.
You do not merely catalog books,
organize periodicals and manage resources.
You are the gateway into the mind of the idea people
who come to our facilities to find or fuel a spark.**

Part WIZARD

Part GENIUS

Part EXPLORER

It is your calling to trespass into the unknown and
come back with a concrete piece someone can hold
onto, turn over, and use to fuel their mind and soul.



THE WIZARD

charismatic

shaman

intuitive

entertaining

value: guide with
wise suggestions

opens peoples eyes
to change

turns skeptics
into believers



THE GENIUS

problem solver

expert

advisor

credible

value: the transfer
of knowledge

instills
self-confidence

replaces inertia
with momentum



THE EXPLORER

confident

seeker

self-directed

optimistic

value: connecting people
with possibility

celebrates adventure
and discovery

motivates people
to explore