

# Practical Outreach for Every Community: *for Children & Young Adults*



Keisha M. Miller,<sup>mils</sup>  
South Orange Public Library  
Teen Librarian &  
Volunteer Coordinator



Beth Halliday,<sup>mils</sup>  
South Orange Public Library  
Head of Children's Services

A photograph of a beach with a pebbly foreground and a calm sea in the background. Five seagulls are walking along the water's edge. A black speech bubble with white text is positioned in the center of the image, pointing towards the birds.

Yo. Let's go to the library. Follow me.



And then there is the building...



I know not what the  
*library* does



# A little bird told me...

- ◎ About the library, and how it's...
  - > Filled with cool things
  - > And programs for everyone in the community
  - > Drop in, hang out or ask a librarian
  - > You can read aloud, or quietly
  - > Leave, and come back
  - > For more fun things to do, learn and see



Woo hoo.

So there are people  
just like you and me  
who work at the  
library

# Types of Outreach

- ◉ Local access/network TV
- ◉ Surrounding communities



Photo courtesy of SOMATV. View the clip and entire video from Summer Reading (2013) promotion [here](#)

And the peeps  
who use the  
library...

And the whole  
community...



# Outreach + Preschoolers

Writing a letter to the parents of preschoolers offers a personal touch.

[The Public Library]  
123 Library Road Your Town, ST 12345  
800/555-5500 fax/800/555-5501  
library website

Your Name, MLIS, head of youth services  
[your.email](mailto:your.email)

Hello! Now that the school year has started your child will be visiting [Library Name] once a month. During each visit I'll read several books and get to know the class over the school year. Reading aloud to pre-schoolers is one of the best parts of being a librarian! As I say goodbye to the children, I invite everyone to come back to the library between school visits. Our monthly programs are listed on the online calendar at [library's website here]. The programs are open to all. All residents of [library's town] are entitled to a library card. To make it easy, attached is a library card application for your child; fill it out, return it to school for the next library visit. Or come to the library to get a library card. I would love to give a tour of the Children's Room and share with you some of your children's favorite books.

Thanks,  
Children's Librarian

street \_\_\_\_\_  
city \_\_\_\_\_ zip \_\_\_\_\_  
phone # \_\_\_\_\_ fax/ycar \_\_\_\_\_  
school \_\_\_\_\_ grade \_\_\_\_\_  
How do you prefer to receive notices?  
 Mail  
 Parent's email  
 Child's email  
Please write how you prefer.

expiration date \_\_\_\_\_  
staff initials \_\_\_\_\_  
Do not write above this line - staff use only  
\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

parent's name \_\_\_\_\_  
parent's signature \_\_\_\_\_

in reply to the right to borrow library materials, I agree to request the library's materials, the staff and other library persons.

# The 5 W's of Outreach

- Who are you reaching?
- What will you do to reach them?
- When? (i.e. finding the time)
- Where will you go? (meet them where they're at)
- Why is this group important?

# Back to School



Photo courtesy of SOPL

- ◉ Welcoming environment
- ◉ Discover something new
- ◉ Leave with a sense of accomplishment

# Farming Librarian

Go into the  
community



...read @ the  
Farmer's  
Market

Photo courtesy of SOPL, Summer Reading 2013

# Who Else?

- ◉ Homeschoolers
- ◉ ESL
- ◉ LGBTQ
- ◉ Religious organizations
- ◉ Classified population (i.e. learning/physical disabilities)
- ◉ Girl Scouts & Boy Scouts



Yessir.  
We've got  
3-D printers  
and gadgets



I'm glad you  
came with  
me...

...Yea, good  
choice for a our  
first playdate



Photo courtesy of SOPL, Summer Reading 2012

# Communication is Key

- ◉ Colleagues / staff
- ◉ Other departments (i.e. town hall)
- ◉ Schools (public and private)
- ◉ Neighboring libraries
- ◉ Other organizations
- ◉ Local blogosphere

# Check Yourself.

- ⦿ What is my role as a librarian?
- ⦿ What is the role of my staff?
- ⦿ In what ways can I/we respond to the *wants* and *needs* of the community?
- ⦿ And how can those needs and wants be fulfilled in order to draw people into the library?

**Remember what it's all about...**

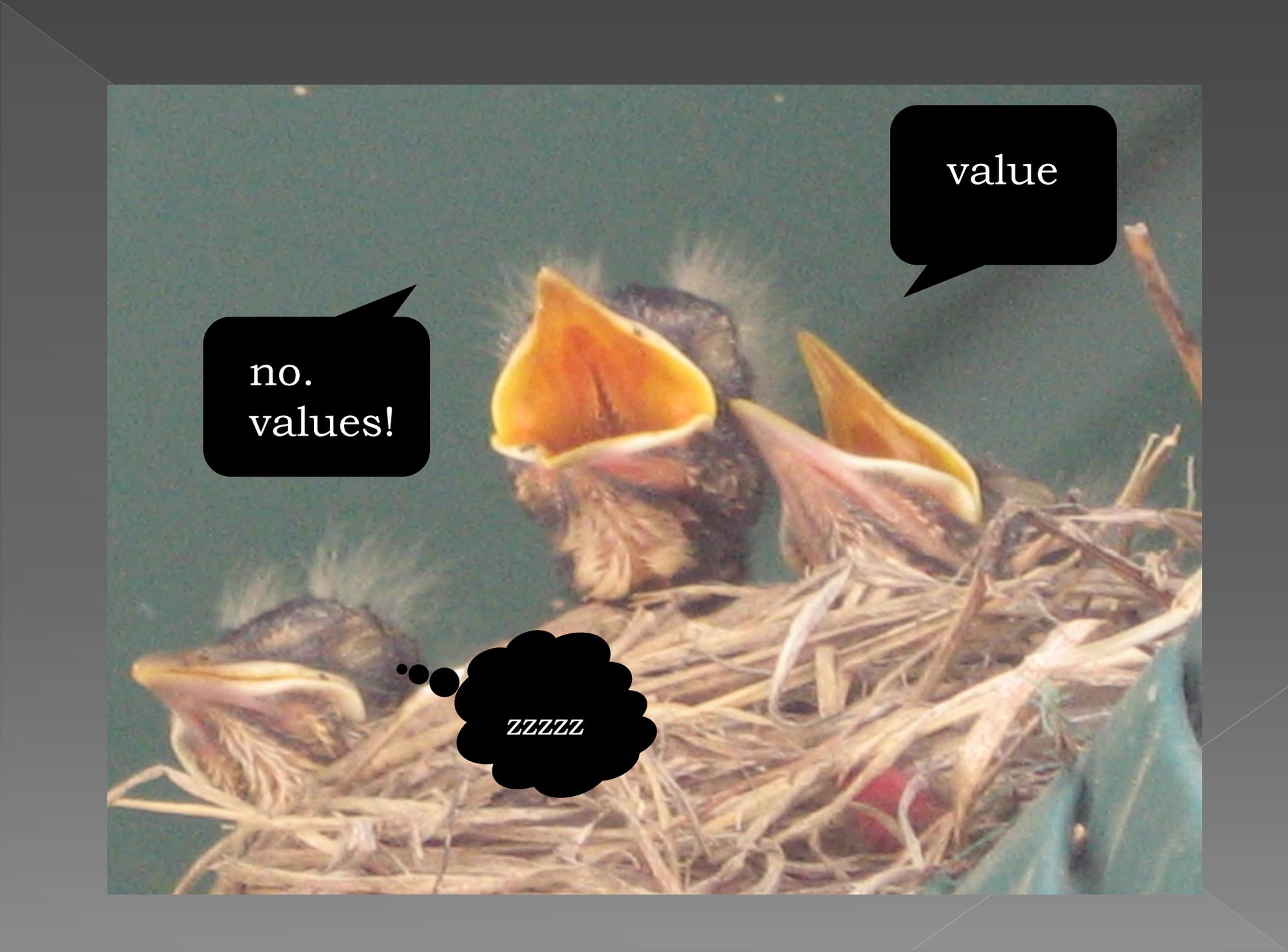
# Mission + Vision

## ◎ The **mission** of the Library will be:

- to encourage reading and to provide for the educational, recreational and informational needs of its users by offering the broadest range of materials and programming to the diverse community;
- to act as an information center providing information and books, media and other materials, locally, state-wide, nationally and globally;

## ◎ The **vision** of the Library will be:

- The Library will be the integral physical and virtual gateway by which our broad and diverse community may access information, congregate to freely exchange ideas, celebrate literacy and cultural growth in a leisurely yet lively atmosphere. The Library will provide individualized services delivered in a professional manner while being fully responsive to individual needs

A photograph of three bird chicks in a nest made of straw. The chicks have their mouths wide open, as if they are being fed. The background is a plain, light-colored wall. Three black text bubbles are overlaid on the image: one on the left, one on the right, and one at the bottom center.

value

no.  
values!

ZZZZZ

# Do the math!

- ⦿ Critical theory (how will this work?)
- ⦿ Local capacity (i.e. staff time)
- ⦿ Community values
- ⦿ Partnerships (i.e. local businesses)

# Outline & Reinforcement

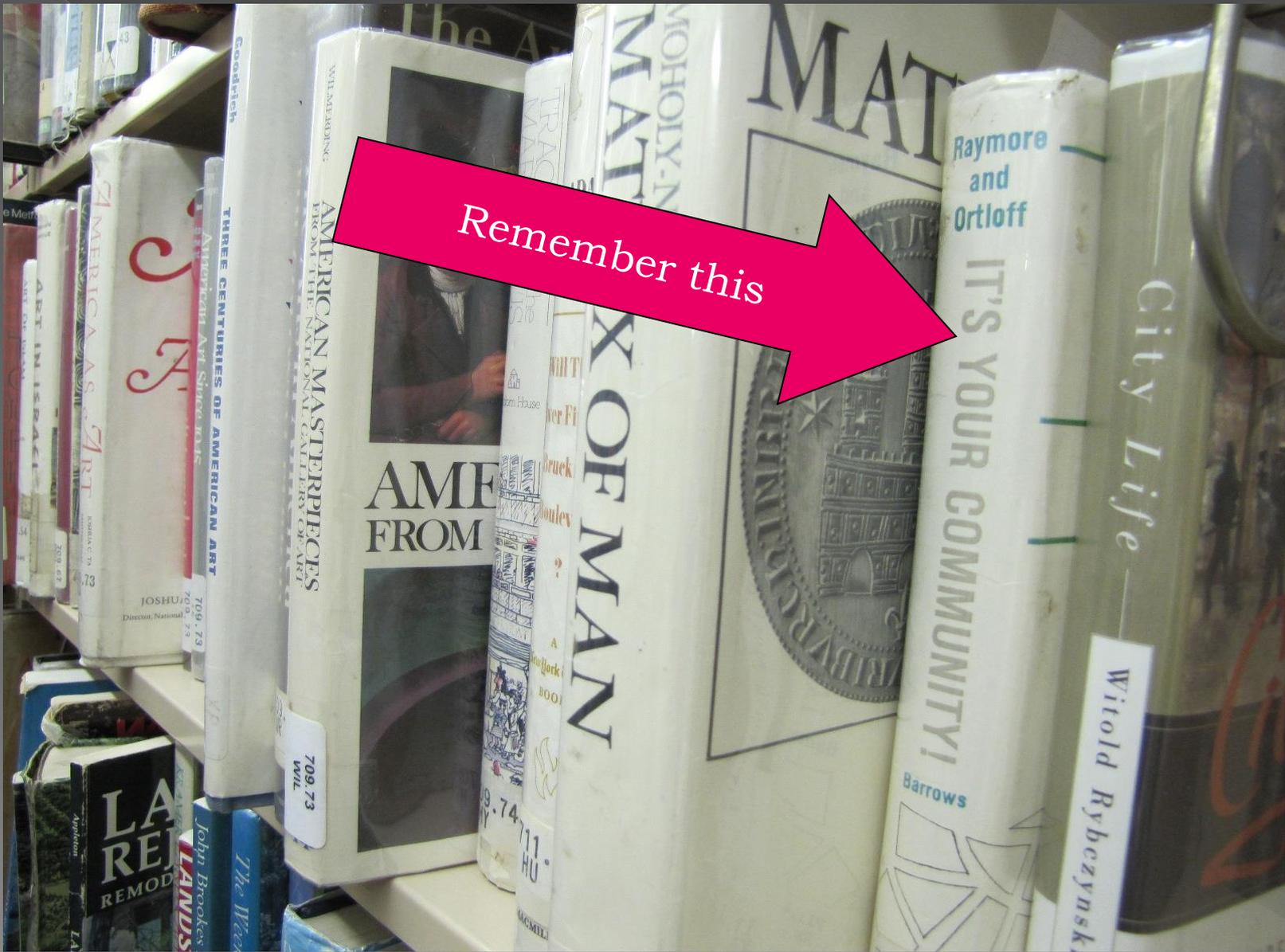
- ⦿ Practicality vs. contingencies
- ⦿ Administrative responsibility AND;
- ⦿ Community accountability

Everyone contributes.



Talk  
all you  
want





Remember this

AMERICAN MASTERPIECES FROM THE NATIONAL GALLERY OF ART  
THREE CENTURIES OF AMERICAN ART  
AMERICAN ART SPIRIT

AMERICAN MASTERPIECES FROM THE NATIONAL GALLERY OF ART

HOUSE OF MAN

Raymore and Ortloff

IT'S YOUR COMMUNITY!

City Life

Witold Rybczynski

LA REPAIR

John Brookes

The Week

709.73  
WIL

709.73  
HU

Barrows

Cool.



So...



Bookjacket image for *Grumpy Bird* (c.2007) courtesy of the South Orange Library website [www.sopl.org](http://www.sopl.org)

# Have Fun



Photo courtesy of Keisha M. Miller of SOPL, Summer Reading 2013



Oops.  
Gotta fly.



# Outreach to Adults

Allen McGinley  
Branch Manager & Outreach  
Librarian  
Westergard Branch  
Piscataway Public Library

<http://www.flickr.com/photos/zhrefch/6859842728/>

so, what is  
outreach,  
anyway?



<http://www.flickr.com/photos/thaths/4811193562/>

what is your  
message?



<http://www.flickr.com/photos/danslegrandbleu/3180365112/>

what do  
you need  
in your  
tool kit?

<http://www.flickr.com/photos/s3a/4081051179/>



**This,**



**this,**



**and  
this.**



<http://www.verizonwireless.com/b2c/device/mobile-hotspot/>  
photo credit: [PCWorld.com](http://PCWorld.com)  
<http://www.flickr.com/photos/melenita/9472142860/>



**OK,  
awesome.  
so who do  
we reach  
out to?**

<http://www.flickr.com/photos/jamescridland/613445810/>

# Local Businesses



# Senior Citizens



<http://www.flickr.com/photos/panationalguard/11422587805/>

# Job Seekers

<http://www.flickr.com/photos/hadsie/2308997527/>  
<http://lwd.state.nj.us/WorkForceDirectory/jobfair.isp>





# Gen X / Gen Y

[http://www.flickr.com/photos/cristiano\\_betta/2460627241/](http://www.flickr.com/photos/cristiano_betta/2460627241/)

# Commuters



<http://www.flickr.com/photos/dbtelford/6245467037/>

# Commuter Survival Kit

Whether train, plane or automobile, upgrade your commute with these free apps, and valuable services from Piscataway Public Library.

 **Piscataway Public Library** Edit Board Send Board 16 Pins 169 Followers

  
Add a Pin



HopStop provides directions via mass transit. View New York City area for directions in New Jersey.

Pinned from [hopstop.com](http://hopstop.com)



Helpful for navigating major cities. NJ Transit information is included in coverage of New York City.

Pinned from [thetransitapp.com](http://thetransitapp.com)



Embark is a mobile app for navigating mass transit in New Jersey. Available for iPhone only.

Pinned from [letsembark.com](http://letsembark.com)



Don't miss another breaking news story! This award-winning app from the Associated Press provides local, national, and international news stories.

Pinned from [getapmobile.com](http://getapmobile.com)







Make your commute seem like a breeze! Search Piscataway Public Library's iBistro Catalog that you can check out from either the



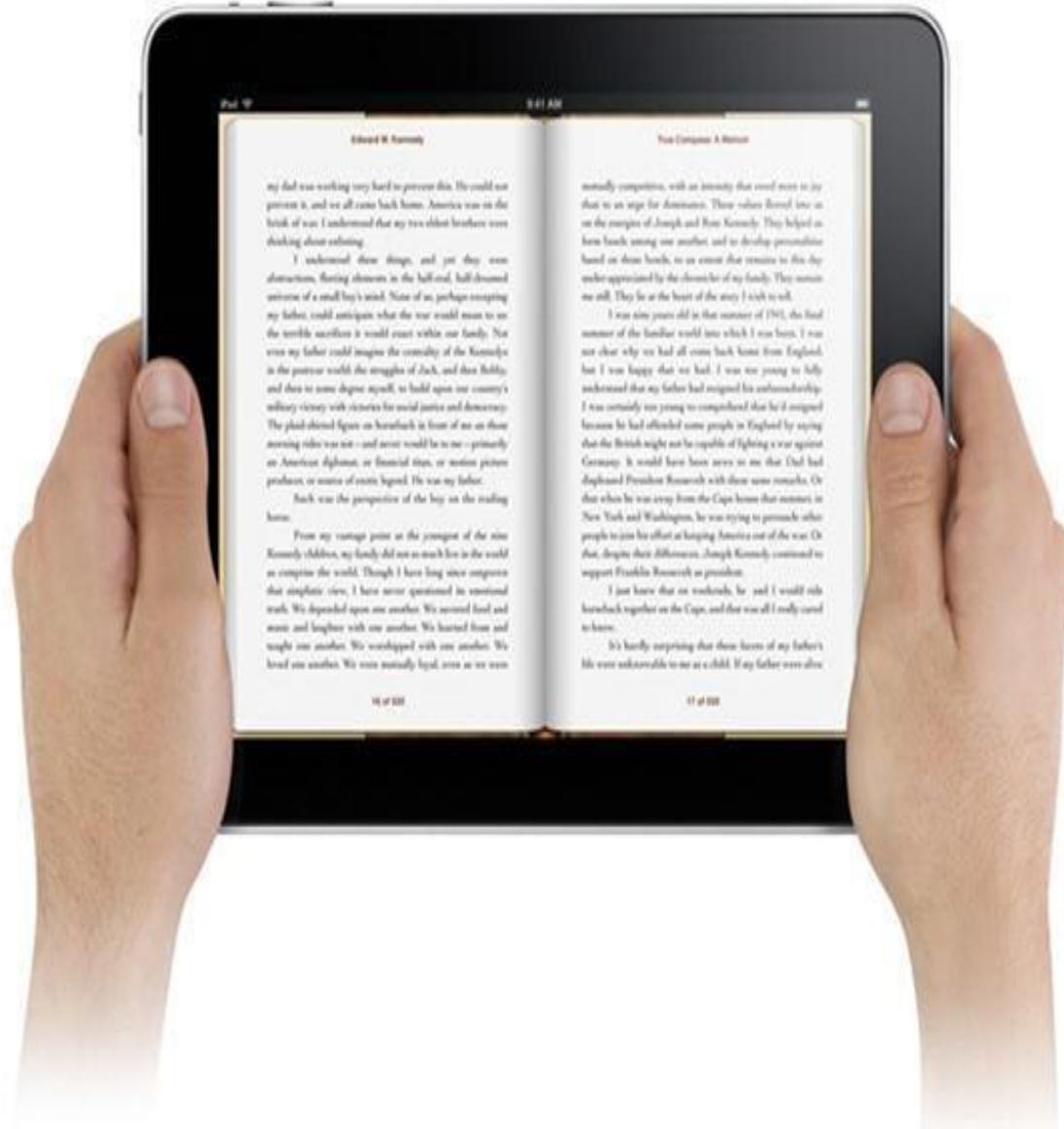
**poll question: do you own  
a tablet or eReader?**

**Overall, the number of people who have a tablet or an e-book reader among those 16 and older now stands at 43%.**

<http://www.pewinternet.org/Reports/2013/Tablets-and-ereaders.aspx>

# let's talk about patrons who never step foot in the library

<http://www.flickr.com/photos/melenita/9367687811/>



eContent



<http://www.flickr.com/photos/faithmonsoon/477030794/>

**poll question: do you use a  
social networking site?**

**Some 73% of online adults now use a social networking site of some kind.**

<http://www.pewinternet.org/Reports/2013/Social-Media-Update.aspx>

**tools are  
only  
valuable if  
you use  
them**



# video content as outreach tool



<http://www.youtube.com/watch?v=e9zwRsyOs-Y>

[meetup.com](https://www.meetup.com)

meetup

# Facebook Groups

<http://www.flickr.com/photos/jorislouwes/6914319899>

<https://www.facebook.com/groups/221450134699796/>



**Facebook Ads**

**facebook**

<https://www.facebook.com/business/products/ads>

# Pro-tips





Follow the people

<http://www.flickr.com/photos/zokuga/5754942398/>



**Engage  
your  
audience**



**Find the  
VIPs and  
kiss the  
babies**

**Smile. Make  
friends.  
Have fun.**





**Google Adwords**  
**Virtual Office Hours via Adobe Connect**  
**High School Football Games**



# **Connect with me!**

**amcginley@piscatawaylibrary.org**

**linkedin.com/in/allenmcginley**

**twitter @allenmcginley**

<http://www.flickr.com/photos/zhrefch/6859842728/>