**Practical Outreach for Every Community**

Presented by: Keisha Miller, Beth Halliday & Allen McGinley

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Sponsored by LibraryLinkNJ, The New Jersey Library Cooperative

**Chat Transcript:**

Sophie Brookover: (1/8/2014 09:29) Good morning!

Sophie Brookover: (09:29) Welcome to Practical Outreach for Every Community.

Janet Simeone: (09:29) Good morning

Mi-Sun Lyu: (09:30) Good morning!

Sophie Brookover: (09:32) Hi, all -- we're going to be doing some final sound checks & equipment testing with our presenters. We'll get started at 10 AM.

Mi-Sun Lyu: (09:32) Good morning everyone! This is Mi-Sun Lyu. I am providing tech support this morning. If you have any problems with your audio/video during the program, we find that exiting and re-entering the meeting room fixes most things. If your problem persists or you are having another tech issue, please call me at 732-943-6123.

Allen McGinley: (09:35) hello

Mi-Sun Lyu: (09:43) okay!

Mi-Sun Lyu: (09:43) good! hi~!

Mi-Sun Lyu: (09:46) For anyone who plans to tweet this session, please use the following hashtag: #llnj\_outreach

Mi-Sun Lyu: (09:47) And Like us on Facebook: [www.facebook.com/librarylinknj/](http://www.facebook.com/librarylinknj/) ^\_^

Sophie Brookover: (09:51) Is the sound working ok for all of our participants?

Kate Baker: (09:51) yes

Allen McGinley: (09:52) Hey, Kate! :)

Janet Simeone: (09:52) yes

Kate Baker: (09:52) Hi!

Linda Pabian: (09:56) sound working great

Sophie Brookover: (09:56) How is everyone keeping warm these days?

Sophie Brookover: (09:56) I saw a photo from a library in Pittsburgh yesterday that showed a tea tray a patron brought in to help the librarians keep warm.

Sophie Brookover: (09:56) So sweet!

Allen McGinley: (09:57) Thermal base layer... I'm from Upstate NY :)

Sophie Brookover: (09:57) You are well prepared!

Sophie Brookover: (09:57) I am spending much of my time under various blankets, adding extra socks, and layering.

Sophie Brookover: (09:57) And wrapping my hands around mugs of hot liquid.

Mi-Sun Lyu: (09:59) If you have any problems with your audio/video during the program, we find that exiting and re-entering the meeting room fixes most things. If your problem persists or you are having another tech issue, please call me at 732-943-6123.

Christine O'Brien: (10:02) Yes, sound is working.

Sophie Brookover: (10:02) Great, thanks!

Michelle Martin: (10:02) having trouble hearing Keisha

Jeanne Wachter: (10:03) Can barely hear you.

Sophie Brookover: (10:03) The closer the mic is to you the clearer your voices sound.

Sophie Brookover: (10:03) Participants, you, too can adjust your volume on your end.

Christy Sayre: (10:03) She sounds very small and tinny (not tiny)

Linda Pabian: (10:03) Also can barely hear you

Christy Sayre: (10:03) better!

Sophie Brookover: (10:03) There we go! Much better.

Jeanne Wachter: (10:03) Very tinny

Sophie Brookover: (10:06) If you're tweeting any part of today's session, please add #llnj\_outreach to your tweets

Sophie Brookover: (10:06) yes!

Linda Pabian: (10:07) better

Sophie Brookover: (10:08) And if you use another method, as well, let us know here!

Allen McGinley: (10:10) A regular library show - that's awesome!

Sophie Brookover: (10:12) URL for video: <http://www.youtube.com/watch?v=PVVOYMdp7W0>

Sophie Brookover: (10:14) I posted a copy of this letter on the page for this webinar yesterday. I'll dig up the URL for you.

Christy Sayre: (10:14) The letter is a great idea!

Sophie Brookover: (10:14) The letter is posted to the page for this webinar: <http://librarylinknj.org/content/practical-outreach-every-community>

Kate Vasilik: (10:24) a couple other important groups: homeless, kids and adults assimilating back into society from detention centers

Sophie Brookover: (10:25) Absolutely!

Kate McGivern: (10:28) You are teaching a sense of community with the mindcraft program

Sophie Brookover: (10:29) Absolutely -- kids working together, working with trusted adults!

Caroline Koch: (10:34) Librarians employ many other important staff who work in outreach. Not everyone is a "librarian."

Jeanne Wachter: (10:36) Yes. I'm not a librarian. Our librarians do not do outreach.

Sophie Brookover: (10:41) Yep!

Joan Serpico: (10:41) yep

Keisha Miller: (10:41) Yes!

Kimberly Paone: (10:41) yes.

Kelly Fitzgerald: (10:41) yes

eileen smith: (10:41) you mentioned you contact local businesses for coupons for SRP. Do you contact in person, by phone or letter?

Caroline Koch: (10:41) You sound great!

Keisha Miller: (10:42) @eileen, there is an introductory letter that is approved and sent out. Then we will go out into the community and follow up with a phone call

Kate Vasilik: (10:46) People love visuals!

Kimberly Paone: (10:47) Can others use the mobile wifi while you are at an event?

Kate McGivern: (10:47) creating a library card on the spot is fabulous. Just the thing for our instant gratification generation

Kimberly Paone: (10:47) Got it - thanks!

Kate Vasilik: (10:48) yes, Kate, it eliminates an entire step. So simple!

Kate Vasilik: (10:51) once you can actually see how something works, it's so much less scary.

Sophie Brookover: (10:53) Here you go: <http://lwd.state.nj.us/WorkForceDirectory/jobfair.jsp>

Keisha Miller: (10:54) Awesome idea! I'm looking into trying this as well.

Christine O'Brien: (10:54) How do you identify and attract the Gen x/y if they don't come in to the library?

Kate Vasilik: (10:55) you can check out more about the book group Allen mentioned here <https://www.facebook.com/groups/221450134699796/>, too.

Sophie Brookover: (10:55) <http://www.pinterest.com/piscatawaypl/commuter-survival-kit/> -- Commuter Survival Kit board

Christy Sayre: (10:55) This is one of the best uses of Pinterest I've seen for libraries!

Kate Vasilik: (10:56) @Christine, you can advertise a bit by leaching info at the local restaurants & bars. also, we just started using meetup.com.

Theresa: (10:56) I own both

Rachel Cantor: (10:56) Both

Kate McGivern: (10:56) both

Sophie Brookover: (10:56) We are a techie bunch!

marygrace luderitz: (10:57) can we find the commuter survival guide on the pisc website?

Kimberly Paone: (10:58) Sophie, do you think you could either post a list of all the links you've given us on the website or email to participants?

Sophie Brookover: (10:59) Sure!

Sophie Brookover: (10:59) We will also be posting the recording of this webinar, along with Keisha, Beth & Allen's slides.

Kimberly Paone: (11:00) Great - thanks@

Sophie Brookover: (11:00) They'll all be here: <http://librarylinknj.org/content/practical-outreach-every-community>

Christine O'Brien: (11:01) In the poll, do you mean personally, and as a library?

Keisha Miller: (11:01) For other - we have a YouTube channel and use Flickr as well

Sophie Brookover: (11:02) Nice!

Sophie Brookover: (11:02) I'm glad Flickr is still being used. I think it's gotten short shrift in the last few years.

Janice P: (11:02) Yelp, GetGlue, FLICKR, YouTube

Keisha Miller: (11:02) Flickr is a nice way for folks to see our pictures, and we also have a Pinterest board

Sophie Brookover: (11:02) If you're using Tumblr as a librarian and/or on behalf of your library, please let me know.

Theresa: (11:02) My library has Youtube and Flickr accouts.

Kimberly Paone: (11:03) We use Pinterest too.

Sophie Brookover: (11:03) We are part of the wonderful community of Tumblarians and I like to follow as many libraries/librarians as possible!

Sophie Brookover: (11:03) As do we -- I'm sorry to have left that off the poll.

Theresa: (11:03) Pinterest and Goodreads

Sophie Brookover: (11:03) (our tumblr: <http://librarylinknj.tumblr.com>)

Sophie Brookover: (11:04) Here's the video Allen links to: <http://www.youtube.com/watch?v=e9zwRsyOs-Y>

guest: (11:06) Does someone at your library create this or do you get professionals to creat them?

Kate Vasilik: (11:07) the video was completely staff created.

Kimberly Paone: (11:09) WOW.

Caroline Koch: (11:11) You have so many great ideas! How do you inform your public about your different social networking sites?

Sophie Brookover: (11:13) Haha!

Sophie Brookover: (11:13) I am so mean!

Keisha Miller: (11:13) @Caroline, there are a couple of ways 1) be sure to have the apps on your homepage. 2) play with the words too :-) We'll be doing a display of staff picks which will say something like "GoodReads - Staff Picks". This way we're highlighting the obvious, but also promoting that we have a social media site for books

Sophie Brookover: (11:15) I love the office hours idea!

Kate Vasilik: (11:15) yes, definitely on our website, also flyers, a monthly eNewsletter, as much word of mouth as possible.

Theresa: (11:15) Office hours sound great, to push Ref USA, web design options, etc.

Kate Vasilik: (11:16) yay virtual office hours!

Caroline Koch: (11:16) Thanks, Keisha! I'm learning a lot.

Sophie Brookover: (11:16) Haha!

Sophie Brookover: (11:16) Idea theft: the highest form of flattery.

Theresa: (11:16) Ha ha, Kate, also to push Universal Class, Learning epxress.

Joan Serpico: (11:17) great ideas! thanks!

Karen O'Malley: (11:17) Thank you...I got a LOT of great ideas!

MFine: (11:17) what do you mean by virtual office hours

Theresa: (11:17) Great ideas from both presenters, thanks!

Kate Vasilik: (11:17) Allen, Do you have any other comments about how to promote our social networking sites?

Sophie Brookover: (11:18) URL for evaluation: <https://librarylinknj.wufoo.com/forms/practical-outreach-for-every-community-evaluation/>

Sophie Brookover: (11:18) My apologies for the flawed URL on the slide!

Kate McGivern: (11:19) Using the library facility for events is a good way to get people in the door also. Oradell recently held a winetasting in the library and it was wildly successful

Sophie Brookover: (11:19) Moo cards are gorgeous: <http://us.moo.com/>

Sophie Brookover: (11:20) The archived recording, along with our presenters' slides and the chat transcript will be available on our website tomorrow: <http://librarylinknj.org/content/practical-outreach-every-community>

Keisha Miller: (11:21) Does anyone have any children's or YA questions? If not here, feel free to contact Beth Halliday [bhalliday@sopl.org](mailto:bhalliday@sopl.org), or me, Keisha M. Miller [kmiller@sopl.org](mailto:kmiller@sopl.org) or tweet me @thatlibrarychic

Keisha Miller: (11:22) Thank you!!

Keisha Miller: (11:22) You are very welcome :-)

Kimberly Paone: (11:22) Thank you!

Kate Vasilik: (11:22) great job guys!

Michelle Martin: (11:22) Thank you! very informative

eileen smith: (11:23) Thanks for a great webinar.

Nicole DeMatteo: (11:23) Thanks for the great info!

Sophie Brookover: (11:23) <https://librarylinknj.wufoo.com/forms/practical-outreach-for-every-community-evaluation/>

kathy Mulholland: (11:23) Thanks everyone.

Kelly Fitzgerald: (11:24) Thank you.

Mi-Sun Lyu: (11:24) Thank you!

Theresa: (11:24) Do any of you approach people at the library that are conducting business on their laptops around the library. I was thinking of offering refreshments to them occasionally to pick their brains. Any thought on this?

Theresa: (11:25) This age group is a group that we would love to reach 20s-40s but I'm trying to find the best way to do it.

Theresa: (11:25) We mostly serve 1-10 and 70-99 :)

Theresa: (11:25) And some parents.

Theresa: (11:26) That is a good idea. I have created many small bookmarks with instructions for our various databases.

Caroline Koch: (11:26) Thank you very much!

Theresa: (11:26) Yes, thanks.

Theresa: (11:27) My director doesn't like too much clutter, though :)

Sophie Brookover: (11:27) Well, you don't have to make a flyer for every event.

Sophie Brookover: (11:27) Maybe select one or two per month?

Theresa: (11:27) Those MOO cards are worth exploring.

Sophie Brookover: (11:27) Moo cards can be created in many different sizes -- so convenient for bookmarks.

Theresa: (11:28) Thanks

Theresa: (11:28) Agreed, but I don't think we want handouts on every table. Not my personal opinion.

Allen McGinley: (11:29) @Sophie what were you going to say about about Piscataway?

Theresa: (11:29) Sounds good.

Allen McGinley: (11:29) She definitely is. She runs the GenX GenY book discussion.

Sophie Brookover: (11:29) I definitely recommend getting in touch w/Kate Vasilik at Piscataway PL for GenX & GenY outreach ideas.

Sophie Brookover: (11:29) yeah.

Allen McGinley: (11:30) email her with questions at [kvasilik@piscatawaylibrary.org](mailto:kvasilik@piscatawaylibrary.org) :)

Katharina Radcliffe: (11:30) thank you for another inspiring webinar!

Keisha Miller: (11:30) Yes, thank you Sophie and Allen and everyone else! We appreciate your feedback!