Practical Outreach for Every Community: for Children & Young Adults

Keisha M. Miller, mils
South Orange Public Library
Teen Librarian & Volunteer Coordinator

Beth Halliday, mils
South Orange Public Library
Head of Children’s Services
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
So there are people just like you and me who work at the library.

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

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

Photo courtesy of SOPL
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 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...
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.
no. values!

value

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
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.

All photographed images of birds, courtesy of Melissa Kopecky, library director for the South Orange Public Library
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?
what is your message?

http://www.flickr.com/photos/danslegrandbleu/3185286112/
what do you need in your tool kit?

http://www.flickr.com/photos/s3a/4081051179/
This,

and

this.

http://www.verizonwireless.com/b2c/device/mobile-hotspot/
photo credit: 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

http://www.flickr.com/photos/76029035@N02/6829515241/
Senior Citizens

http://www.flickr.com/photos/panationalguard/1142587805/
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.

- HopStop: Provides directions via mass transit. View New York City area for directions in New Jersey. 
  Pinned from hopstop.com

- Embark: A mobile app for navigating mass transit in New Jersey. Available for iPhone only. 
  Pinned from letsembark.com

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

http://www.pinterest.com/piscatawaypl/commuter-survival-kit/
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%.

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

http://www.flickr.com/photos/melenita/9367687811/
poll question: do you use a social networking site?
Some 73% of online adults now use a social networking site of some kind.

tools are only valuable if you use them

http://www.flickr.com/photos/jasonahowie/8583949219/
video content as outreach tool

http://www.youtube.com/watch?v=e9zwRsyOs-Y
Facebook Groups

http://www.flickr.com/photos/jorislouwes/6914319899
https://www.facebook.com/groups/221450134699796/
Facebook Ads

https://www.facebook.com/business/products/ads
Pro-tips

http://www.flickr.com/photos/earthkath/4386318503/
Follow the people

http://www.flickr.com/photos/zokuga/5754942398/
Engage your audience
Find the VIPs and kiss the babies

http://www.flickr.com/photos/justintrudeau/8269832491/
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/allenmccginley

twitter @allenmccginley

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