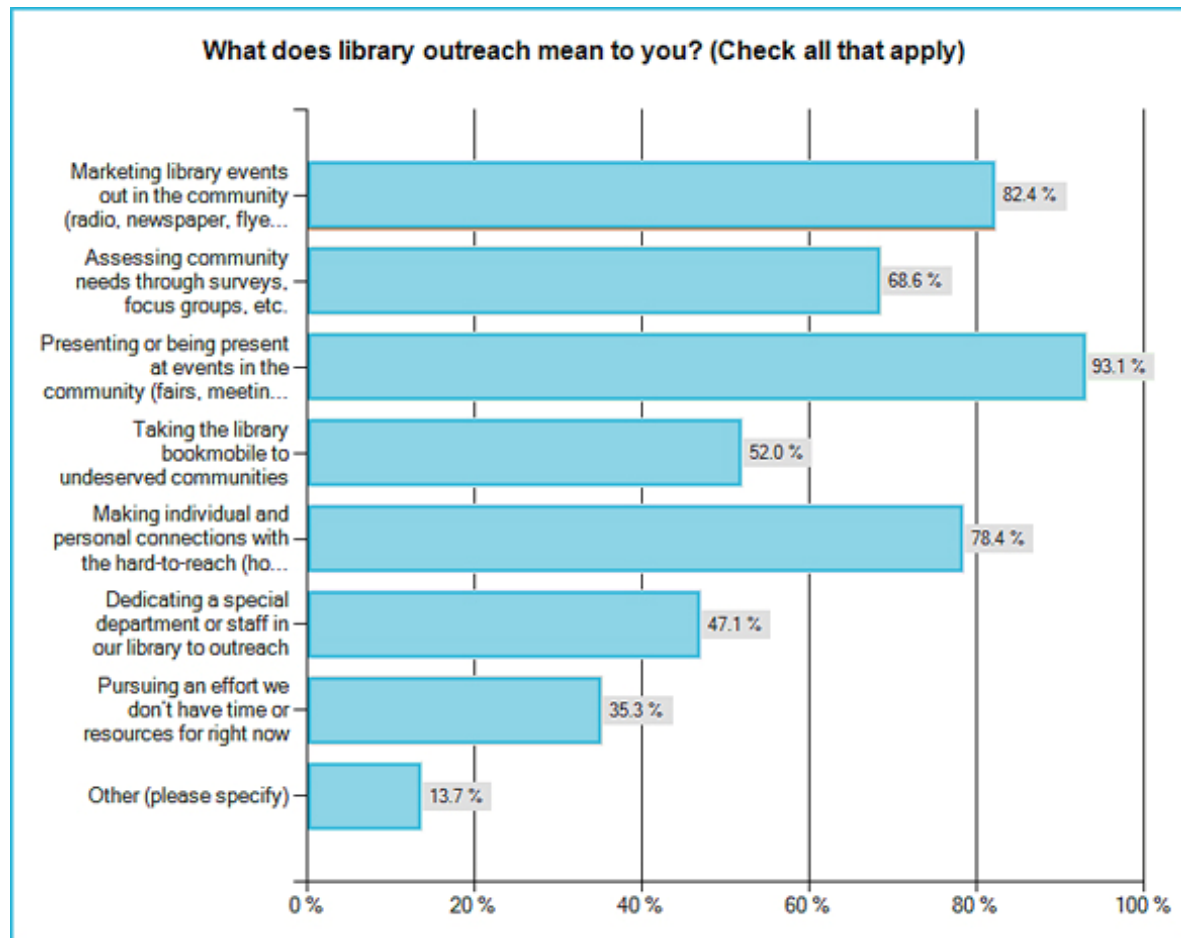


Library Outreach Poll Results

More than 100 readers responded to the December 2012 poll to indicate what library outreach means to them.



Those who chose the “Other” options added some interesting perceptions and approaches to the outreach list:

- Taking library staff and information about services to organizations in the community to increase awareness and knowledge of library resources among others, especially the organization staff working with underserved.
- Engagement
- Using all media to reach out such as facebook, twitter, etc.
- connecting with community orgs or connecting THEM together
- book clubs for schools, preschools, boys and girls club
- Recognizing diversity through staff, collection, and programming; Recognizing contributions from volunteers who donate their time, expertise, and enthusiasm to libraries. Especially to neighbors who bring their children's friends to the library and help the get library materials.
- Educating staff on the difference between "outreach" and "engagement"
- Partnering with any community group in any activity that helps support our mission.

- Listening to the needs of the community and not assuming we know what they need or want - and surveys and focus groups are not doing the trick.
- physically going out in the community to reach underserved or populations that are unable to come to the library.
- Having the library website friendly user and with the best information as possible.
- Providing adult education services like English Language classes and programs, and literacy programs for individuals and families.
- reaching out to the general community, those who use the library and those who don't. Building bridges between the community.

We also solicited open-ended responses to the question:

What was the most successful outreach project your library did in the past year?

General outreach

- We do a lot of outreach to schools, organizations, groups in our community. It would be hard to name just one - we encourage all of our youth associates to do outreach in their communities, and we also have a Literacy and Outreach Services Dept. that visit places all over.
- We shared library resources and services with a local citizen emerging leaders program and they were amazed! They were not just complimentary, but were voices on our behalf.
- Truck Day
- A program we held on gangsters. We actually had a large crowd attend and everyone really enjoyed the speaker.
- Book and bake sale to raise funds for children's books.
- We helped our Friend's group sponsor a circus and helped with a feed the performers luncheon
- Worked with the DDA on a Play Day.
- Taking programs out into the community

Outreach to youth (pre-natal through college)

- Started attending pre natal classes. Hand out "Reading Right from the Start" for parents and hard baby book. Already take book bags to Head Start and have digitized historical documents on state on-line data base-
- We do story times at local preschools (4 visits per school year) as well as present at end of year parent/family school nights to promote summer reading.
- Take story hour to the Community Action Head Start Centers.
- building connections with Head Start and starting to form partnerships.
- Partnering with Hebron Elementary School and other Elementary Schools in the area. Program included tours to the library and an adventure map.
- Book club at the middle school (6th, 7th, 8th). We had a monthly average of 80 kids participating.
- We held storytimes relating to our "One County Reads One Country: Afghanistan" project in the minority areas of our county.
- I participate in the Great American teach-In every year. This year I was able to go to five classrooms. The kids loved it and I was even able to giveaway some library incentives thanks to our book store sales. I work in a very impoverished area so I do a lot of outreach at the schools because a lot of people don't have the transportation to get to the library.
- Our Embracing Diversity project (<http://bpl.bc.ca/kids/embracing-diversity>) was chiefly completed in 2011 but remains a continuing project. It has actively engaged different cultural and linguistic communities in our very diverse city by involving them in creating resources that

can be used by daycares, schools, and families to promote inclusiveness and understanding. We won one of two 2012 Representative's Award of Excellence: Cultural Heritage and Diversity awarded by B.C.'s Representative for Children and Youth for this project.

- The Children's Department visited all 25 public schools in our county to promote our summer reading program.
- Alternative High School students created poetry with a mentor, learned about poetry slams and then read their poems at the library during a library sponsored reception. Different Alternative H.S. students created artwork with their instructor and then were invited to be "Artists of the Month" at the Gallery in the Library.
- Going into the schools more than we have in previous years. The schools had not been receptive to us--and did not return our phone calls in previous years, so anything we did was considered successful for us.
- Teens sold Sheetz gifts coupons to help the teen program.
- Created a special service project for teens looking for ways to volunteer within the community.
- local back-to-school bash
- to emerging adults - voting
- Promoting selected library services to staff and faculty (not just students), knowing they can influence students to use the library.

Outreach to seniors and the homebound

- Restarted our homebound program, which we lost to budget cuts 4 years ago.
- rotating collections of large print and audio books to 12 different senior facilities in our town
- a seniors' survey to gauge interests and visiting local seniors' groups to hand the survey out (as well as making it available in the library)
- Our library has had many. The senior services Outreach librarian goes to senior centers and area retirement communities delivering various programs to the seniors at these facilities, we also have a few memoirs writing groups that meet at retirement communities as well as one that meets at our library. the most successful outreach project that i think our library does is making those that are homebound, or in facilities that cannot come to the library, feel like they are not forgotten. Our library comes to them, wanting to fulfill their library needs. we have a strong commitment and dedication to our outreach community
- A staff member takes laptops to an assisted living facility 2x month. The residents have learned basic computer skills and have also learned how to use Overdrive to read library books!
- Outreach to homebound senior citizens, which we have been doing for years.
- We regularly go to a retirement community to do book talks
- Home-bound Program utilizing adult staff, outreach to elder residents and nursing homes, publicity, and using Friends of the Library for transport. This is an ongoing program since it has begun.
- Taking library materials to the homebound, books, Dvds, books on Cd.

Outreach to special populations (people with disabilities, rural, incarcerated, homeless)

- Added services to the blind and visually impaired
- We are hosting dances for adults with developmental disabilities and planning other programs for this segment of our community.
- Touchstone - a collaborative training project that visited small Montana towns and focused on historic preservation and local history.
- Monthly book club at the local jail

- I facilitated a jobs workshop for the homeless at our library weekly for 3 months. Dedicated staff covered computer training and assistance, job searches, interview skills, and resume building. I also worked with area agencies and business to connect the homeless with resources such as training through our county's Literacy and GED program and the state's employment agency. Several of them got job interviews and four obtained a job as a result. Even more important, library staff and patrons gained a greater insight into the role of the library and built community ties.

Outreach to immigrant and non-English speaking communities

- The Waukegan Public Library engages a volunteer corps of "promoters or Promotaras" to specifically engage the Latino community. We consider the concept of outreach to be outdated. Engagement means creating relationships, asking people what they want and need and creating those programs and services that align with our mission. These 10 ambassadors have doubled our Spanish Speaking Card Holders in the past year; helped create and run new programs and created new library users in less than one year due to the efforts of Carmen Patlan, Community Engagement Manager.
- Having a registered student group on our university campus contact the Library about putting up a book display highlighting their country of origin, Nepal. They worked with me the Outreach Librarian to select the books and set up the display. They also made a display board with pictures of their country. This went along with promoting their campus event, Nepal Nights.
- We have greatly increased our outreach to our underserved Hispanic community through our "Library on the Move" mobile computer lab.

Bookmobiles and community events

- Bookmobile to outdoor music festivals
- Library Live & On Tour (Lili). Smitty Miller in Lili was our most successful ambassador of new outreach services this year. I don't want to take anything away from our other efforts, including the Outreach dept., but Smitty is breaking new ground in first contact and bringing the library to all people. - Dennis Sliziak, Abbotsford Community Library.
- Library bookmobile to the rural community and community events.
- Attend Community Action Agency community event.
- Being at our township community day.

Outreach "to the best of our abilities"

- We had to communicate a reduction in our hours to the community. This was not a fun project but one we undertook to the best of our abilities.
- I have a very small (one librarian) library. I try to be proactive and ask people if they need help.
- perfect example: we have not done any
- none