

Chapter

13

ESTABLISH A SPEAKERS BUREAU

PURPOSE *To set up an organized way to schedule speakers and speeches on behalf of the public access computing program in your library.*

In this Chapter

SETTING UP A SPEAKERS BUREAU

SAMPLE LIST OF ORGANIZATIONS

SAMPLE FLIER

SAMPLE SPEAKERS BUREAU WORKSHEET

SAMPLE PRESENTATION

SETTING UP A SPEAKERS BUREAU

32 hrs.

TIME INVOLVED:

PURPOSE *To find opportunities to speak to community groups about public access computing in your library.*

Step 1 — Compile a list of willing and knowledgeable speakers.

Determine who can represent your library and its computer access program effectively. Recruit volunteers from your board, Friends of the Library, staff or community leaders.

Step 2 — Develop a presentation about your library's services or customize the following sample Microsoft PowerPoint presentation.

Conduct practice sessions for yourself and other potential speakers to help everyone get comfortable with the materials.

You can consider including a request for funds or volunteers in your presentation. This is often expected, especially during presentations to service and civic organizations.

Step 3 — Develop a list of potential speaking opportunities.

There are many groups in your community who regularly seek outside speakers, including service clubs, local churches, parent-teacher organizations and chambers of commerce. When possible, match speakers with the appropriate audiences. For instance, if one of the speakers from the list you created in Step 1 is a member of the Rotary Club, he or she should speak to that group.

Step 4 — Coordinate speaking engagements.

Use the following worksheet to help you collect detailed information about the speaking engagement.

Step 5 — Publicize availability of speakers.

Send a flier to potential audience groups. Be strategic with your promotion and don't solicit more than you can handle. Start with a few key audiences in your community rather than a mass mailing. Be sure to make follow-up phone calls. A sample flier is on the following pages.

Step 6 — Send a thank-you note to the organization after your presentation.



HELPFUL HINT

PowerPoint presentations can be presented in kiosk mode (see below for instructions) or as part of a guided presentation. Use slide transitions to make the presentation more visually interesting. Here's how:

- Open an existing PowerPoint slide show.
- Click View on the menu bar and click Normal.
- Click Slide Show on the menu bar and click Slide Transition.
- Toward the bottom of the box, there should be a title that says Advance. Here you can choose to advance the presentation on a mouse click or automatically after a certain period of time. Click in the box next to Automatically After and change the time to 3 seconds.
- Click Apply to All.

Set Up Slide Show

- Click Slide Show on menu bar and click Set Up Show.
- Click in the box next to Loop Continuously Until Escape.
- Click OK.

View Slide Show

- Click View on Menu Bar.
- Click Slide Show. This should begin your presentation.



Sample List of Organizations

ORGANIZATION	CONTACT	TITLE	ADDRESS	PHONE	E-MAIL	NOTES
Rotary Club Breakfast	Mary Smith	President	1111 Elm St., Anywhere, USA 11111	123-456-7890	Msmith @rotary.com	Meets every Wednesday, 8 a.m., at Denny's. Often gives grant money to children's issues.

To download this template so
you can use it at your library

[CLICK HERE](#)



Sample flier to promote speakers

SPEAKERS AVAILABLE

*Your Library: Connecting our
community with a world of information*



Many people in our area do not have easy access to computers and the Internet. Here at [NAME OF LIBRARY], we help solve this problem by offering free public access to computers and the Internet for everyone.

Last year alone, more than [NUMBER] people used the computers in our library.

We would like to tell your organization about all the good things happening at your local library. We are available to speak at no charge to community organizations.

For more information or to schedule a speaker, contact [NAME] at [PHONE NUMBER] or [E-MAIL].



Sample Speakers Bureau Worksheet

(Use this worksheet when scheduling presentations.)

Name of organization: _____

Date of scheduled presentation: _____ Time: _____

Location: _____

Organization's contact name and number: _____

Proposed length of presentation: _____

Brief description of audience: _____

Number of people scheduled to attend: _____

Seating and room arrangements (podium, head table, etc.): _____

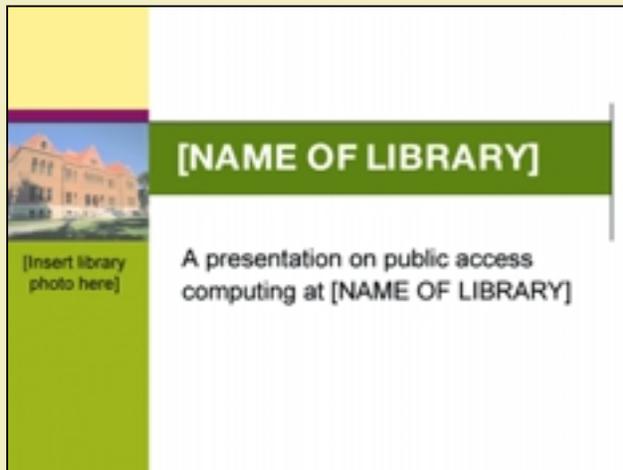
Can you use visual aids (overheads, slides)? If yes, describe: _____

Can you distribute information, such as a fact sheet, on the public access computing program? Is this ready? _____

Other notes: _____

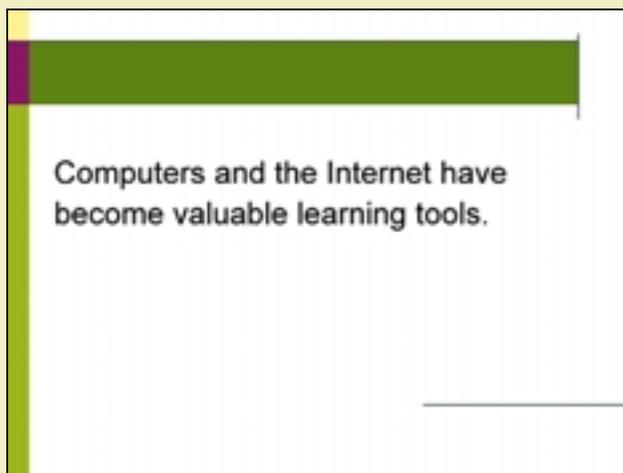


Sample presentation



Slide 1: [NAME OF LIBRARY] has always opened the door to knowledge and life-long learning for our community members.

I'm here today to tell you about our efforts to continue to provide this knowledge ... not just through books, but through computers and the Internet.



Slide 2: Electronic information sources, including computers and the Internet, have joined the traditional book as a fundamental learning tool.

But in America, there is a gap between those who have convenient access to technology and those who don't.



WHAT DETERMINES ACCESS:

- Family income levels
- Race
- Geography

Slide 3

Several factors determine access to technology, but unfortunately, it's usually the poorest communities that have the least access.

INCOME

- **75%** of households with incomes below \$15,000 annually are not connected to the Internet.
- **66%** of households with annual incomes between \$15,000 and \$35,000 lack Internet access.

(Source: U.S. Commerce Dept. Report, "A Nation Online: How Americans Are Expanding Their Use of the Internet," 2002)

Slide 4



RACE

While over **50%** of the nation has Internet access at home, only **32%** and **30%** of Hispanics and African Americans, respectively, have access.

(Source: U.S. Commerce Dept. Report, 2002)

Slide 5

The gap between African-American and Caucasian households with home Internet access continues to widen each year.

GEOGRAPHY

- At every income level, rural households are **half as likely** to have home Internet access than those in urban areas.
- Single-parent households are **twice as likely** to be unconnected to the Internet as two-parent households.

(Source: U.S. Commerce Dept. Report, 2002)

Slide 6



IN [INSERT COMMUNITY]:

An estimated **[xx]** percent of our community does not have easy access to computers.

Slide 7

WHAT LIBRARIES CAN DO

For most families without Internet access, the main factor is **cost**.

(Source: U.S. Commerce Dept. Study: "A Nation Online: How Americans are Expanding Their Use of the Internet," 2002.)

Slide 8

That's where public libraries fit in.

We are in a unique position to offer all community members free and convenient access to information technology.



Community members who lack home connectivity are **1.5 times more likely** to turn to public libraries for access to the Internet.

(Source: U.S. Commerce Dept. Report, "Falling Through the Net: Toward Digital Inclusion," 2000.)

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Our doors are open to everyone, and we offer convenient hours in the evenings, on weekends and in the summer.

Our staff has experience helping people seek and manage information, whether from books or on the Internet.

THE INTERNET: A VALUABLE TOOL

- Perform research
- Search for job opportunities
- Seek health information
- Find important information about government services
- Keep in touch with family and friends via e-mail
- Complete school assignments
- Access news, sports and weather information
- Pursue online educational opportunities (e.g. GED, college or vocational courses for credit)

Slide 10

There are many ways patrons can use the library's computers and free Internet access to their advantage.



At [NAME OF LIBRARY], we have
[xx] computers and [xx] printers.
[NUMBER] computers have access
to the Internet.

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We are fortunate to be able to offer public access computing in our own library.

And, educational software:
[LIST SOFTWARE]

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Since we've had this equipment,
[INSERT NUMBER] people have used
our computers.

These patrons represent all ages...from
[INSERT AGE] to [INSERT AGE].

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Take **[NAME]** for an example:
**[INSERT LOCAL USER AND
HIS/HER STORY]**

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[Tell one person's story, or describe the types of people using the computers.
For instance, do school children use them after school?]



OUR POLICY ON INTERNET USE

[Insert specific details about filters or policies you have in place.]

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We have been able to purchase [LIST EQUIPMENT] thanks to funding from [LIST SOURCES].

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We are incredibly pleased that we can provide all patrons access to technology, and we know our community has benefited from this service.

However, providing this service requires funding and other resources.



[Highlight current partnerships, use of volunteers, successful grants.]

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We are continuously looking for budget money, grants, volunteers and partnerships so we can maintain our hardware and software and upgrade our equipment as needed.

Through such **generous support**, the library can continue to provide **free public access** to information technology...

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...and ensure that the **divide** between those with access to technology and those without **gets smaller each day.**

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Thank You.
Questions?

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