**Public and School Libraries: Creative Ways to Build Successful Partnerships - Learner Guide**

<https://www.webjunction.org/events/webjunction/public-and-school-libraries-partnerships.html>

**Event Description:** Public and school libraries are driven by a similar goal—to help community members gain new knowledge, skills, and confidence to pursue their lives fully. Unfortunately, these libraries often lack the resources to fulfill that goal. There is a powerful opportunity for public and school libraries to collaborate to overcome many of the resource gaps they encounter when seeking to meet community needs. Join this webinar to explore how public and school libraries can initiate collaborative relationships and the types of programming that can benefit from these partnerships. Learn how to market or publicize your services to teachers and school librarians, and identify the best times of year to communicate with local schools. And part of the session will be spent discussing how public and school libraries can work together to address the impacts of the COVID-19 crisis, including summer reading program planning.

**Presented by:** **Cara Perrion**, MLIS, Assistant Library Director and Community Services Librarian at the K.O. Lee Aberdeen Public Library, Aberdeen, South Dakota

|  |
| --- |
| **What are your goals for viewing this webinar?** |
| **Personal Goals** |   |
| **Team Goals** |   |

|  |
| --- |
| **Assessing Organizations and Relationships** |
| Begin by assessing past and current partnerships between schools and public libraries.* What has worked well? Where were the challenges?
* What has changed? How has the community changed? Are there new individuals within the organizations to connect with?
* Start small. What are some initial ways to start the conversation?
 |
| **Potential Programming Partners** |
| With limited resources, staff and budgets, reaching out to potential partners throughout the entire community can be a great way to expand the efforts of school/library partnerships. Consider non-profits, government agencies and other educators that you might connect with for potential programs and identify who from your team could make those connections. For an extended list of options, review potential partners for collaboration in WebJunction’s [Community Partnership and Collaboration Guide](http://www.webjunction.org/documents/webjunction/Community_Partner_Collaboration_Guide.html).1.
2.

 4. |
| **Determine Your Program** |
| Using what you’ve learned about your community and potential partners identify programs of interest and consider the following as you determine the best approach. * Program Topic(s):

Format: Hands on class, demo, discussion, seminar, informal interactions or other?* School/Library goal satisfied with program:
* Target audience(s):
* Space needed:

Staff and volunteers needed:* Date & Time:
* Budget (including marketing):
* Marketing timeline and channels:
 |
| **Communications and Marketing** |
| Now it’s time to spread the word far and wide! Remember that your shared school/library programing can be marketed to the whole community, and using channels beyond your traditional library or school audiences can showcase the partnerships and overcome the traditional silos often in place. Consider all the following channels as you develop your marketing plan.Traditional Media (free or paid ads)* Newspaper
* Radio
* TV/Cable

Social Media* Facebook
* Twitter
* Instagram
* YouTube

Online Resources* Library Website
* Library calendar
* Community calendar

Print Materials* Newsletter
* Posters
* Postcards
* Materials for inside and outside school and library

Remember to ask programming partners to repost your marketing efforts on their social media channels and on their websites and calendars, and leave printed materials at their locations! |
|  **Action Plan:** (include some simple next steps, along with who, when, etc.) |
|  |