GO OUT AND BE AWESOME!

CREATING AN EFFECTIVE OUTREACH TEAM FOR YOUR LIBRARY

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Agenda

• Why outreach is important
• The evolution of library outreach
• Tools needed for effective outreach
• Training the staff
• Changing the culture

• What you will leave with today:
  • Renewed focus on outreach
  • Tools/Strategies for effective outreach
  • Training guidelines for staff
Why Outreach is a priority

• Follow your Strategic Plan
  – Increase awareness and usage of library services to meet community needs.
  – Develop and empower staff to create a culture of customer service that ensures positive experiences.

• Reaching Non-users
• Reminding Library users about other services
• Surprise! We are still relevant 😊.
Total Number of Outreach Events = 2762

2015, 2016, 2017 - February through August

- 2017: 1032 events
- 2016: 901 events
- 2015: 829 events
Total Interactions = **259,057**

2015, 2016, 2017 – February through August

Between 2015-2017, an average of **86,000** interactions during peak Outreach months.
The Evolution of Library Outreach

- The Basics
- Better Branding
- Trained Staff
- Strategic Selection
- Culture Change
The Library’s public image

Marketing

Advertising

I have great character.
I have great character.
I have great character.

Public relations

Branding

Trust me. He has great character.
I understand you have great character.
Outreach and it’s many forms

- School visits
- Festivals/Fairs
- Community Events
- Presentations
Tools for Outreach
Awesomeness

- Trained staff
- Coordinated/Branded set-up
- Event-specific messaging
- Interactive element
- Vertical display
- Just the right amount of information
- Swag

✓ Did I mention...trained staff?
Staff Training - the players

- Management support
- In-person trainings
- Webinar
- Shadowing
Staff Training – the equipment

- Presentations
  - Prepared deck of slides
- Festivals/Fairs
  - One-stop shop
  - Prize Wheel Guidelines
  - Reader’s Advisory display
  - Swag management
  - Strategic messaging
  - Table Set-up
MEET YOUR LIBRARY...
e-Reading
Think of it as a meetup — for your mind.
Fairs, Festivals and Community Events
Basics for Success

• Come prepared
  – Physically
  – Mentally

• Set up your table
  – Vertical vs Horizontal
  – Keep it clean

• Three messages
  – Know your audience
  – Don’t data dump
Lots of Stuff

• All of these things!

• Neatly packed in one suitcase
Bring what **YOU** need

- Be **physically** prepared
  - Water
  - Hat
  - Sunscreen
  - Food
  - Cash/Card
  - Phone

- Be **mentally** prepared
  - Know your audience
  - Know your messaging
  - Be ready to engage
  - Be energetic
  - Be nice
  - Be friendly 😊
It’s a **TEAM** effort

- Share contact info
- Discuss strategy
- Agree on breaks
- Do your part
Capture the data – Share the stories

Numbers/Outputs

Stories/Outcomes
Outreach’s not-so-secret weapon
Prize Wheel Strategies

• Corner placement
• One person in front
• One spin = one prize
• Be flexible!
• Pre-determine questions
• Pre-determine prizes
Swag Management

- Swag is finite
- Pre-determine prizes
  - ?
  - Surprise
  - Wild
- Group management
  - Setting the expectation
- “Hide” swag (except pens, bookmarks and maybe tattoos)
- Read your audience/work the room
Personalized Reading Recommendations

by SACRAMENTO PUBLIC LIBRARY

The NEW Secret Weapon
Reader’s Advisory at the State Fair
What is your message?

(Avoid the “data dump”)
Best Practices For Outreach Tables
Lessons Learned

• Team Effort
• Strategic Selection
  – Events
  – Staff
• Easy and accessible
• Report out
• Create the expectation
• Don’t assume!
Looking Ahead

✓ Creating an Outreach Ambassador team

✓ Developing a variety of interactive activities

✓ Incorporating RA into outreach basics

✓ Assessing effectiveness on a regular basis
  • Training
  • Equipment
  • Messaging
FOLLOW-UP QUESTIONS? GREAT!
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