



GO OUT AND BE AWESOME!

CREATING AN EFFECTIVE OUTREACH TEAM FOR YOUR LIBRARY

Cathy Crosthwaite – Community Engagement Manager - ccrosthwaite@saclibrary.org

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

Our mascot,
Otterby Reading

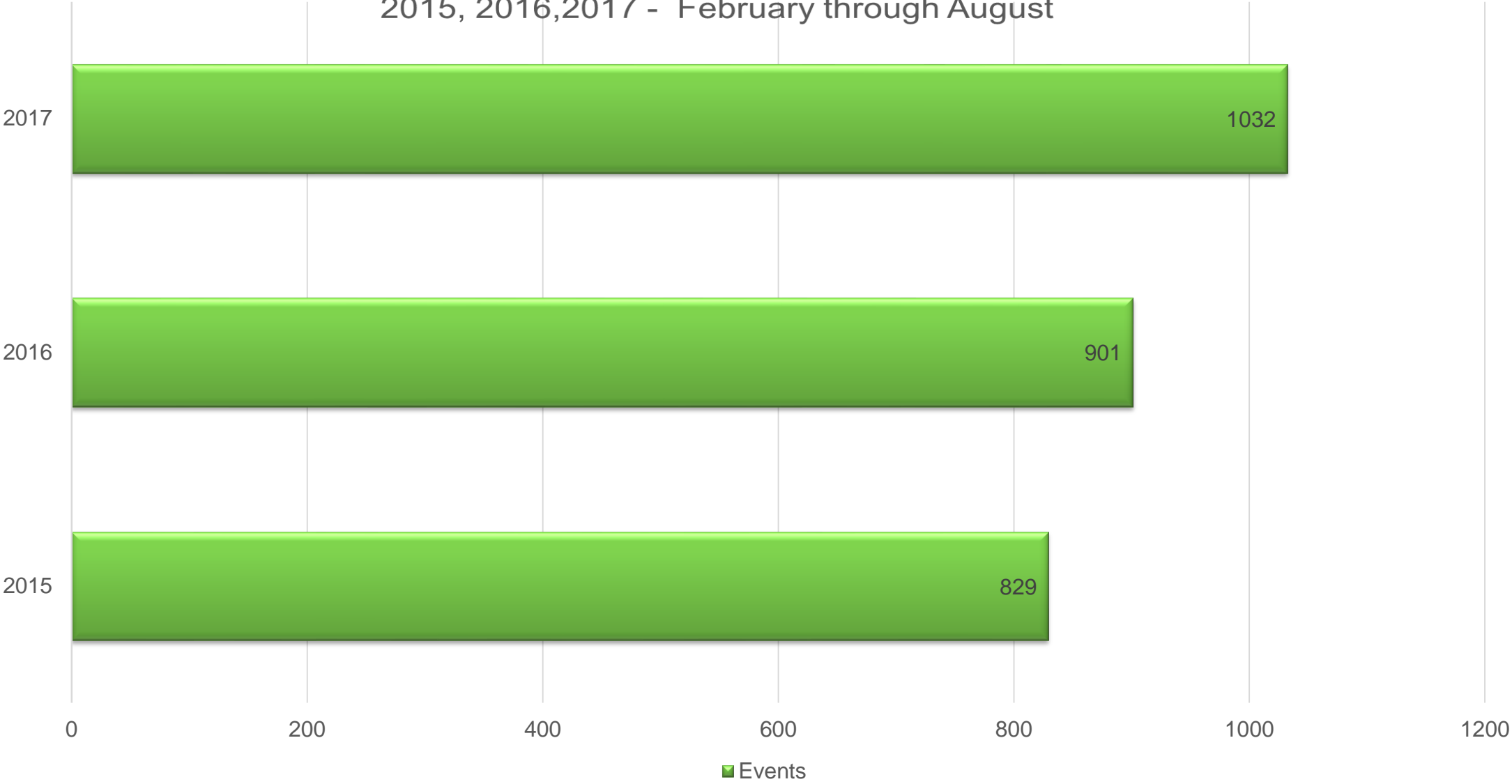


Why Outreach is a priority

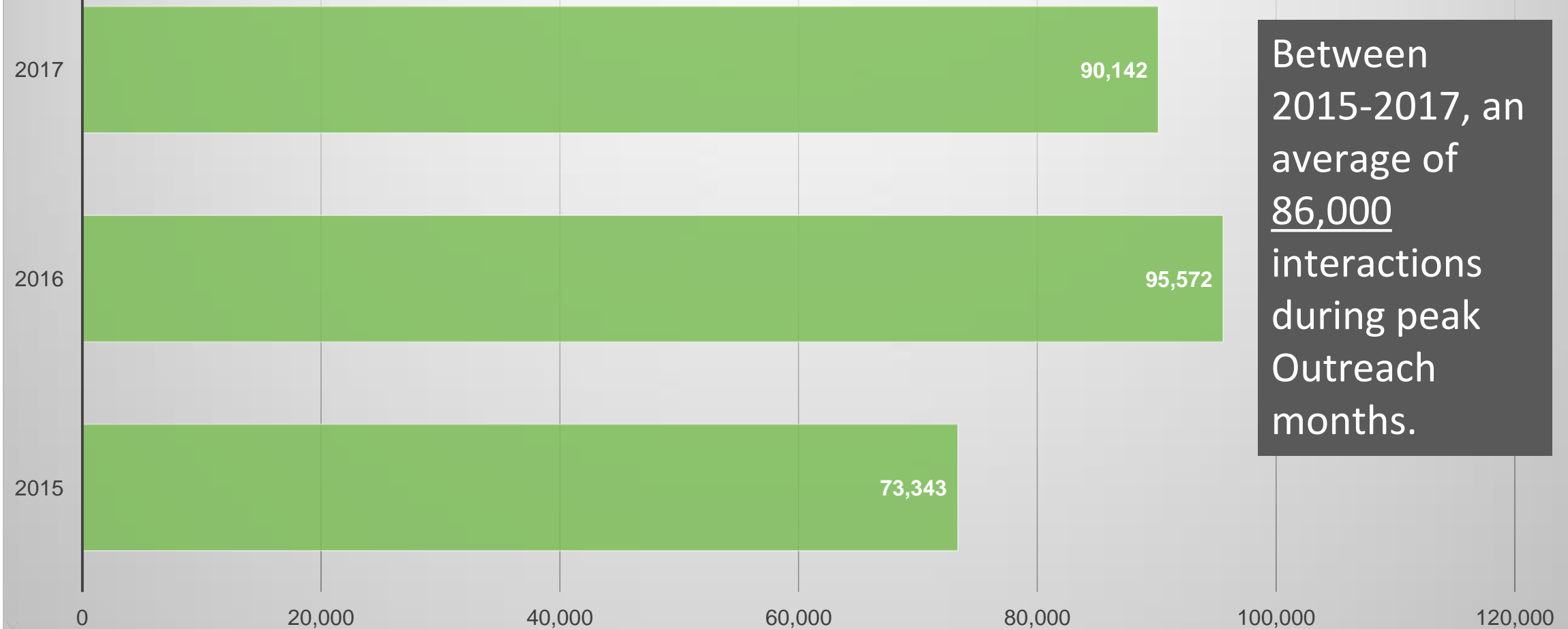
- Follow your Strategic Plan
 - Increase awareness and usage of library services to meet community needs.
 - Develop and empower staff to create a culture of customer service that ensures positive experiences.
- Reaching Non-users
- Reminding Library users about other services
- Surprise! We are still relevant 😊.

Total Number of Outreach Events = 2762

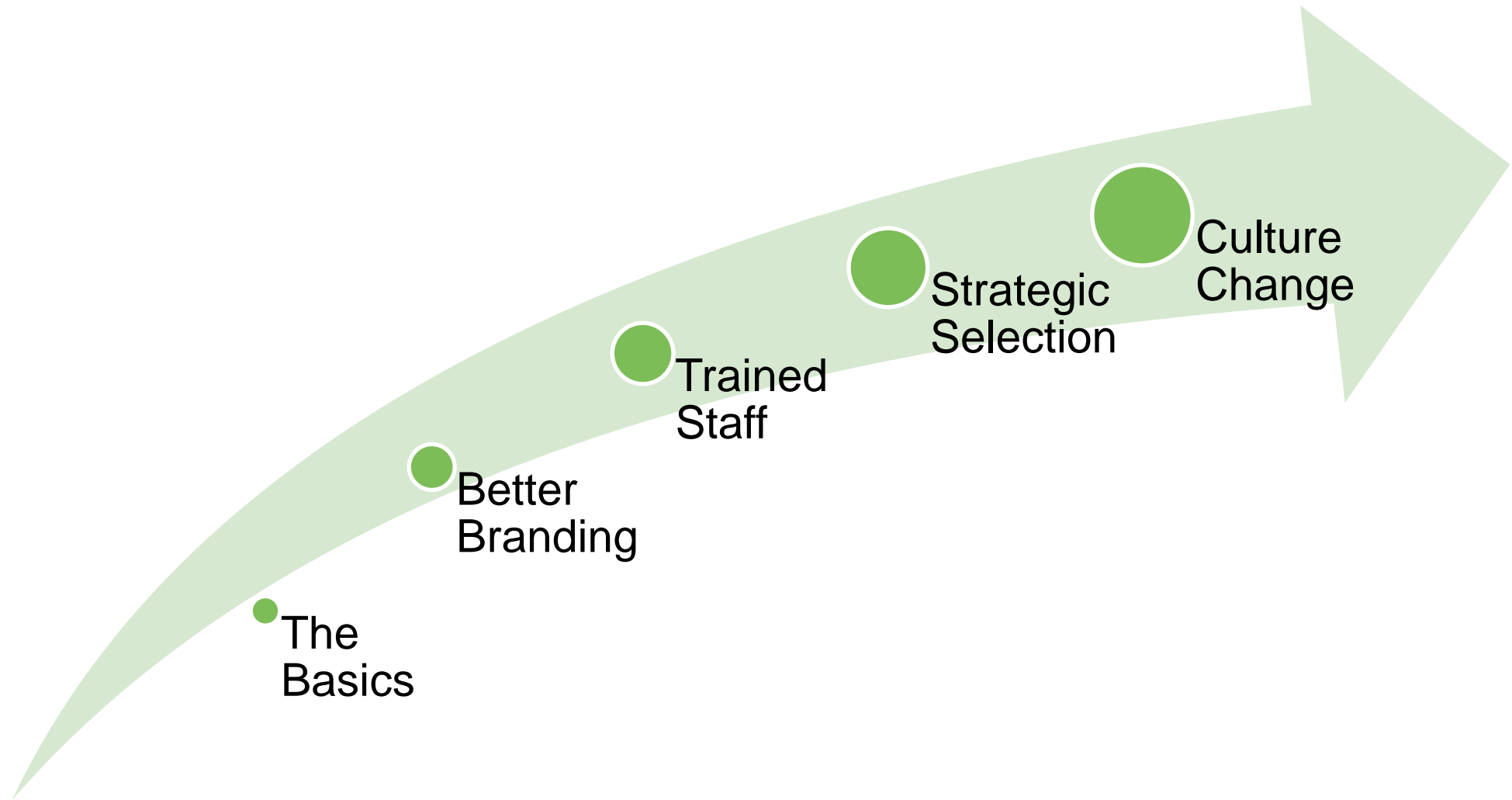
2015, 2016, 2017 - February through August



Total Interactions = 259,057
2015, 2016, 2017 – February through August



The Evolution of Library Outreach



The Library's public image



I have great character.



Marketing



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



Advertising



Trust me. He has
great character.



Public relations



I understand you
have great
character.



Branding



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...



A Sacramento Public Library library card is shown at an angle. The card has a green top half with a black and white photograph of a library building's interior. The bottom half is white. The text 'library card' is printed in large white letters on the green background. Below this, the Sacramento Public Library logo and name are printed, along with the website address.

library card



SACRAMENTO PUBLIC LIBRARY

www.saclibrary.org



LIBRARY OF **THINGS**

**sac
lib** SACRAMENTO PUBLIC LIBRARY







LET'S TALK ABOUT: RACISM

A NEW SERIES BY
SACRAMENTO PUBLIC LIBRARY

FEBRUARY RACISM

The Library invites the community to have a cross-racial conversation on the roots of white perspective and the beliefs that develop from them.

Get the reading list at
www.saclibrary.org/letstalk



WAKING UP WHITE DEBBY IRVING

SUNDAY, FEBRUARY 28, 2016
12:30 - 2 PM. IN THE LIBRARY GALLERIA
Tickets not required. Seating is limited.
Book signing and sale after event.

 SACRAMENTO PUBLIC LIBRARY
www.saclibrary.org

Central Library • 828 I Street, Sacramento • www.saclibrary.org



LET'S TALK ABOUT: DEATH

A NEW SERIES BY
SACRAMENTO PUBLIC LIBRARY

MAY 2016 DEATH & DYING

Join us as we shake the taboo off of death and work to bring it back to life during an hour-long community discussion with author Caitlin Doughty and Chaplain Jenny Ebinger.

Get the reading list at
www.saclibrary.org/letstalk



SMOKE GETS IN YOUR EYES CAITLYN DOUGHTY

SUNDAY, MAY 15, 2016
1 - 2:30 PM. IN THE WEST MEETING ROOM
Seating is limited. Register today.
Book signing and sale after the event.

 SACRAMENTO PUBLIC LIBRARY
www.saclibrary.org

Central Library • 828 I Street, Sacramento • www.saclibrary.org

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



A person is seen from the back, wearing a black t-shirt. The t-shirt has the text "Did you know the library" in a yellow, italicized font. Below this text is a rectangular yellow sticker with handwritten text and a drawing. The sticker says "HELPS YOU" on the first line, "SELF-PUBLISH!!!" on the second line, and "www.saclibrary.org" in green at the bottom. There is a simple line drawing of a smiley face with two red flower-like symbols on either side. The background is slightly out of focus, showing what appears to be a doorway or a wall.

*Did you know
the library*

HELPS YOU
SELF-PUBLISH!!!

www.saclibrary.org

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!

CATHY CROSTHWAITE

CCROSTHWAITE@SACLIBRARY.ORG

916-264-2962