



Pop-Up Storytimes

Future of Libraries Conference

Cheryl Lee, Branch Manager
Santa Clara City Library – Northside Branch Library
October 14, 2014



City of Santa Clara

Pop-Up Basics

- Library Philosophy and Principles
- Inspiration
- Choosing Locations
- The Approach
- The Storytime
- Sustainability



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About Me

- Palo Alto City Library's Community Engagement/Outreach Librarian
- Branch Manager of Northside Branch Library
- Librarian for 8 ½ years
- Ironical Fact: Struggled with reading all of my life
- 2011 Eureka! Leadership Fellow
- 2014 Library Journal Mover and Shaker
- 2016 Newbery Committee Member
- Hoping to be the "Pop-Up Librarian" again.



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My Philosophy and Principles



- Little/No Cost Programming
- Customer Engagement
- Core values of the City
- Non-Traditional Programmer
- Not Your Grandma's Library
- Challenge
- Community Partners



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My Inspiration



Storytime



Concert Tour



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My Inspiration



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Finding the Perfect Location



Space for Storytime



Kid-Friendly



Noise Friendly



Parking/Accessibility



Marketing Opportunities



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Tips for the Approach

- Research Location
- Write Script in Bullet Points
- 1st Call or In-Person, Last Email
- Always talk to the General Manager
- WIFT- What's in it for them?
- Always ask for their contact information



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The Approach - Pottery Barn for Kids

WIFT

- Appeal to parents during sale/clearance season
- Captive audience of parents and kids for 30 minutes in your store
- Average attendance of 20-30 parents and kids



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Marketing & Advertising



- Palo Alto Unified School District eNews
- Parents Club of Palo Alto/Menlo Park
- Social Media (Twitter & Facebook)
- Word of Mouth Advertising
- No Flyers



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My Pop Up Storytimes

Wk	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
5						1	2
6	3	4	5	6	7	8	9
7	10	11	12	13	14	15	16
8	17	18	19	20	21	22	23
9	24	25	26	27	28		

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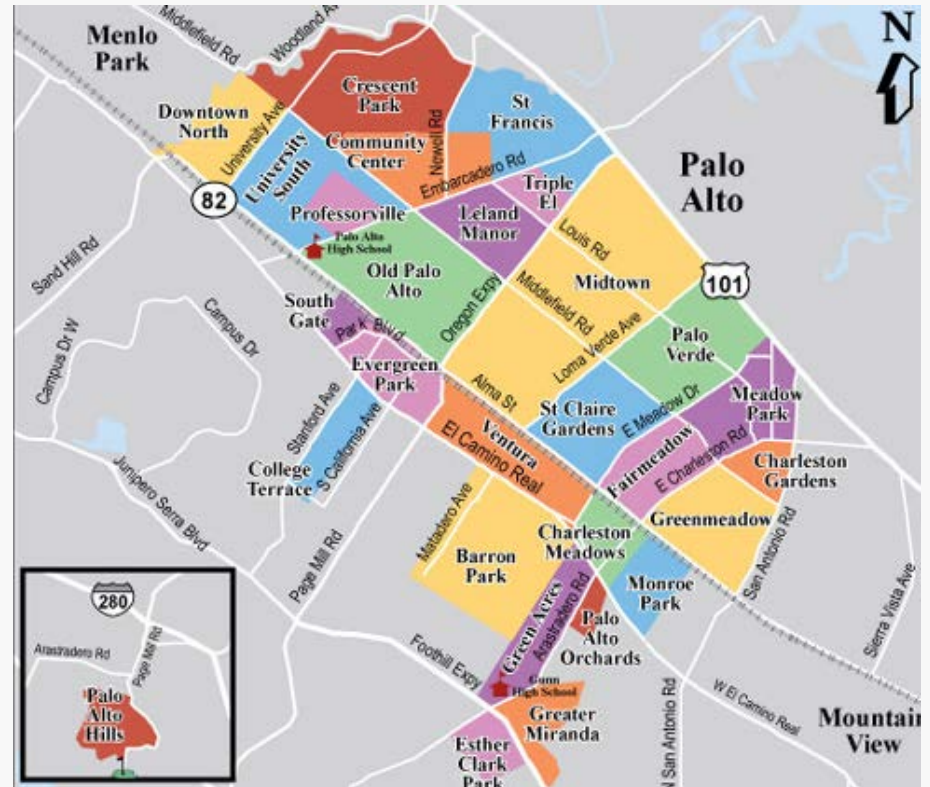
- Fixed Date and Time
- 2nd Thursday of Each Month at 11 am
- Try to avoid conflicting times with library storytimes or programs



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My Pop Up Storytimes

- Locations would vary
- Never repeated locations
- Use location for another program
- Venues were only in the City of Palo Alto



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Starpower



- Animated
- Engage Your Audience
- Participatory Songs and Stories
- Family Storytime
- Themes Optional



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California Pizza Kitchen



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Pottery Barn for Kids



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Dentist Brian Liu



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C is for Craft



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Plan Toys



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Gamble Gardens



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Tesla Showroom



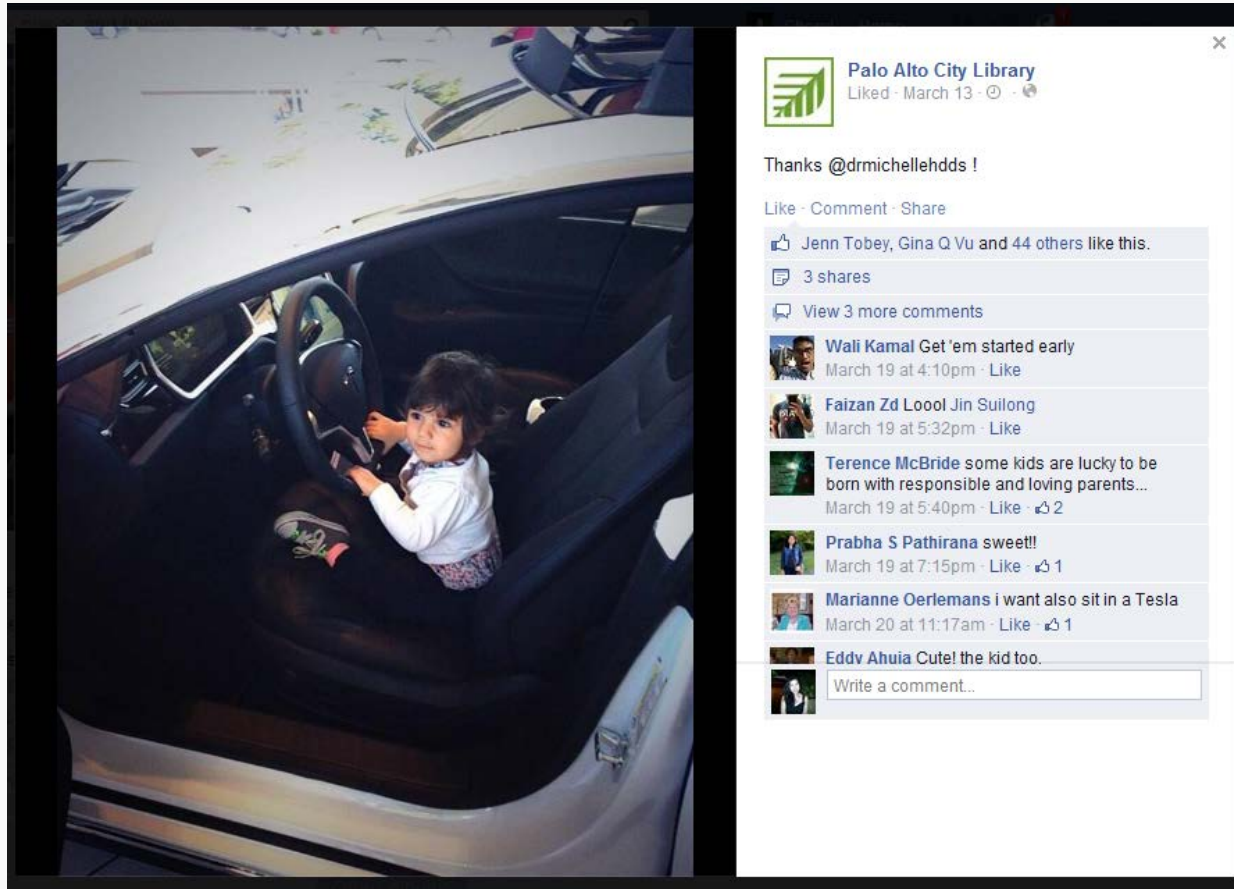
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Tesla Showroom



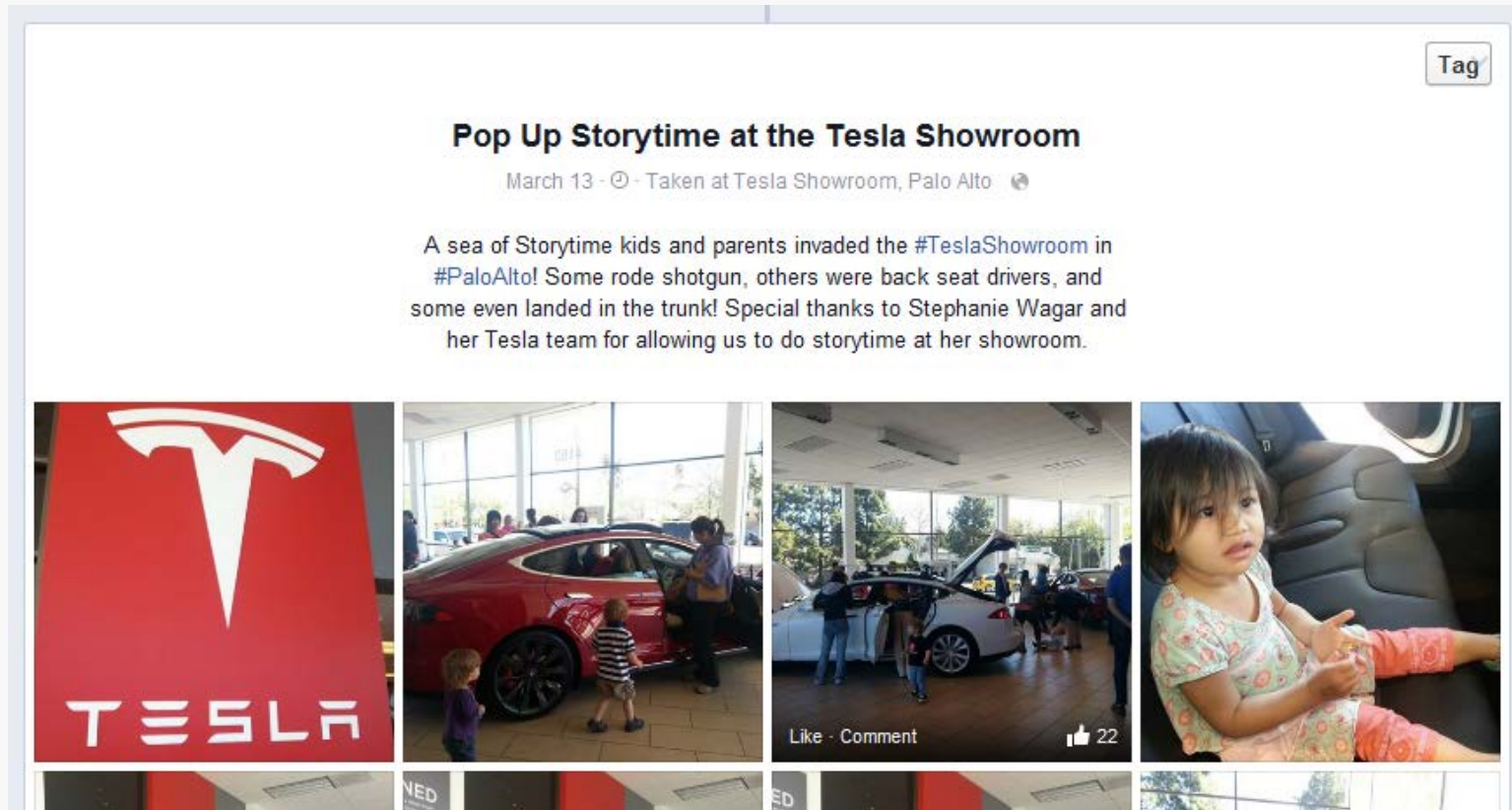
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Marketing & Advertising



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Tag

Pop Up Storytime at Gamble Gardens

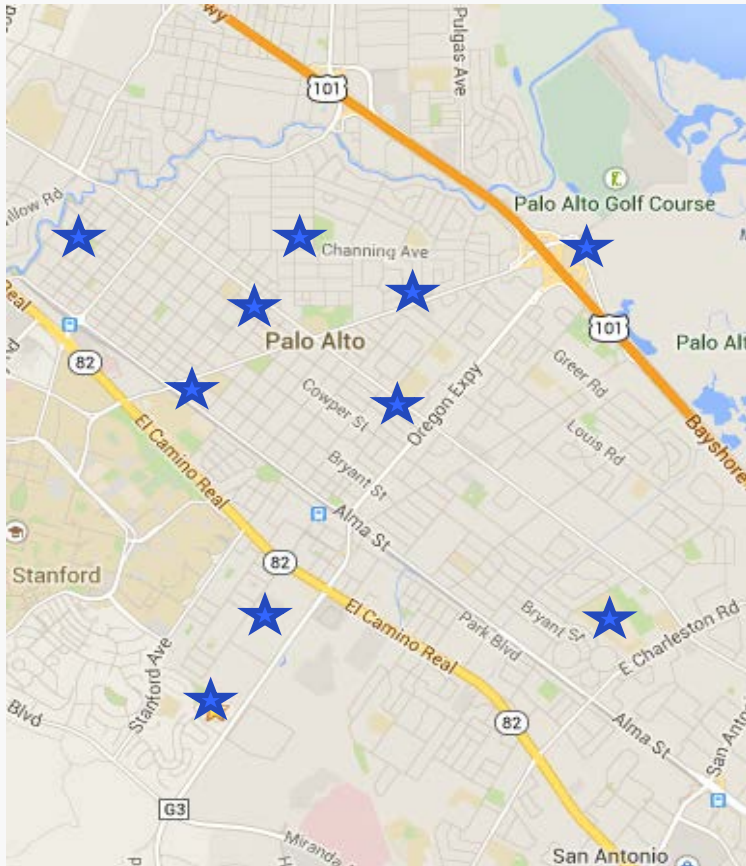
May 8 · 📍 · Taken at Gamble Elizabeth Garden Center 🌐

Storytime was set among the pretty flowers at the [Gamble Garden](#). 87 attendees participated in stories and songs in the Rose Garden. Some brought picnic lunches and used the opportunity to take snapshots of their kids. Special thanks to Vanessa Roach, Executive Director at the Gamble Garden. Also thank you to Aimee Castaneda for sharing pictures Zoe in the garden.



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Corporate Partners



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ANIMAL SERVICES



C is for Craft
540 Bryant Street, Palo Alto, CA, 94301

pottery barn kids



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Sustainability



- Rinse and Repeat
- Drive Social Media
- Venues will start reaching out to you for Pop Up Storytime
- Some locations will not work
- Creates opportunities



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Results and the Future



10 Pop Up Storytimes



500+ Attendees

- Wider Audience
- Cultivated more partnerships in the community



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My Contact Information



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