



Outreach: Best Practices

Presented by:

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Agenda

- Introduction
- Outreach Review
- Guidelines
- Outreach How-To
- Role of Community Liaison
- Success Stories

Outreach Review

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Outreach Review

Outreach Working Group

Outreach tracked for 6 months

January – June 2012

What were we hoping to learn?

What was tracked?

Outreach tracking sheet included:

- Location
- Date
- Type of visit
- 1st or subsequent visit
- Time spent arranging the visit
- Time spent preparing
- Travel time to and from
- Time spent following up
- Funds spent on supplies
- KMs to and from location
- Programs/services promoted
- Number of items circulated
- Number of new memberships
- Notes

What did we learn?



Sanjo Cultural Exchange

Significant results:

- 218 outreach visits
- Over 80% by YS staff
- June was the busiest month
- Class visits accounted for 60%
- Community events accounted for 11%
- 32% of outreach visits were 1st visits

Time Spent on Outreach

50/50

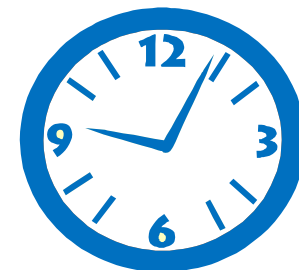
**50% of time
spent on
planning and
preparing**

**50% of time
spent at the
outreach visit**

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Cost of Outreach

Staff time accounts for nearly 100% of costs

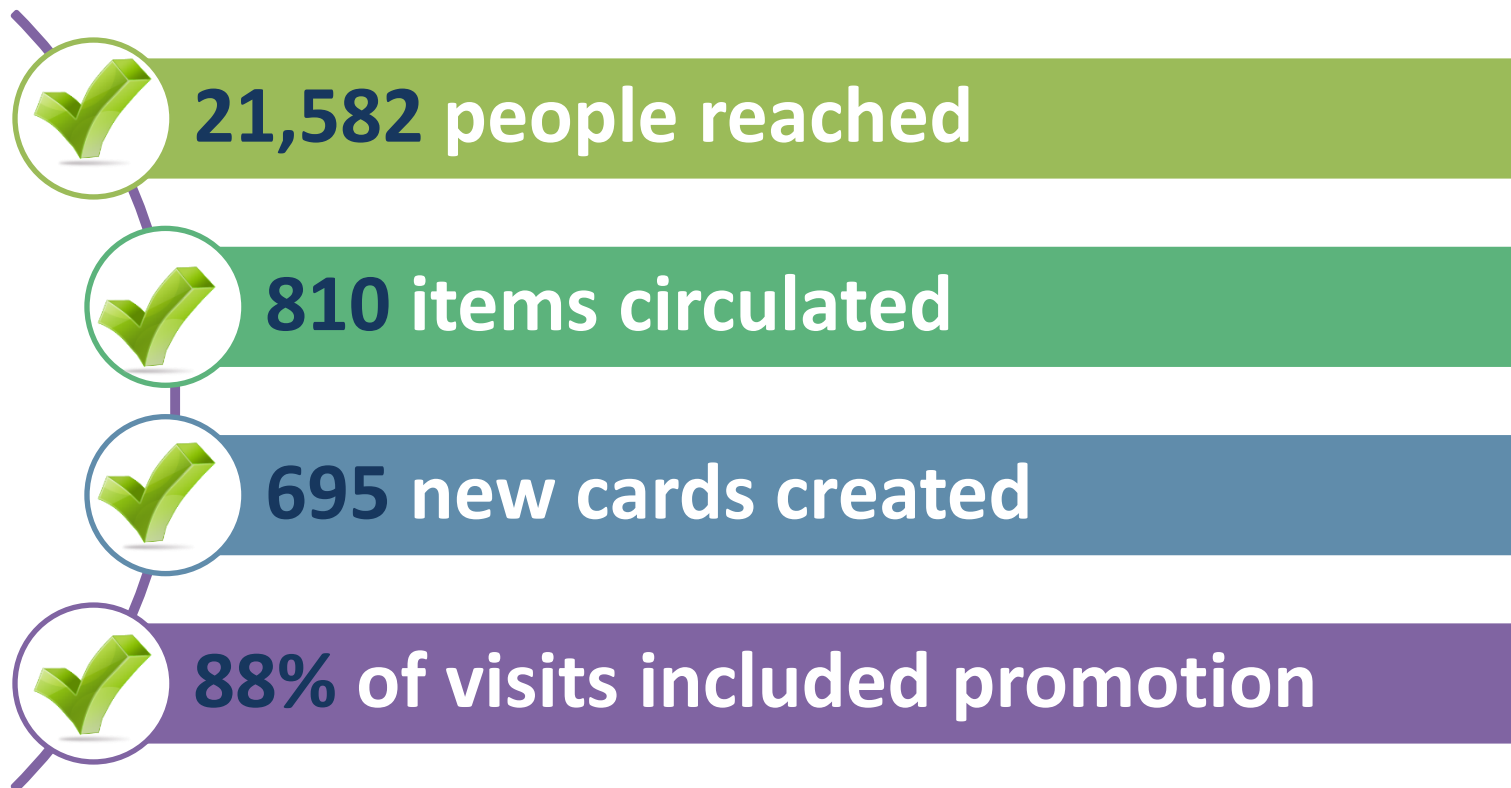


The average outreach visit costs
\$1.09 per person reached

Very little spent on outreach supplies



Measurable Outcomes



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Recommendations

1. Guidelines needed
2. Staff resources & toolkit needed
3. More follow-up needed
4. More tracking of results needed
5. Increase measurable results

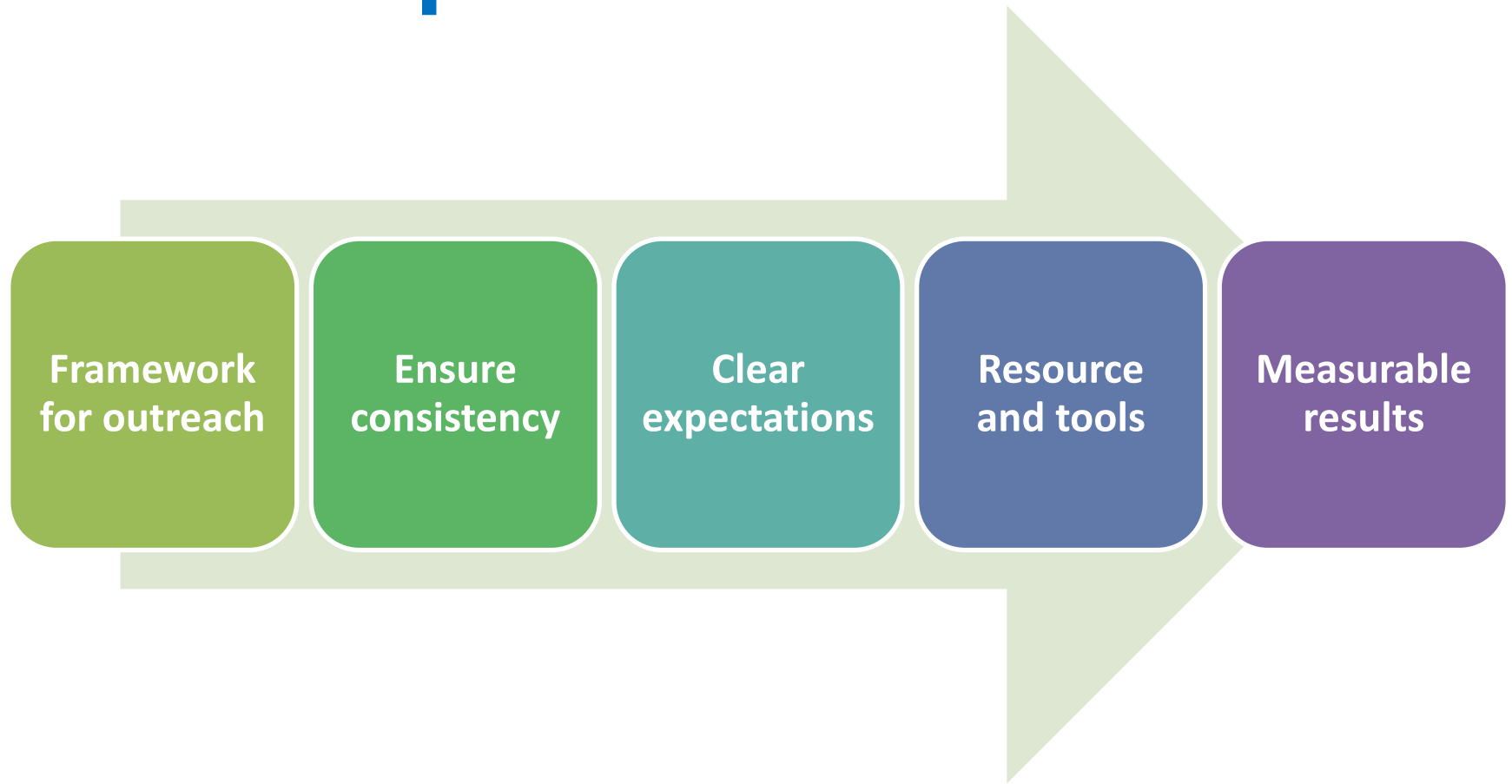


Student Focus Group

Corporate Guidelines

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Corporate Guidelines



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Definition

...any activity that introduces the library to the community and which promotes library membership, services and programs to existing and potential customers

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Why am I doing this?

Benefits to the community and the library:

- Access to library services
- Develop community partnerships
- Connect with non-users and underserved populations
- Opportunities for lifelong learning
- Learn about the needs and interests of community
- Increase awareness and visibility of library
- Increase performance measures

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Everyone Participates!



Thornhill Village Festival Parade

Staff

Friends & Family

Volunteers

Community

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Limitless Possibilities

membership	collections	services	programs
corporate events	facilities	meeting space	free WiFi
computer access	reference services	reader's advisory	library instruction
database training	storytime	off site programs	book deposits

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Priorities

Frequency
limits

Corporate
events

Annual
business plan

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Expected Outcomes

Things we can measure:

- Circulation
- New memberships
- Increased visits to the library
- Increased program attendance
- Increased book deposits

Things we cannot measure:

- Increased awareness
- Fostering a love of reading
- Improved perception of libraries

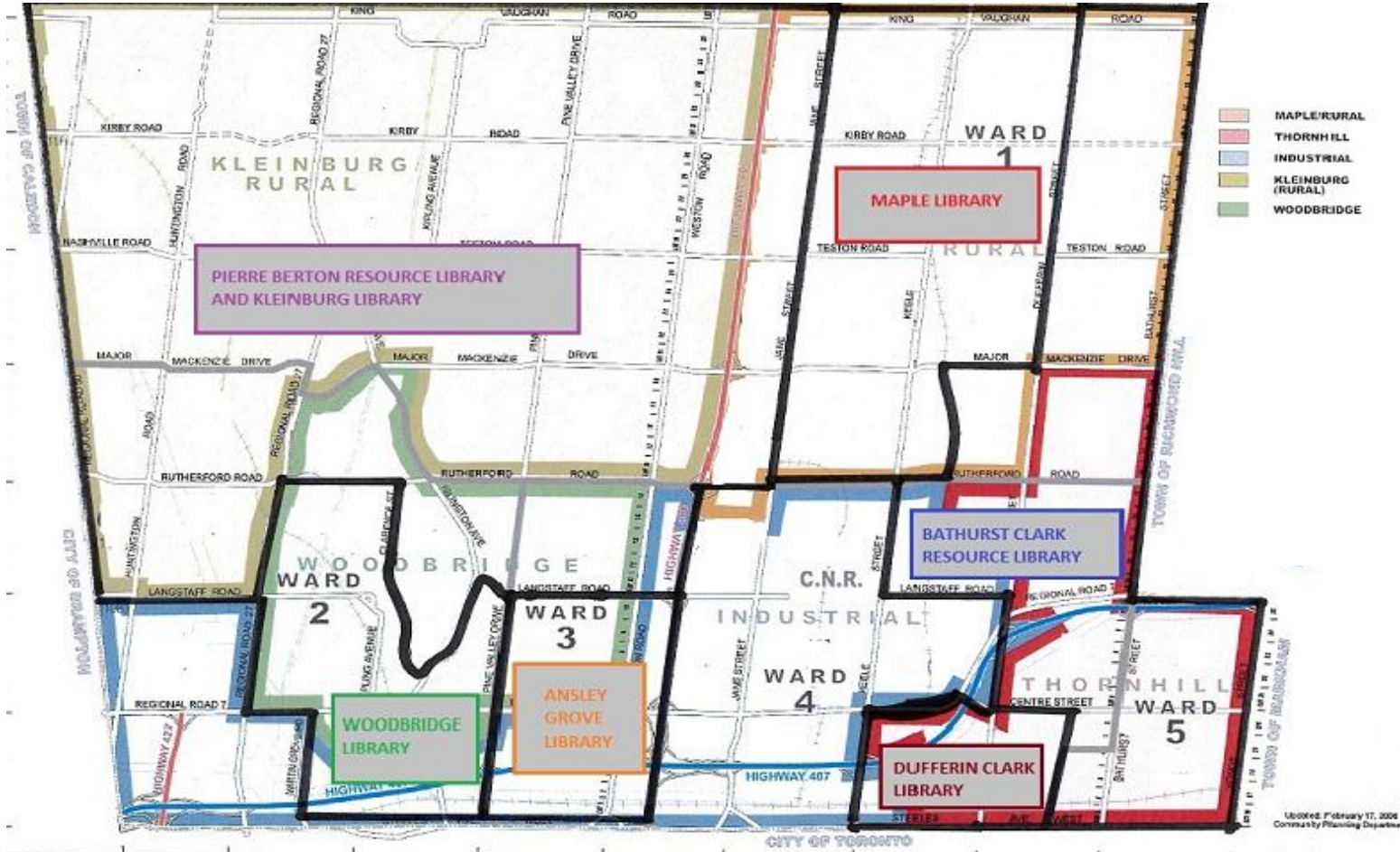


Character Community Event

Outreach How-To

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Know Your Community



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Vaughan Public Libraries

Developing a Plan

- Partnerships
- Presentations
- Community events
- Displays
- Hosting events



Thornhill Village Festival Parade

Initiating First Contact



Volunteer Fair

- Identify your outreach contact
- Who, where and why?
- Make notes
- Meet if you can
- Get and share contact information
- Send an email

The Toolkit

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Transition Document

Organization:	
Library Card #	
Contact Person	
Phone #	
Address	
Email	
When	
Next Visit	

Reason for outreach: What are the needs of this group?
Type of outreach: Is this a book deposit, story time, meet the librarian?
Things to do: How to prepare and what to do during the visit.
Notes:

Outreach Checklist

Personalized Items

- ☐ Name tag/lanyard
- ☐ Business cards

Supporting Display

- ☐ Table skirt & clips
- ☐ Table cloth
- ☐ Table (if needed)
- ☐ Small acrylic book stands
- ☐ Folding display board
- ☐ VPL banner & stand
- ☐ Oversize library card & stand
- ☐ Program Posters

Promotional Materials/Publications

- ☐ What's On
- ☐ Annual Progress Report
- ☐ Strategic Plan
- ☐ VPL hours bookmarks
- ☐ Literacy brochures
- ☐ Welcome brochures
- ☐ Program posters

Library Membership

- ☐ Library cards (children and adult)
- ☐ Family membership registration forms
- ☐ Suggestion & Comment form
- ☐ Program / Outreach feedback forms
- ☐ I Recommend... forms

Relevant Collections

- ☐ Multilingual materials
- ☐ Picture books
- ☐ ESL materials
- ☐ Health resources
- ☐ Business resources
- ☐ Other

Giveaways

- ☐ VPL canvas bag
- ☐ Balloons & tank
- ☐ My Librarian Visited Me Today sticker

Presentation equipment

- ☐ Laptop
- ☐ Projector
- ☐ Sound system
- ☐ Microphone

Program Materials

- ☐ Storytime resources
- ☐ Book deposit materials
- ☐ Presentation handouts
- ☐ PowerPoint slides

General

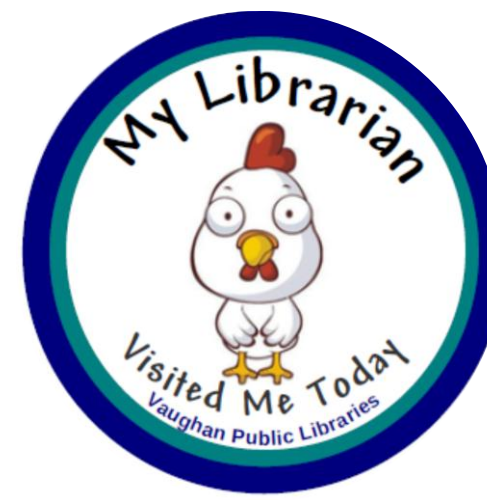
- ☐ Paper, pens, pencils, etc
- ☐ Clipboards
- ☐ Travel/carry case
- ☐ Dolly



OUTREACH KIT

- Table Top Display
- Table Skirt
- Banner

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Conducting Outreach

- Punctuality
- Dress appropriately
- Name tag
- Promotional materials
- Be proactive
- Promote membership
- Tell them the great things we do
- Suggestion & Comment forms
- Make notes!



Bindertwine Festival

Follow Up



Storytime

- Follow up
- Encourage book deposits/membership
- Track your outreach
- Save the statistics
- Write in outreach tracking system
- Record information

Evaluating

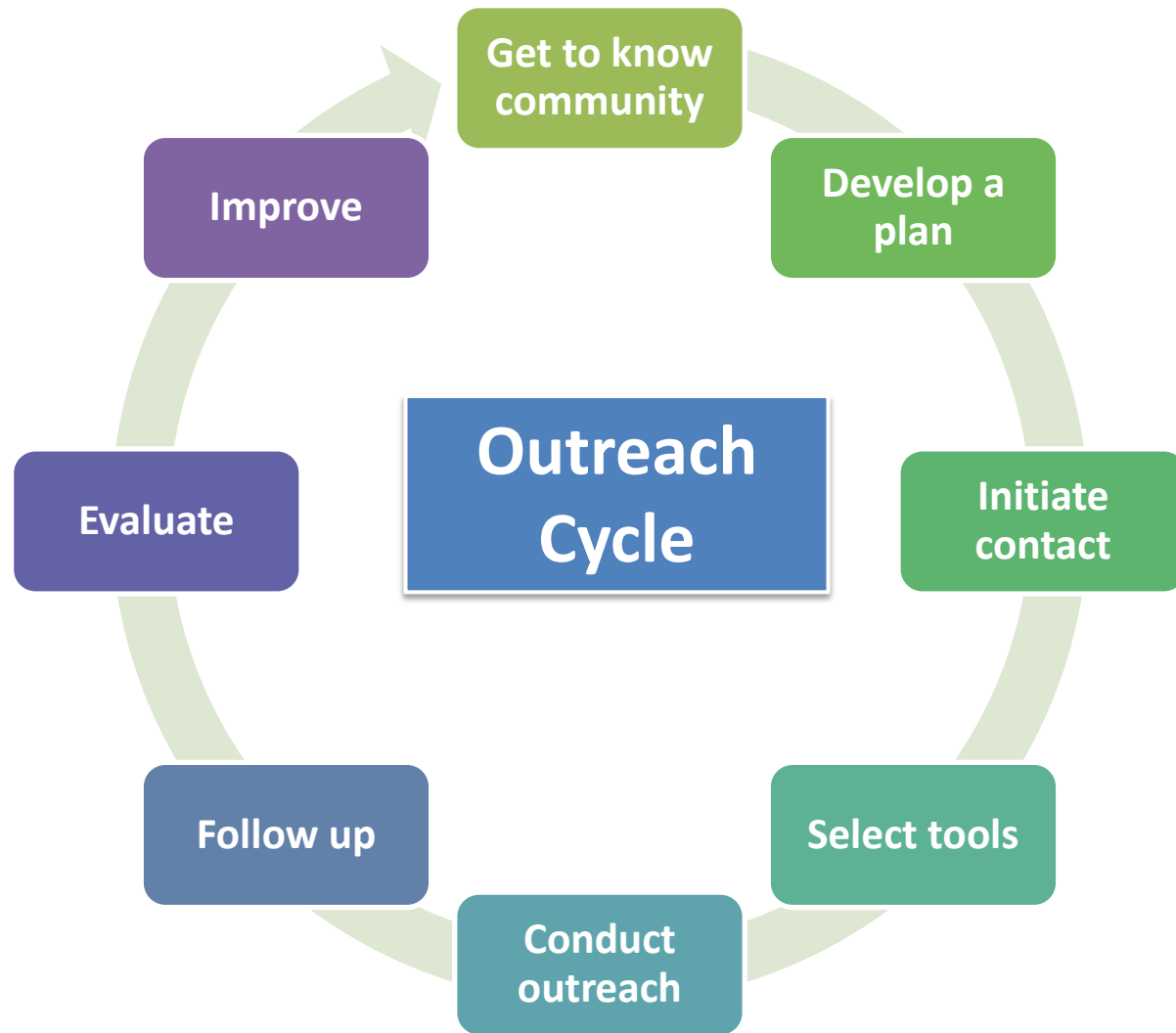
- Event/venue
- What worked?
- What might we do differently next time?
- What questions were asked?
- What do I need to know in the future?
- What additional resources?



Community Centre Grand Opening

Turning **No** into **Yes**

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Community Liaison

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Community Liaison

- Partnership development
- Networking & liaising
- Building bridges



Community Liaison Outreach

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Challenges & Solutions

Challenges	Solutions
Not for me	Something for everyone
Library is only a building	Mobile services
Fee vs. free	FREE
Library not responsive	Multilingual collections & cultural programming
Lack of awareness	Promotion and exposure
Language barrier	Diverse staff & Language Line
Lack of trust	Network with community leaders
Staff concerns	Motivation

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Success Stories

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Success Stories

Families

Newcomers

Children

Teens

Seniors

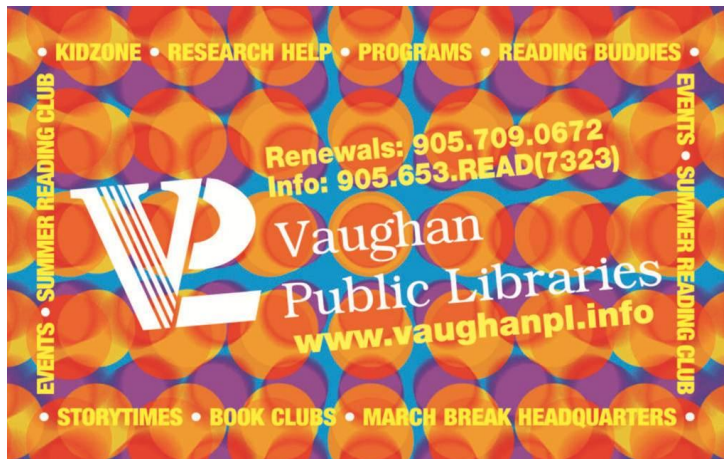
Business

Community

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Card Campaigns

2010: Family Campaign
1,553 memberships



VPL Kids' Card

2011: Newcomer Campaign
472 memberships



Library Settlement Partnership

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Newcomer Card Campaign

Target: 300 memberships

Outreach Locations	Count	Memberships
Community Events	5	83
Settlement Agencies	6	35
ESL/LINC Classes	19	201
Faith based organizations	2	107
Shopping Malls	2	17
Other	4	29
TOTAL	38	472

Summer Reading Club

Campaign Type	Total
Outreach Visits	397
In House Promotion	371
Joined Previous Years	158
Media Promotion	10
Other	70
Total	1007



TD Summer Reading Club

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Volunteer Fair

Year	# of Fairs	# of Participants	Community Partners
2010	2	350	30 different organizations
2011	3	520	
2012	3	469	
Total	8	1,339	

Big Brothers Big Sisters ~ Canadian Mental Health Association ~ Canadian Red Cross ~ Catholic Community Services ~ CHRY 105.5 Radio ~ Clothing Cupboard ~ Community Living York South ~ CNIB ~ Enterprise Promotion and Investment Centre Project ~ First Chinese Senior Association ~ Girls Incorporated ~ Habitat for Humanity ~ Hospice Thornhill ~ Katamivak ~ Learning Disabilities Association ~ Mackenzie Health ~ March of Dimes ~ McMichael Art Collection ~ Opera York ~ Pine Grove Lodge ~ Spelling Bee of Canada ~ St John Ambulance ~ Vaughan Food Bank ~ Villa Colombo ~ Welcome Centre ~ YorkInfo ~ York Region Association for Recreation for the Disabled ~ Youth Assisting Youth

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Seniors' Outreach



Seniors' Technology Training

- *Now I feel like I can participate in this technological world (learned basic computer skills)*
- *The library brought me closer to my daughter (learned email)*
- *I never thought I could see my grandchildren more than I used to visit in person (learned how to Skype)*

VBEC Partnership

- Hosted small business workshops
- Small Business Expo
- Small Business Week planning team
- 3x as many business reference questions
- Information staff trained on business reference
- Invested in core business resources



South Asian Trade Fair

Santafest Parade



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Tips & Tricks

Network with leaders

Attractive incentives

Value added & results oriented

Communicate

Know your community

Embrace diversity

Turn no into yes

Evaluate & improve

Use your toolkit

Develop guidelines & partnerships

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THANK YOU!

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