

BOLDLY GO OUT INTO YOUR COMMUNITY

Outreach in Non-Traditional Spaces

St. John's
Kitchen +
OneROOF

J. Wesley
Graham
Resource
Centre,
GRRCC

Pop Up
Library

OLA Super Conference
Friday, February 2, 2018

Connect
with us!

Takeaways





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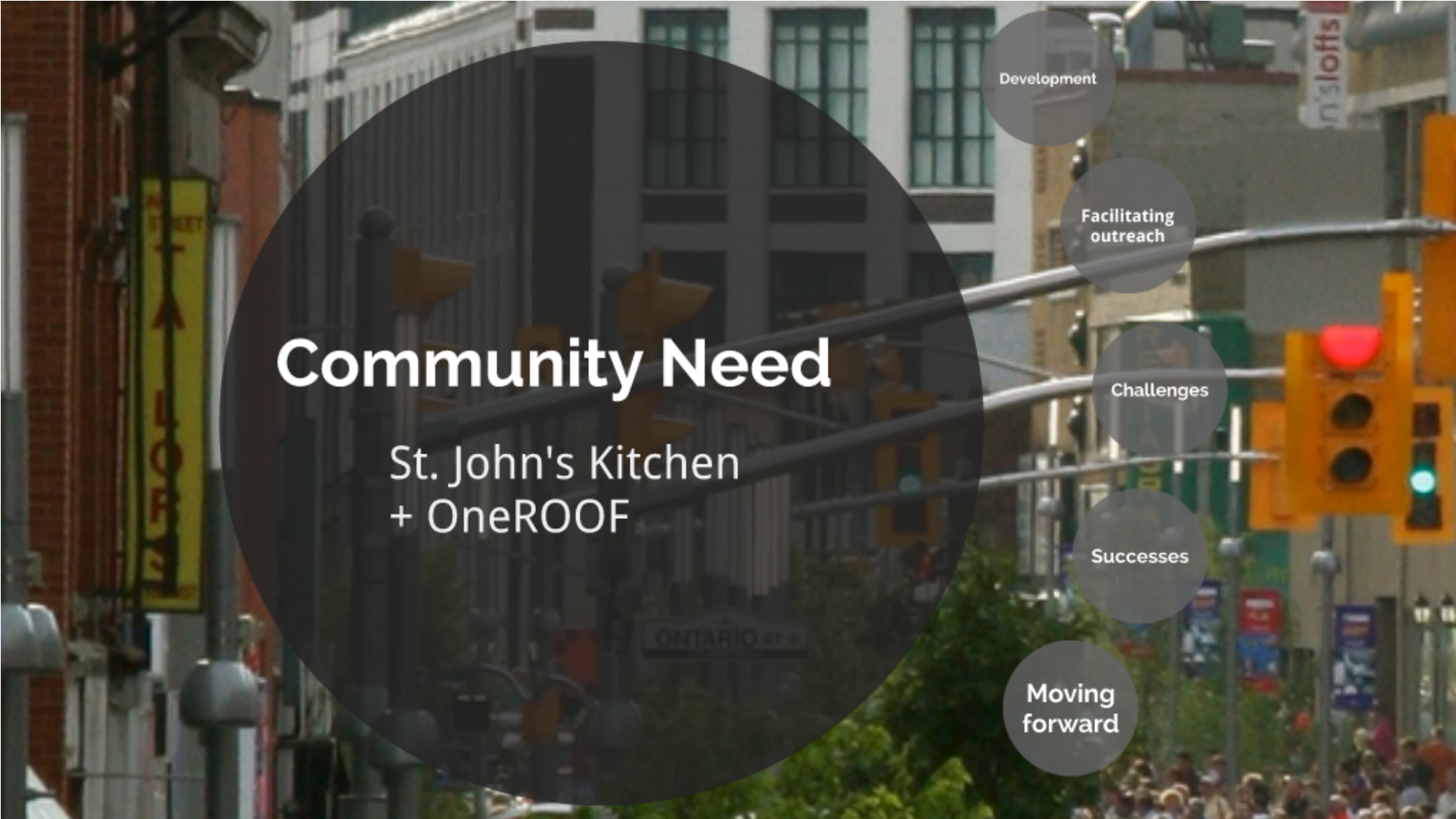
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Community Need

St. John's Kitchen
+ OneROOF

Development

Facilitating
outreach

Challenges

Successes

Moving
forward

Development

- Identified community need
- Role of MSW Student
- Link to strategic plan



Facilitating Outreach: St. John's Kitchen



- Staffing model
- What we bring
- Our approach



Facilitating outreach:

OneROOF

- Staffing model
- What we bring
- Our approach



one**ROOF**
YOUTH SERVICES

Challenges

- Ensuring stability and commitment
- Staff comfort in a fluid space
- Shifting approach to outreach

Successes

- Reducing barriers
- The library as a "support"
- Staff growth





Moving forward

- Continuing our commitment to outreach at each site
- Continue meaningful conversations

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Partnership

Grand River Regional
Cancer Centre

J. Wesley Graham
Resource Centre

Development

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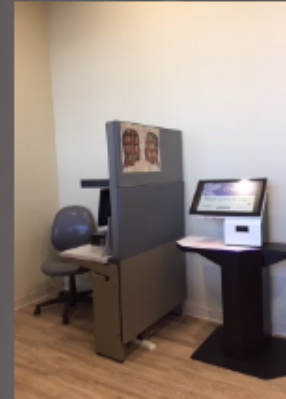
Development

- Identified opportunity for partnership
- Strategic plan
- Project committee >>> launch



Facilitating Outreach

J. Wesley Graham Resource Centre



- What's in the space?
- Staffing
- Membership policies
- Collection development
- A typical day

Challenges

- Training and staffing
- Technology
- Dealing with sensitive situations



Successes

- Increase in membership
- Provides much needed resources
- Increased KPL visibility
- Provides "human touch" to people in a clinical environment





Moving Forward

- Continue current staffing and service structure
- Evaluation
- Additional services
- Adding 100 new items to collection

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Unique Opportunity

Pop Up Library

Development

Facilitating
Outreach

Challenges

Successes

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forward



Development

- **Business plan project with flexibility**
- **Objectives: mobility, visibility, reaching new customers, popping up in less conventional spaces**

Facilitating Outreach

Waterloo Region Airport

- Connected with Waterloo Region Airport staff
- Staffing
- What I bring
- Approach: mobile



TAKE OFF WITH
YKF & KPL



Pop-up library at
Region of Waterloo Int'l Airport

Download free
books | music | magazines

April 25, 5-7 pm

Facilitating outreach

Food truck events

- Outlaw Food Truck Event: right next to Central Library
- Travel light: knapsack, iPad, bookmarks
- Focus on digital products



Facilitating outreach

World Kindness Day

- Modified "blitz" for World Kindness Day
- Sharing goodie bags
- Visiting partners and local businesses to remind them and their clients about library services



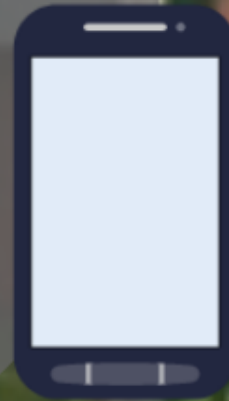
Challenges

- Space issues
- Fearless outreach
- Relaxed approach



Successes

- Increased digital literacy
- New opportunities
- Reduced barriers: meeting new library users where they are
- Increased visibility
- Increased library memberships





Moving forward

Future outreach opportunities:

- Hospitals in our community
- Neighbourhood Porch Parties
- Sports events at The Auditorium
- Local symphony performances

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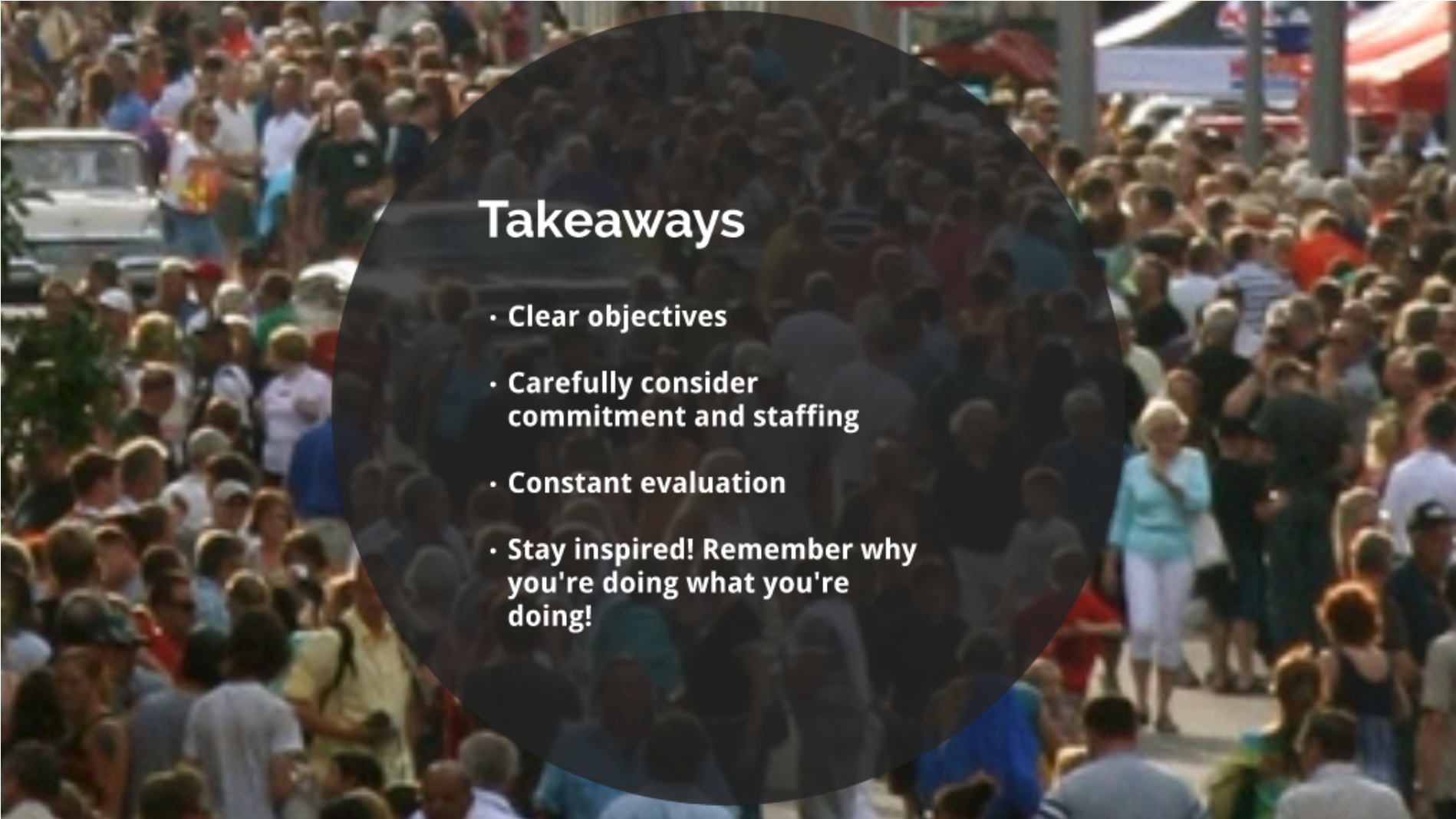
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Takeaways

- Clear objectives
- Carefully consider commitment and staffing
- Constant evaluation
- Stay inspired! Remember why you're doing what you're doing!

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Julie Piatek

Julie.Piatek@kpl.org

Dani Paschert-Ward

Dani.Paschert-Ward@kpl.org

Kristin Johnson-Perlock

Kristin.Johnson-Perlock@kpl.org

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