

Creative Outreach on a Shoestring

Preconference hosted by the OLA Outreach Round Table

Agenda

9:00-9:10	Introduction	Denise Reilly, Newberg Public Library
9:10-9:30	General Outreach Considerations	Denise Reilly, Newberg Public Library
9:30-10:30	Citizenship	Melissa Medenski, Multnomah County Library
10:30-10:45	Break	
10:45-12:00	Cultural Diversity: Reaching Cultures in your Community	Annie Lewis, Tualatin Public Library Rosa Olivares, Newberg Public Library
12:00-1:00	Lunch	
1:00-2:00	Outreach to Traditional Audiences	Denise Reilly, Newberg Public Library Jane Salisbury, Multnomah County Library
2:00-3:00	Engaging Volunteers in Outreach Programs	June Bass, Multnomah County Library
3:00-3:10	Break	
3:10-3:30	Table Talk 1	All
3:30-3:50	Table Talk 2	All
3:50-4:10	Table Talk 3	All
4:10-5:00	Sharing and Conclusion	All

If you have questions or comments for the presenters after today's conference, please feel free to contact us by email.

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June Bass, juneb@multcolib.org

Annie Lewis, alewis@ci.tualatin.or.us

Denise Reilly, denise.reilly@newbergoregon.gov

Rosa Olivares, rosa.olivares@newbergoregon.gov

Cynthia Peterson, cynthiap@wccls.org

Creative Outreach on a Shoestring



First Card

- I want to know who I contact to...
- I want to know how to find funding for...
- I want to know where to find materials
- I want to know what type of programs I might be able to do
- I want to know.....



What is Outreach?

Little Free Libraries



Outdoor reading



Migrant Camp





Definition: OUTREACH

Programs/ways for the library to connect with its' community

- By taking programs out into the community
 - By bringing members of the community into the library
-
- This created quite a list of ideas

Who makes up your community?

- Cultural
- Ages
- Work sources
- Unique characteristics



Using 2nd card

Newberg: White & Latino

- Wineries & Dental equip
- Families
- Christian college
- Rural

For you: retirement community,
jail, unique business or
destination, young families,
immigrants, rural/city



Overlapping themes



Community makeup



- Knowing (assessing) your community
- Finding community partners
- Providing a safe Environment





- Use other's ideas/materials
Don't reinvent the wheel



- Take small steps

- Measuring Success



Four areas

- Citizenship

Melissa Madenski (Mult. Co)

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- Cultural Diversity

Rosa Olivares (Newberg)

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Annie Lewis (Tualatin)

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- Outreach to Traditional Audiences

- Denise Reilly (Newberg)

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- Jane Salisbury (Mult. Co)

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- Cynthia Peterson (Wash. Co)

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- Volunteers

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Revitalize your Underserved Communities (handout)

Third index card:

Write your questions as
you go

This information will be
posted on NW Central

<http://www.nwcentral.org/>



Library Programs on a Shoestring

Overview

- Building from ground up
- Where can you get FREE materials?
- Possible partners
- Minimizing printing costs

Talk Time

A friendly, informal group that meets to practice speaking English.





Talk time – Central Library

Learning Labs GED, ESL



LEARN PROGRAM - tutoring adults reading at low levels, one-to-one



Citizenship preparation





H FOR A

Push Tom



Potential Partners

- County services
- Local health fairs, hospitals
- Homeless connect programs
- Churches
- Food banks
- Resale clothing and furniture stores
- Department of Community Justice
- Human Resources in larger companies
- Sherriff's Department

Printing help

- Daughters of the American Revolution
- Kiwanis
- Law firms
- Lions
- Starbucks
- Dutch Brothers
- Tribes
- Wineries
- Banks
- Local printers

Outreach to Diverse Communities

Administrative Considerations

Get to know your community



Advocacy



Develop partnerships



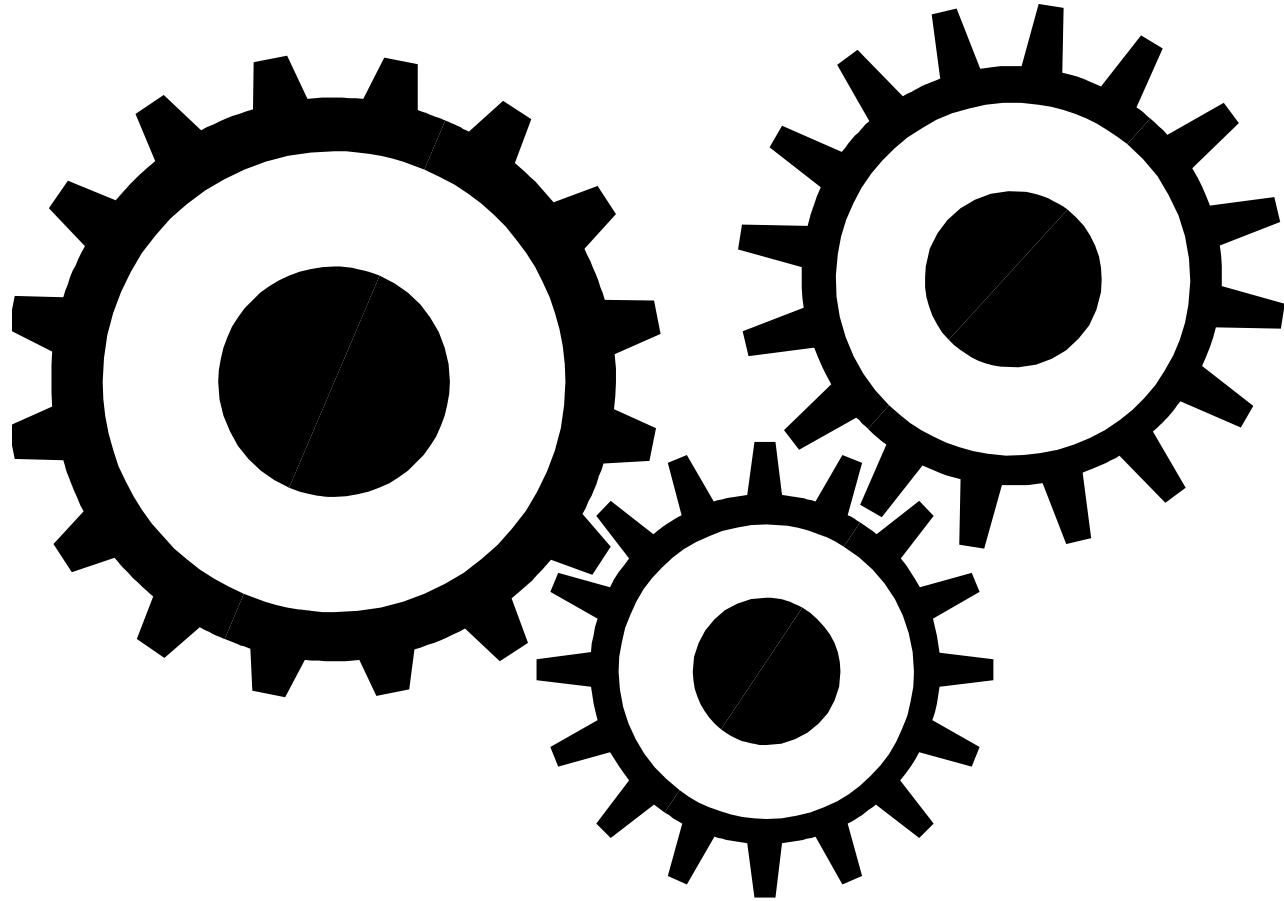
Diversity Outreach with Staff and Volunteers



Give me the money!



**The wheel was invented
a long time ago...**



Resources for Libraries

- American Library Association
 - RUSA guidelines
 - Guidelines for the development and promotion of multilingual collections and services. <http://www.ala.org/ala/mgrps/divs/rusa/resources/guidelines/guidemultilingual.cfm>
 - Guidelines for library services to Spanish speaking library users <http://www.ala.org/ala/mgrps/divs/rusa/resources/guidelines/guidespanish.cfm>
 - Office for diversity <http://www.ala.org/ala/aboutala/offices/diversity/index.cfm>
 - Ethnic & Multicultural Information Exchange Round Table <http://www.ala.org/ala/mgrps/rts/emiert/index.cfm>
- REFORMA – National Association to Promote Library and Information Services to Latinos and the Spanish speaking. <http://www.reforma.org/>
 - PNW REFORMA chapter <http://nwreforma.blogspot.com/>
 - REFORMA Listserve
- PLA Online Courses: Celebrate Diversity: Cultural Awareness
- WebJunction, library services for Spanish speakers
- Tomas Rivera Policy Institute
- Bill and Melinda Gates Foundation
- Professional Publications



Outreach to Traditional Audiences



Get to Know your community

- Retirement homes
- Foster Homes
- Nursing or transition facilities
- Homebound
- Homes for the disabled



What programs are already in place?

Contact the institutions

social director, manager, care provider

What activities do they already do

(book club, in house library, movies, travel programs)

How might you help them

What else is happening in other places of the community

Are there programs already happening?

Senior center, schools, churches,
community centers, chamber

Don't reinvent the wheel

- expand on existing programs
- use other's ideas



What do you want your program to look like?

- Program at your library
- Program at other sites
- Ongoing vs. one time



What is needed to make it happen

- Supplies/materials
- Delivery
- Time
- Help
- Partnerships





Homebound Deliveries

- Find out who needs service
 - Senior center, Oregon Seniors & Disability, Advocacy groups
 - (Yamhill Co Adult Mental Health, Mid-Willamette Valley Sr. Services)*
- How do people apply for the program?
- Who will pull books & how often
- Delivery person/group
 - volunteers, civic groups, (Here FiA)
- Use free mail service

Where do you get help/material?

- Other libraries
- Use materials you already have
- Volunteers
- Civic groups, PEO, Rotary, High school clubs, Garden Clubs, Churches, Master Gardeners, Scouts, other city workers

One time programs

- Oregon Humanities
- POV movies
- Master Gardeners
(Food Preservers,
OSU Extension)
- School groups (senior
projects)



Partnerships



Camellia Festival



Chehalem Cultural Center



City Public Works

Funding ideas

- LSTA:

<http://oregon.gov/OSL/LD/grantmainalt.shtml>

- Arts Alliance

<http://www.artsallianceyamhillco.org/>

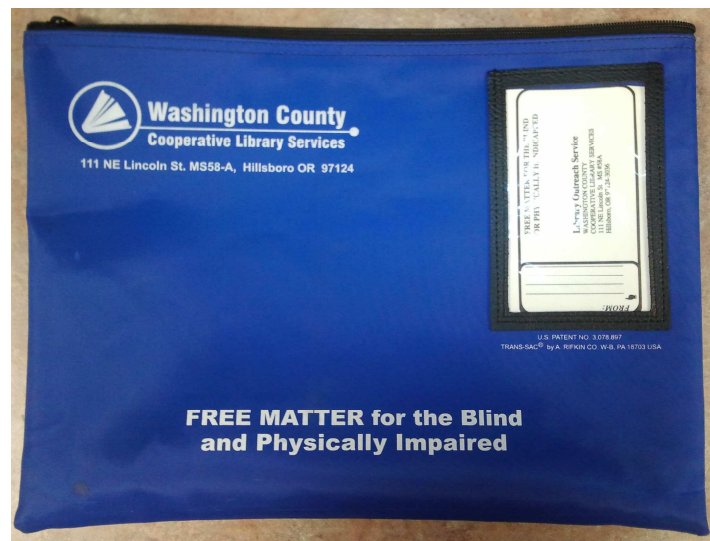
- Verizon: <http://www.verizonfoundation.org/>

- Service Groups

- Ask for small amount donation for a 1 yr start up

SERVING THE HOMEBOUND VIA UNITED STATES POSTAL SERVICE

CERTIFYING FREE MATTER LIBRARY MAIL



Waterproof, zippered MAIL BAG

Domestic Mail Manual Pub 703 - sec 5.0

“Free Matter for the Blind and Other Physically Handicapped Persons”

The USPS allows libraries to send library materials postage-free to qualified patrons.

Read the entire document on USPS.com! HIGHLIGHTS:

5.1.3 *Eligibility*: persons unable to read or use standard print material as a result of a physical limitation.

5.1.3 *Certifying Authority*: certification may be made by professional librarians.

5.2.1 *Acceptable Matter*: Braille, 14-pt or larger type, sound reproductions.

5.4.1 *Basic Standards*: must be marked “Free Matter for the Blind or Handicapped”

Budget needs: applications & other paperwork; mailing bags, cards & labels; certification stamp; staff time

example Quad-fold INFO BROCHURE with APPLICATION

For more information contact cynthiap@wccls.org

The Washington County Cooperative Library Services Outreach Program provides mail delivery, free-of-charge, to Washington County residents unable to use their local library.

Who qualifies for service?

Homebound adults or children:

- Elderly with no transport or living in care facility
- Severely disabled or chronically ill

Caregiver of individuals in:

- Private homes
- Care facilities and adult foster care

What services are provided?

- Delivery of library items via U.S. mail
- Special formats like large print and audio
- Annotated and customized booklists

Your selections will arrive via U.S. mail in a zippered bag. There are no overdue fees. To request materials, you may call the office to leave a voicemail message at 503-648-9785 ext. 1#

Legally blind Oregonians may also apply for Talking Books and Braille Services. Call 1-800-452-0292.

Application (cut out and mail to address on back)

Signature _____

Printed Name _____

Street Address _____

City & Zip _____ Phone _____

Email _____

Emergency Contact Name _____

Emergency Contact Phone _____

I require the following formats:

- Standard Print books Books on CD Large Print books
 "Playaways" DVD videos VHS videos

My library preferences: _____

Certified by WCCLS Outreach

 Date _____

I have access to: a Computer Internet Connection

Asking these questions on the app helps you interview the patron by phone for certification.

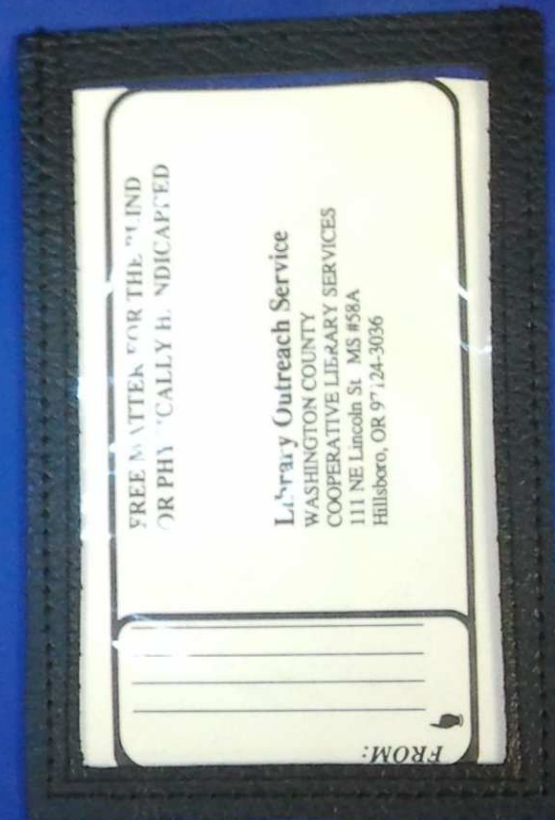
If patron qualifies for free mail, we use a stamper to designate certification, sign and date the application. We keep these on file.

Patrons DO NOT get a library card. If they want to place holds, we give them their barcode #.



Washington County
Cooperative Library Services

111 NE Lincoln St. MS58-A, Hillsboro OR 97124



FREE MATTER FOR THE "BLIND
OR PHYSICALLY HANDICAPPED

Library Outreach Service
WASHINGTON COUNTY
COOPERATIVE LIBRARY SERVICES
111 NE Lincoln St. MS #58A
Hillsboro, OR 97124-3036

FROM:

U.S. PATENT NO. 3,078,897
TRANS-SAC[®] by A. RIFKIN CO. W-B, PA 18703 USA

**FREE MATTER for the Blind
and Physically Impaired**

Thank you for your consistent efficient service. As I get out so little, the books keep me in touch with the world. I appreciate the service so much that I depend on it.

I think it is terrific!
A wonderful service for handicapped individuals.
I'll shoot myself if this service is ever eliminated.

I THINK LIBRARY OUTREACH IS THE GREATEST THING SINCE THE COMING OF PANTY HOSE (BEFORE YOUR TIME) IF NOT FOR THIS SERVICE I WOULD HAD TO QUIT READING LIBRARY BOOKS.

When I was in my home and paying taxes, the portion for libraries was one I was glad to pay. Little did I know that I would be enjoying such a great benefit as the Outreach services. Without a car and with age changing eyesight, the service you provide is a real joy!
Sincerely, Mildred Cross

I very grateful for the service.
I'm home along all day.
Reading is one of the few things that I can do; as I'm disabled.
Thank you for the service!

I have never had such pleasure, running the gauntlet from laughter to near tears. "Thank you" doesn't even come close.
I'm 87, a retired widow and homemaker. I have no children and live with my little dog, ready to go without provision when God calls me home.

REVITALIZE YOUR UNDERSERVED COMMUNITIES! Steps for Getting Started

You can be a voice for the underserved in your community, eradicate inequities and improve attitudes toward people of all groups. The benefits will positively impact the overall perception of the library by serving unmet needs and building new relationships.

ASSESS YOUR COMMUNITY. Research and study the populations in your community. Narrow down which group(s) the library might want to serve. Try Factfinder2.census.gov to get numbers!

TARGET POPULATIONS. Choose one group to start. Sample groups:

- Adult Learners
- Adult New Readers
- Adult Job Seekers
- Ethnic Populations
- Homebound Persons
- Institutionalized Persons
- Non-English Speaking Persons
- Older Adults
- Persons with Disabilities
- Homeless Individuals
- Pre-Readers (Early Literacy)
- Young Adult Readers
- GLBTQ persons (Gay, Lesbian, Bi-Sexual, Transgender and Queer persons)

COMMUNITY PARTNERS? Seek out local organizations and ask to attend a meeting, observe, introduce your library and ideas. Is someone already doing your idea? Be receptive! Someone might approach you with an idea.

Target Group	Community Partner(s)	Contact person(s)	Notes on initial contact. What? Where? When?
	a.	a.	a.
	b.	b.	b.

CONDUCT INTERVIEWS. Ask people about the needs of their group. Can they collaborate, help in a partnership, advertise the program/service, suggest a volunteer to help, provide funds or other resources?

PROVIDE A SAFE ENVIRONMENT. What are barriers for the target group? Cultural? Language? Do not assume the target group will come to you! Take your service to them if need be. Use welcoming vocabulary for the group.

DON'T REINVENT THE WHEEL! Which library mentors can you seek out for advice, examples and tools? Can the service be supported with volunteer help? Join the *OLA Outreach Round Table* for numerous contacts.

SMALL STEPS. Consider the first program to be a “rough draft” or “pilot project,” tweakable for next time. Be patient as the word will spread through the group. Continue to develop relationships and personally invite people.

WHAT IS SUCCESS? Track statistics on anything you can count! Record personal stories and feedback of participants! Share these with your administrators. This will help prove the value of your program and the relevance of the library in the community.

Citizenship & Literacy MELISSA MADENSKI - *Multnomah County Library*

Cultural Diversity ANNIE LEWIS - *Tualatin Public Library* & ROSA OLIVARES - *Newberg Public Library*

Outreach to Traditional Audiences DENISE REILLY - *Newberg Public Library*, & JANE SALISBURY - *Multnomah County Library* & CYNTHIA PETERSON - *Washington County Cooperative Library Services*

Engaging Volunteers JUNE BASS - *Multnomah County Library*