**HELPER TEXT Outreach Prep Sheet with Debrief**

**Filled out by:**

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|  | **Before the event** | **After the event** |
| **Event name or organization name** |  |  |
| **Contact person and information** |  | * *Any new contacts made during the event? Follow up.* * *Plan for sustaining relationship with original contact/org?* |
| **Date and time** |  |  |
| **Cost** |  | * *Was it enough or too much for this event?* |
| **Staff and volunteers attending** |  | * *Did you have enough staff/volunteers for the event?* * *Was each shift a reasonable amount of time?* |
| **Location/Venue information** | *Questions to ask the contact:*   * *Directions to address and getting to the Library presence.* * *Where at the event will the Library be located? Inside or outside? Are people passing by, resting, etc?* * *How big is the table/space that is reserved for us?* * *Do you provide a tent/table/chairs?* * *What do you we do for parking? Is it free?* * *Is there access to water? Restrooms? Food (purchased or free)?* * *Will there be electricity? Wireless Internet access?* * *Do staff need to check in? Where and how?* * *Is there a place to project images (if this is part of your presentation). Will equipment be provided?* | * *What do you need to know for next time?* * *Follow up email/call with contact about their impressions of the event and the library’s participation. Ask for suggestions for next time. Be sure to thank them (maybe send a note).* |
| **Description and notes** | *A brief description of the type of contact or event, with more detail as required for planning.*  *Questions to ask self or contact:*   * *What is the stated purpose of the group or event?* * *What might attendees be interested in from the library?* * *Have you invited anyone else from the library? (sometimes organizers will invite folks from several different workgroups and not tell you)* * *Have you connected with the library before?* * *What form should this visit take?*   *Examples:*  *A one hour presentation at a low-income housing building where mostly seniors live. These patrons generally have low technology skills and very close to Central Library, so some may be regular users who don’t know what all is available. Already have a monthly TechTutor. Connect with staff around other needs/ideas.* | *Provide a brief narrative description of the event.*   * *What went well?* * *Who did we connect with?* * *Any anecdotes from the meeting or event? Testimonials, stories and quotes from patrons or event organizers? (write them down!)* * *Images/photos?* * *What would we do the same or differently next time?* |
| **Expected attendance and demographics** | *Questions to ask the contact:*   * *How many people do you expect?* * *Is this a new event?* * *Who is the expected audience for the event or group?* * *Is this event marketed to people who speak one of our target languages? (Are staff who can speak that language attending?)*   *Other information to consider:*   * *Did someone from the library attend last year who can provide details?* * *Keep track of statistics* | *How would you describe the target population(s) at this event?*   * *Was this the population you were expecting to connect with?* * *Was there a need for bilingual staff? For staff who specialize in working with youth?* * *What was the total attendance?* |
| **Which outreach goals/priorities or objectives does this support?** | *How does this connect with your location’s outreach plan and tie to the larger priorities?* | *Did your outreach work connect with your location’s outreach plan and tie to the larger priorities as you expected?*   * *In what ways was it successful?* * *What adjustments should be made for next time/similar event?* |
| **Goals for the outreach** | *Create 2-5 specific goals for the event. If you have too many goals, your message for this group of patrons may not be clear. Goals may change once you get there and see what the event is really like. Be specific.*  *Questions to ask yourself:*   * *Who am I trying to connect with?* * *What programs, services and resources do I want to share with people at the event or meeting?* * *What information do I need from attendees to help the library better serve them? What resources do they need?*   *Questions to ask the contact:*   * *What challenges are you as an organization and the population you serve facing so that I can think about how the library might help address that?* * *Is there a specific topic the audience wants to hear more about or that we are promoting? e.g. ebooks, Hoopla, Adult Literacy services, business databases, etc.*   *If this is an ongoing embedded-style relationship, goals may be more open-ended, but specific library-related goals will arise and can be tracked.*  *Example goals:*  *At an event for teachers*   * *Create 20 new educator cards* * *Promote Buckets of Books and School Corps bibliographies and Assignment Alert* * *Promote upcoming classes for educators at the library.*   *At a presentation at a low-income living facility that is mostly seniors*   * *Brief overview of library services, collections and events.* * *Highlight collections of interest to this group (i.e. LP, audio, ebooks)* * *Share technology resources at their level of need (classes, tech help, lab, etc.)* | *Consider the following questions:*   * *Did you fulfill or need to adjust your goals? If so, what adjustments did you make and why?* |
| **Materials to create, if needed** | *Examples of items you may create:*   * *A presentation tailored for a specific group* * *Handouts to support a presentation or provide specific information or instruction about a library resource for this group or event.* * *A sample of what we can do that would be specific to the organization? e.g. Booklist on the topic of your presentation or tailored to the organization’s expressed needs.* * *Booklist for a specific event, targeted to the attendee demographics.* | * *Were the materials you created helpful/popular? Why/why not?* * *What materials would you create for next time or are creating for follow up?* |
| **Materials to bring** | *Look back at your “Goals for outreach.” Think about library materials and printed documents that will meet the needs of your audience.*  *Examples of items you* ***may*** *bring:*   * *Brochures and information cards* * *Tip sheets* * *Flyers for upcoming events* * *Tally sheet* * *Library card applications, cards and brochures from the branch* * *Library card kit from PCO or made at your location* * *Technology: iPad, laptop, mifi hotspot, TTK* * *Plastic stands and holders* * *Library materials* * *Craft activities* | * *Were the materials you brought helpful/popular? Why/why not?* * *What materials would you bring for next time?* |

**Post-event checklist**

*Steps to do after event or activity:*

* *Put things away and re-stock supplies for the next use.*
* *Add reference stats.*
* *Add program stats.*
* *Think about the event and communicate with location leaders and colleagues.*
* *Fill out the “After the Event” section above with your notes.*