

# COMMUNITY EVENTS OUTREACH

**Defining Outcomes and Redefining Success at Your  
Community's Big Gatherings**

# COMMUNITY EVENTS OUTREACH

Panelists:

Sara Charlton, Director of Tillamook County Library

Lauren Simon, Community Librarian at Tualatin Public Library

Jen May, Training Librarian at Multnomah County Library

Kate Schwab, Librarian at Multnomah County Library

# AGENDA FOR TODAY'S SESSION

- Introduction
- How do you choose which events to attend in your community?
  - Group Activity: Choosing what to attend
  - Panelists: How do they prioritize?
- Setting goals and making connections at large events
  - Group activities: Create a goal for the event
  - Panelists respond: How do they set goals and connect at large events?
- Evaluating large events
  - Panelists respond: How do they evaluate?



HOW DO YOU CHOOSE  
WHICH COMMUNITY  
EVENTS TO ATTEND?

# HOW DO YOU CHOOSE WHICH COMMUNITY EVENTS TO ATTEND?

## You have the following information:

Strategic priorities

Basic demographics

Community narrative

Library's mission and priorities

A list of five possible events--you can only attend one!

## Your task:

In the next five minutes **decide which one event to attend.**

Think about how you're prioritizing the events.

Be prepared to share how you made the decision.

What other information would have been helpful?

HOW DO YOU CHOOSE  
WHICH COMMUNITY  
EVENTS TO ATTEND?

How did you decide which  
event to attend?

What other information do  
you wish you had?

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# HOW DO YOU CHOOSE WHICH COMMUNITY EVENTS TO ATTEND?

## **Questions for panelists:**

How do you learn about events in the community?

How do you choose?

What tools or strategies do you use to prioritize?

SETTING GOALS AND  
MAKING  
CONNECTIONS



# SETTING GOALS AND MAKING CONNECTIONS

Questions to ask yourself:

Who is your audience, who are you trying to connect with?

What are their needs? What resources does the library have that can help with those needs?

What programs, services and resources do you want to share with people at the event?

What information do you need from attendees to help the library better serve them?

# SETTING GOALS AND MAKING CONNECTIONS

## You have the following information:

You've chosen your event.

You have an idea how that event might fit with your library's strategic plan and the demographics of your community.

## Your task:

In the next five minutes, **choose one event** and set at least one goal for who you're going to connect with and what to talk about.

Think about how you're going to make a connection with that audience.

Be prepared to report back on the goal you made and what ideas you had about connecting with people.

# SETTING GOALS AND MAKING CONNECTIONS - EXAMPLES

Event: Veterans Stand Down

Goal: Reduce perceived barriers to library services due to past fines, lack of permanent address, no state-issued ID

Event: Tet Festival

Goal: Introduce the Vietnamese community to the staff who can help them in their own language.

Event: National Night Out

Goal: Raise awareness of the Library's resources among attendees.

# SETTING GOALS AND MAKING CONNECTIONS

What goals did you come up with?

What ideas did you have about connecting with people?

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# SETTING GOALS AND MAKING CONNECTIONS

## **Questions for panelists:**

What tools or strategies do you use to help create goals for events?

What tips do you have for connecting with people?

# EVALUATING YOUR COMMUNITY EVENT

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Questions to ask yourself:

Did we meet our goals? Why or why not?

How were the numbers (outputs)?

How did we affect people (outcomes)?

Would we do this again?

# EVALUATING YOUR COMMUNITY EVENT - EXAMPLE

Event: Veterans Stand Down

Goal: Reduce perceived barriers to library services due to past fines, lack of permanent address, no state-issued ID

Evaluation data: Spoke with 100+ attendees, made 55 library cards, shared information about ID assistance and mail service with 15 people

Evaluation qualitative info: gratitude when we waived fines, surprise and joy when we told people they could get a library card today. There is more that we could do next year in terms of connecting with other orgs. We're going back!



# EVALUATING YOUR COMMUNITY EVENT

## **Question for panelists:**

How do you evaluate your community events?

# COMMUNITY EVENTS OUTREACH - THANK YOU!

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