Unconventional Outreach on a Dime

Beyond the Bookmobile
With Alicia Woodland & Kristi Helmkamp
Alicia in one slide
I am the Young Adult Librarian at the Appleton Public Library, with 25 years of experience in working with youth in Girl Scouts, Americorps, Public Schools and Libraries.
Kristi in one slide

I am the School Age Librarian at the Appleton Public Library with 10 years of experience in working with youth in Public Libraries and Museums.
Ask the 6 questions of Outreach

• What is Outreach?
• Why are you doing Outreach?
• Who is your audience?
• Where should you do outreach?
• When should you do Outreach?
• How should you do Outreach?
What is Outreach?

Engaging your community outside of the four walls of your library with your unique services and programs.
Traveling Libraries in Wisconsin

In Dunn County, the Stout traveling library in a box started in 1896.

In Racine county, a Librarian is loading up the bookmobile purchased with funds from the WPA in 1940.
Current Popular Forms of Outreach

Library Tours in Amherst, MA

BookBike in Rochester MN
An Outreach Service or a Program?

(Definitions are just for the purpose of outreach)

Programs are …
- One time
- Short term
- Volunteer Heavy

Services are….
- Repetitive
- Long Term
- Staff intensive
An Outreach Service or a Program?
Why should you do Outreach?

What do your numbers look like compared to your numbers 20 years ago?

You have book deserts

People like you even if they don’t know it.

It’s fun!

GAINS INVISIBILITY CLOAK

VISITS LIBRARY
Who is your audience?

• Public School Students
• Private School Students
• Homeschool Students
• Charter Students
• Preschool Students

Who did I miss?
Where should you do Outreach?

- Pools
- Schools
- Places of Worship
- Parks
- Daycares
- Coffee Shops
- Afterschool Clubs
- If your audience lets you in the door → GO!
When

- During the school year
- During the summer
- Once a year
- Once a week
- Evenings
- Mornings
- During your slow times

Questions?
Cowboy Ninja Bear

- Ninja beats Cowboy
- Cowboy beats Bear
- Bear beats Ninja
HOW?

The Big Question....
Common Problems with Outreach

Scheduling
Transportation Costs
Paradigm Shift

What other problems are you facing?
Supplies for Success

• Support from your leadership
• Flexibility in scheduling
• Support from your community
• Creativity
• Active use of social media
Alicia’s Basic Outreach

• Booktalks- Will get you into almost any school
• Walking College Ave. – Visiting local businesses
• School Lunchtime visits – Get used to being ignored
• School Library Visits – Get to know your school librarian
• End of the School year visits – Be fun or continue to be ignored
Successes at APL over time
Teen Outreach Services

Make One and Take One at The Fire
November 19
6:30-8:30 pm

Meet us at The Fire and create a free craft for yourself and a homebound senior! Open to the first 30 teens who arrive at the studio. The Fire is located at 230 E. College Avenue.

Our Crown Jewel – Sierra in the Wild
Teen Outreach Programs
APL’s Children’s Services Outreach

• Community Events
• Tween Scenes
• SLP Outreach
• Appleton Ready to Read
• Reach Out and Read
Programs: Community Events
Programs: Tween Scenes
Services: SLP Outreach
Services: Appleton Ready to Read
Services: Reach Out and Read
Outreach through Social Media

What Social Media Outlet...?

• Allows you to connect with a wide variety of patrons & OTHER LIBRARIANS
• Widely known and used
• You are probably somewhat familiar with it.
• Allows you to combine photos, information and accessibility
The Basics of Facebook use

The 4 Basic Rules of Facebook Use

• First, you must have an account separate from your personal account.

• Second, make sure you get the Facebook emails of contacts.

• Third, remember everything you post on Facebook belongs to Facebook. Including your photos.

• Fourth, establish group(s) and decide if they should be public.
Path- An alternative to Facebook
Shoutbomb & Google+
Bonus Social Media Tools!! (If you want to pay)

www.meetup.com

www.whatsapp.com
Time for you to face the scenarios

1. Read the Scenarios
2. Ask the 6 questions
3. Get Creative
4. You have 6 minutes
5. Each group should pick a spokesperson and share.
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Librarians

What my friends think I do. What my parents think I do What society thinks I do

What my boss thinks I do What I think I do What I actually do
One Last thing.....

Build Social Capital = Build Guanxi
Thank you for the use of your images

WEB DuBois Library
Eoin Doyle
Racine Public Library
BBC
Willow Rock Brewing Company
Dunn County Historical Society
Rochester Public Library
Research


Questions?

Contact us!
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