Outreach Foundations

Brittany Raines, MOVE Manager, She/Her/Hers
Rick Medrano, Patron Services Supervisor, He/Him/His
Rosa Granado, Associate Director of Public Services/MOVE, She/Her/Hers
Objectives for this Training

Learn about:

• What this looks like for HPLD: MOVE
• What is library outreach?
• Why do library outreach?
• Staffing and Skill Sets
• Support Resource Groups and Shared Approaches
• Setting Priorities and Goals
• Getting Started
• Community Partnerships
• Data Collection
• Advocacy
What this looks like for HPLD?

**MOVE**

**Mobile Services**

**Outreach Services**

**Virtual Services**

**Events and Experiences**
What is Library Outreach?

**ALA** defines Outreach as services for:
- Infrequent users
- Nonusers
- Traditionally underserved

**ALA** defines Outreach librarians as people who provide:
- Equitable services
- Programs
- Policies
- Practices
- Behaviors
- Library available to all

[http://www.ala.org/educationcareers/libcareers/jobs/outreach](http://www.ala.org/educationcareers/libcareers/jobs/outreach)
**Why do Library Outreach?**

- Reach underserved and unserved members of our communities: Serving all members of our community
- Reduce Barriers to Library Use: Meeting patrons at their point for contact
- Build Community Connections: Support healthy and informed communities
- Promote Library Services: Educational vs. Informational
Staffing and Skill Sets

- Recruitment for passion for Outreach services
- Ability to drive large company vehicles
- Technology troubleshooting
- Confident in making decisions
- 2nd language
- High burnout rate
Support Resource Groups and Shared Approaches

National Groups

• ALA Office of Diversity, Literacy and Outreach Services (ODLOS) is a resource group on national outreach services.

• ABOS: Association of Bookmobile and Outreach Services, is a resource group that focuses on Bookmobile and other mobile services.
• Local Groups

• SOUP: Services and Outreach to Underserved Populations Interest Group (CAL): State Interest Group

• RMOIG: Rocky Mountain Outreach Interest Group: Regional Interest Group

June 2021 Archives by thread

• Messages sorted by: [ subject ] [ author ] [ date ]
• More info on this list...

Ending: Wed Jun 23 18:36:33 EDT 2021
Messages: 2

• [RMOIG] Fall RMOIG Meeting Questions, Susan Perkins
• [RMOIG] RMOIG Meeting at High Plains Library District October 8th at 11:00am, Jacob Brown

Last message date: Wed Jun 23 18:36:33 EDT 2021
Archived on: Wed Jun 23 18:37:17 EDT 2021

• Messages sorted by: [ subject ] [ author ] [ date ]
• More info on this list...
Setting Priorities

Making Outreach a Priority at the Organizational Level

Data Collection and Decision Making

Defining Priority Populations: Define the target audience of your Outreach efforts

This helps to prioritize all the requests for library services in the community, as there are many

HPLD’s Priority Populations for 2021

Newcomers
Homeless
Senior Citizens
Re-entry
Underserved Populations
SMART Goals with Clear Performance Measures

## Setting Goals

<table>
<thead>
<tr>
<th>Goal</th>
<th>Department</th>
<th>Tie to Strategic Plan</th>
<th>Objectives</th>
<th>Timeframe</th>
<th>Performance Measures</th>
<th>Department</th>
</tr>
</thead>
<tbody>
<tr>
<td>Add 3 new community Bookmobile stops</td>
<td>MOVE</td>
<td>Access</td>
<td>• Provide access to library resources in rural and underserved areas</td>
<td>1/1/2021-12/31/2021</td>
<td>• Increase community stop usage by 20%</td>
<td>Mobile Services</td>
</tr>
<tr>
<td>Support Outcome based programming with a focus on diversity and social justice</td>
<td>MOVE</td>
<td>Aspirations</td>
<td>• Provide programming that is relevant to our diverse community.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Provide programming that teaches positive social change skills; Civic Engagement.</td>
<td>1/1/2021-12/31/2021</td>
<td>• 75% of all OU programs will focus on diversity and social justice.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• 25% of MOVE programming will be skill based.</td>
<td>Outreach Librarians</td>
</tr>
</tbody>
</table>

"001_365_01.01.2013" by phnaugle is licensed under CC BY-NC-SA 2.0
Considerations when setting goals

Outreach work is a higher cost of service:

Low patron vs. responsibility to serve

• Reframing services to meet needs

• Working with patrons that are non-users

• Services takes more time to complete

• Tracking systems take more time and/or money
Getting Started: Everyone can do Outreach with Shifting in Priorities

Levels of Outreach

Minimal budget
- Training existing staff to perform Outreach
- Attend events to promote the library, host programs in free community areas and work with schools to engage with students
- Partnering with organizations to share resources

Some budget
- Secure part time staff dedicated to Outreach
- Programming off site and librarian assistance in free community areas

More budget
- Secure full-time staff
- Mobile units
Data Collection and Use

Community Assessments: Census Data, American Community Survey

Using Tableau for GIS virtual mapping: Bookmobile stops

Direct feedback from patrons: Qualitative data

Balancing qualitative and quantitative- the importance of both
The Cycle of Community Partnerships

- Prioritizing partnerships: priority populations
- Establishing partnerships
- Growing partnerships
- Evaluating partnerships
- Ending partnerships
Evaluations of Services, Priority Populations, and Partner Evaluation

Evaluations:

- Ongoing; calendar based
- Data collection and data-based decision
- Clear, written, and evaluated expectations for partners
Advocacy:
• Internal stakeholders: Board Members, Executive Leadership, Senior Leadership, IT
• External stakeholders: Partners, taxpayers, legislators

Pulling it all together:
• Skilled and engaged staff presenting data and impact directly with all stakeholders

Examples:
• Sharing dashboard and feedback and VL quarterly reports directly with board
• Lobbying for state and national library day: sharing impact stories
Questions?
Contact Us!

Rosa Granado
Associate Director of Public Services/MOVE
rgranado@highplains.us

Rick Medrano
Patron Services Supervisor
rmedrano@highplains.us

Brittany Raines
MOVE Manager
braines@highplains.us
What’s Coming Up:

Mobile Services, September 14^{th}

Outreach Services, September 21^{st}

Virtual Services, September 28^{th}

Events Services, Community Conversations and Feedback Loop, October 5^{th}

Community Partnerships, October 12^{th}

Collecting Data in Outreach and Community Assessment, October 19^{th}

Outreach Advocacy, October 26^{th}