

OUTREACH

How much of your staffing do you or can you allocate to outreach?

Where do your patrons shop?

Where do they worship?

Where else do they go to learn?

Where can you speak at meetings or set up kiosks at conferences?

Would it make sense for you to have a presence at local shopping malls – to be there periodically to register people, offer book and A/V selections, present traveling displays, and make people aware of your local drop off boxes?

If you're an academic library at what other campus events can you have a presence?

Can some of your staffing time be allocated to making presentations at local clubs and societies?

Do you put up other groups notices on your community board?

Do you volunteer and participate in their events?

Could you start or augment home library services or pick up residents or visit retirement and nursing homes? If you just don't have the resources, could your volunteer program be expanded or could you charge a small fee?

Are there other ways you can meet people over the airwaves or in cyber space?

Are you able to have someone on staff who can help with homework questions by phone or on the web and is trained, at the same time, to make callers aware of other library resources?

Or can you set up a system of volunteers to people a service such as the Lincoln Trail Libraries System's Polytalk, which provides telephone interpretation for library staff and less proficient or non-English speaking patrons?