

Instructions for Section II-A

Download the handout (pdf format). Read the instructions below:

Who Aren't We Reaching – Start a brainstorming session asking your library personnel the following questions:

- What groups do you want to reach for the first time and what groups are underserved by your library?
- What connections and passions does your staff possess? Is there someone, for example, who volunteers at a soup kitchen? How can they help you network with the homeless community? Is there a volunteer who has a gift for working with teenagers? (*Remember we think we know our staff but many have hidden talents and interests.*)
- Who would you like to include more in your library's services?
- Who are the people and groups for which there is interest, connections and needs?

The handout has suggested groups to think about. Can you add to this list?