

# Rethinking School Outreach



## Key Assumptions

**Contact is a linear process**

**Library is a known community partner/commodity**

**'Turn key' access w/ known stakeholders**

**'Best' Outreach = Library cards for every student**

## Best Practices

**CONTACT** is an ongoing relationship -- and takes time and tenacity

Partners may not know our services -- have an **ELEVATOR SPEECH!** Aim to have a few for different audiences - but all should have consistent messaging!

There is no 'turn key.' Each school has multiple **STAKEHOLDERS** & audiences. Determining 'who rules the school?' may be different for each school.

**MENU of OUTREACH SERVICES** articulates what the library can offer - each stakeholder may see value in different library services (make no assumptions!)

## Lessons Learned



“Hello, I’m calling from the Public Library....”

Step #1: Establish Contact



In ‘elevator speeches’ be prepared to talk about the Library in 5 mins...(or less)

Step #2: Have an Elevator Speech



Who rules the school?

Step #3: Identify Stakeholders



“Hello, we are here from the Public Library....!”

Step #4: Outreach!

+ Step 5: Successful School Outreach is ongoing **COLLABORATION**

## The Results



“It has allowed me to bring interesting and diverse literature and materials into my classroom.”

**15%**

More juvenile borrowing on MyLibraryNYC library cards

**30-40%**

More teen borrowing on MyLibraryNYC library cards

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