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



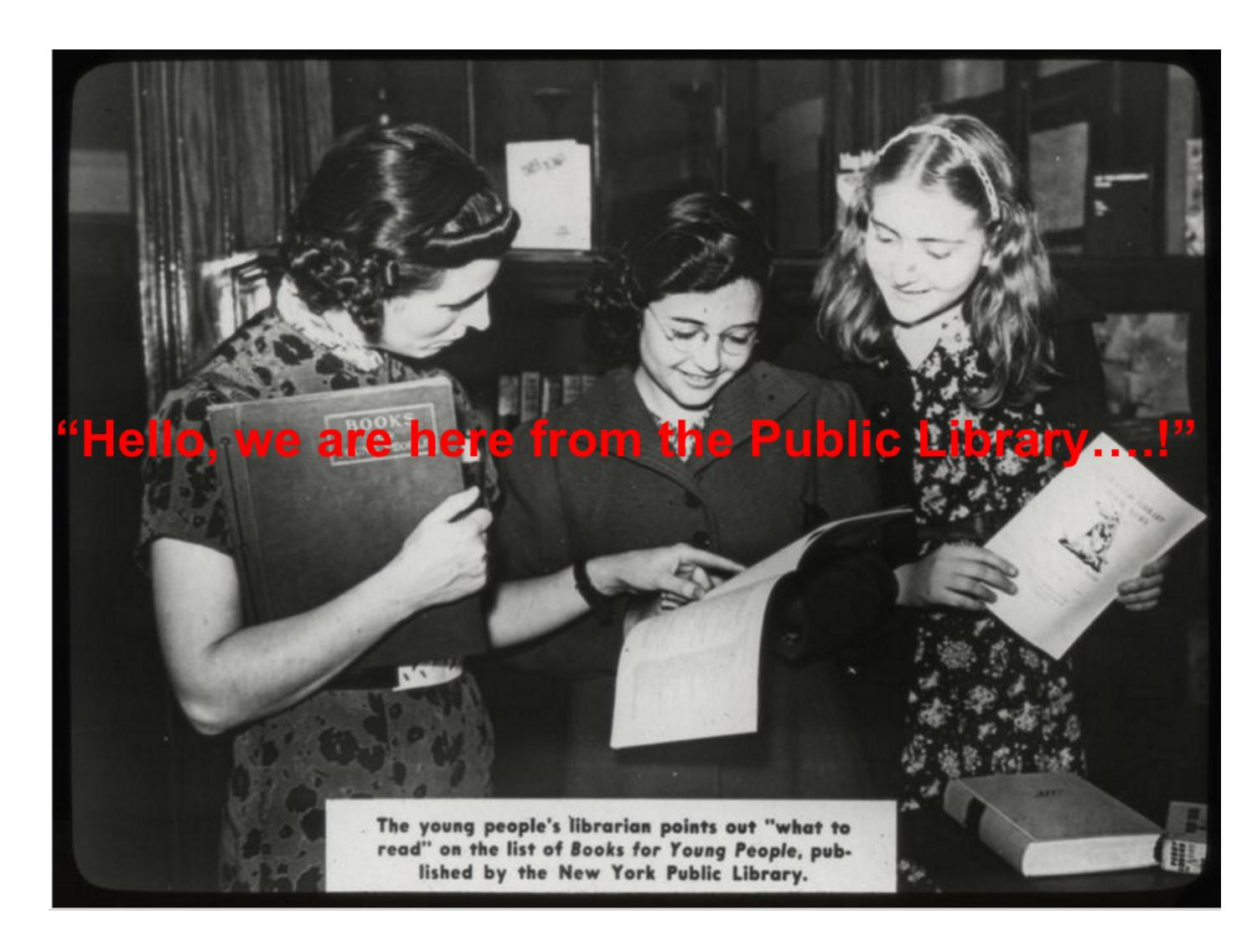
Step #1: Establish Contact



Step #2: Have an Elevator Speech



Step #3: Identify Stakeholders



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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