

Serving the Underserved: Using Outreach to Find Customers You Didn't Know You Had

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PCI WEBINARS – JULY 11, 2017

TODAY'S GOALS

- Assess the need for outreach in your community and develop a plan
- Discuss tips to create and strengthen existing relationships
- Explore ways to enhance existing programs, even with low budgets

OUTREACH @ TPL

- Play, Learn & Grow
- Homebound Delivery
- Mobile Library
- Embedded Librarianship



CREATING YOUR PLAN

- What do you want to accomplish?
- What does your community need?
- What can you reasonably accomplish?
 - Staffing
 - Time
 - Resources



THE CREATION OF PLAY, LEARN & GROW

- Library connected with local housing authority to offer story time program for young kids at the apartment complex multi-purpose room
- While we were there, discovered numerous "barriers" in the lives of the parents and children
- Recognized that we would not be making a big impact on the children, if we didn't also address the needs of the parents

CHILD AND FAMILY PARTNER AT AMHA

- Akron Metropolitan Housing Authority has an Early Childhood Initiative (ECI) Program
- Child and Family Partner works with children Birth-5 and their parents
- AMHA uses *Parents as Teachers* curriculum
- AMHA also has a maternal depression program called MOM-ME time



SAVING MONEY

- Volunteers
- Grants
- Partnerships

LEVERAGING PARTNERSHIPS



WHAT ARE YOUR IDEAS?

- Goals?
- What can we help with?

THANK YOU!

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