

Moving Your Services into Your Community

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Why is roaming a topic?

Not everyone is a library user

Not everyone understands the value of a library

Not everyone even comes near the library and sees what we might be doing or promoting

**Need to meet our
potential users where they are**

Rather than this



...do this



What does “roam” mean?

Purposeful

Scheduled

do an existing activity in a non-library location

To do a new activity in a non-library location

Willing to follow “a lead”

Able to be spontaneous

Remember:

The goal is to meet
your potential users
where they are.

First, how do you define your community? What area are you potentially roaming?

Town

City

Campus

School

Hospital

Corporation

Government agency

Other



Can it be roamed?

Attributes

One location
Physical barriers
Security barriers
No physical location
Multiple locations
Multiple geo. regions
Just too big

Examples

Town
Interstate highways
Sites off-limits
Virtual organization
University campus
Multinational business
Chicago

How can you (staff) get out into your community?

Office hours in other locations

Reference services on the quad, farmer's market, shopping mall, street corner

Roving reference using bicycles, golf carts, mobile libraries

...and...

Seek classes, businesses, or other organizations that would host a librarian on-site for a day

Use free wifi to setup shop where people congregate (eateries)

Get creative!

So...Can it be roamed?

Attributes

One location
Physical barriers
Security barriers
No physical location
Multiple locations
Multiple geo. regions
Just too big

Possibilities

Golf cart reference
Pop-up libraries
Parking lot office hours
Adobe Connect events
Circuit librarians
Virtual with local hosts
Divide and conquer

What might roaming look like for you?

What innovative or imaginative twist might you use?

What might spark your community's attention and interaction?



Get Creative - For example, the Bond Street Traveldesk Mobile Work Station



The Library vs. Its Message

How can you get your library's message out into the community?

Banners on non-library buildings

Window displays in the community

Fliers posted where people stand and wait

Sidewalk chalk

Sidewalk talks



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**How can you work with
your staff on this?**

Next steps



Generate ideas or support existing ideas

Gather feedback from staff and (some) users

Develop a plan & budget

Develop partners

Bring your management on-board

Obtain buy-in

Do it!

Be willing to succeed or fail!



Q&A

