

Developing an Outreach Plan

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Takeaways

1. Identify resources to learn about your community.
2. Develop your approach to different types of organizations and businesses in your community based on their needs.
3. Identify ways to continue the relationships developed through outreach opportunities
4. Identify ways to bring those you interact with back to the library.

From CCPLS to CCPL



A little about me.

A little bit
about you.

Identify Resources



Ask Yourself:

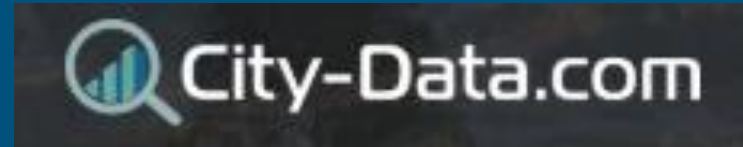
What do I already know about my community?

Brain Dump

Chesterfield County, Virginia
Specifically Enon/Bermuda

- Approx pop. 350,000
 - Diverse area, large Spanish pop
 - Rural south, commercialized central, north
 - Enon/Bermuda: 13,000 pop
 - Suburban, rural, communities
 - Amazon, technology park
 - Good schools, active park
 - Active Scouts and PTOs
 - Caucasian, growing African American population
 - Median age is 39
 - Varied households: singles, couples, families, empty nesters, seniors
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Data Driven Resources



- American Fact Finder - Census Bureau: <https://factfinder.census.gov/>
- City Data: <http://www.city-data.com/>

Develop your approach.



Identify your goals

What do you want your outreach plan to accomplish?



Talk to everyone! (if that's your style)

Community Profile

1. What are the demographics for the zip codes of the community you serve?
2. What factors define your neighborhood and community?
3. What groups or organizations commonly use your meeting rooms?
4. Who are your community leaders?
5. What schools are near you, including tech centers, public schools, day cares, colleges? Who are the contacts?

Get out there

- Cold Calls - Everyone needs a Shelley!
- Schools - biggest impact
- Fire Department
- HOA/Community Events
- Community Meetings
- Daycares
- Local Businesses



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Get Comfortable Making Phone Calls

Share an experience.



Good intentions



<https://www.exceptionnotfound.net/content/images/2015/04/teacher-computer.jpg>

Let's Get Creative: Serving them where they are

Tap into your network

Guess what I'm working on?


Continue the relationship.



Keep it going

- Write things down
- Use your calendar
- Be consistent
- Stay in touch
- Highlight the partnership on social media






FOOD LION
Family Math Night With CCPLS

Friday, March 24 - 5:30pm @ 13955 Wards Rd.
Must Pre Register.

Pop Up Library, Goody Bags, Cupcake Decorating,
Interactive Math, Door Prizes, Fizz & Boom, + More!

campbellcountylibraries.org
facebook.com/campbellcountylibrary
[@ccpllibrary](https://twitter.com/ccpllibrary) #ccplreads



Building Relationships that last



3D Printed Alligators!

Enon Elementary Mascot



Bring them back!



Welcome!

Encourage library visits.

Your goal is to provide your community with opportunities for access to resources for lifelong learning and local engagement regardless of whether they ever come to the library.



We're so much more than books.

Let's talk.

Questions | Ideas | Challenges

Continue the conversation.

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