

Engaging Library Outreach to Underserved Communities

Agenda:

1. It's time to talk to strangers: community friendship.
2. Start with respect: Peer-based personal and professional relationships.
3. See the world through their eyes.
 - a. Know their words and values.
4. Assume they know more than you do about many things
5. Partner with them in decision-making.
 - a. Can only librarians make library decisions?
 - b. Why patients partner with doctors.
6. Outreach starts on their terms.
 - a. What are the issues for which they need help?
 - b. Which of these issues will the library make its job?
7. Recruiting partners
 - a. Identifying leadership: individuals and organizations
 - b. Strategic alliances
 - c. Joint projects
 - d. Membership on decision-making committees
 - e. Recruiting for staff representation as appropriate
8. Outreach
 - a. Integrating library services
 - b. Special services can be either demeaning or validating
 - i. Ask them what they want:
 1. Separate but equal?
 - c. Special collections
 - d. Special programs
 - e. Integrating special populations into the larger community
9. Public relations and marketing
 - a. If you have created bonds of community friendship, PR and marketing is easy.
10. Common mistakes