Successful Children's Services

What Works & Why



Facilitated by Christina Ryan-Linder, Youth Services & Community Connections Coordinator



Key Elements to Success

- Know Your Target Audience
- Identi fy Community Needs htt p://midhudson.org/byb/toolkit/needs.htm
- Plan
- $\underline{\text{htt}} \hspace{0.1cm} \text{p://midhudson.org/program/planning/main.php}$
- Promote
- htt p://midhudson.org/byb/toolkit/programprocedures.htm
- Provide (Customer Service)
- Evaluate



The Parent Factor

- What organizati ons/groups is this target populati on most likely to be affi liated with?
- What are the best message vehicles to reach this
- What are we already providing that would appeal to this group?
- What new services/programs could be introduced to reach out to this group?
- What messages about the library would resonate with this group?

Reaching Out to the Community

- Identi fy Community Stakeholders
- Identi fy & Build Potenti al Partnerships
- Connect with School District Staff /School Librarians/PTA

Communicate Regularly!



"The Best Laid Plans..."

- Why should we plan this program/event?
- Who is this program/event for?
- What format will best fi t the needs of the program & audience?
- What resources will we need?

 htt p//midhudson.org/program/ideas/main.php

Plan: Carefully, Creati vely & Well In Advance!



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"There's No Such Thing As Bad Press"

- Choosing the Best Media Outlets that Suit Your Library Audience & Needs
- Communicate with Enti re Staff
- Word of Mouth
- htt p://womma.org/wom101/Customer Service
- Display

htt p://midhudson.org/funding/marketi ng/main.htm



Why Evaluate?

- Can Identi fy Impact of Library Services
- Improve Quality & Delivery of Services
- Keep Your Original Goals on Target
- Facilitate & Streamline Thought Process
- Produce Data & Verify Results



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