



## Reaching Out to the Community

- Identify Community Stakeholders
- Identify & Build Potential 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 fit the needs of the program & audience?
- What resources will we need?

<http://midhudson.org/program/ideas/main.php>

Plan: Carefully, Creatively & Well In Advance!




---

---

---

---

---

---

---

---

## Planning Calendar

Day	Event
Mar 1	Set Up Display for 10 2 year old Story 10 4 & 5 year old Story 11 3 year old Story
Mar 2	Begin Generating 10 2 year old Story 10 4 & 5 year old Story
Mar 3	10 2 year old Story 10 4 & 5 year old Story
Mar 4	Set Up Displays for 10 2 year old Story 10 4 & 5 year old Story
Mar 5	11 Walk-In Story Time 10 4 & 5 year old Story
Mar 7	Tech Tech Week
Mar 8	10 2 year old Story 10 4 & 5 year old Story
Mar 9	10 2 year old Story 10 4 & 5 year old Story
Mar 10	10 2 year old Story 10 4 & 5 year old Story
Mar 11	10 2 year old Story 10 4 & 5 year old Story
Mar 12	Set Up Book Display 11 Walk-In Story Time
Mar 13	11 3 year old Story 10 4 & 5 year old Story
Mar 14	
Mar 15	10 2 year old Story 10 4 & 5 year old Story
Mar 16	10 2 year old Story 10 4 & 5 year old Story
Mar 17	St. Patrick's Day 10 2 year old Story
Mar 18	Drive all Materials to Strike "Close Cover"
Mar 19	Strike Displays for 11 3 year old Story 10 4 & 5 year old Story 11 3 year old Story
Mar 20	Winter Story Time 10 4 & 5 year old Story
Mar 21	11 Walk-In Story Time 10 4 & 5 year old Story
Mar 22	11 3 year old Story
Mar 23	415p St. Patrick's Day
Mar 24	11 3 year old Story
Mar 25	10 4 & 5 year old Story
Mar 26	11 Walk-In Story Time
Mar 27	11 Walk-In Story Time
Mar 28	11 Walk-In Story Time
Mar 29	11 Walk-In Story Time
Mar 30	11 Walk-In Story Time
Mar 31	11 Walk-In Story Time
Apr 1	11 Walk-In Story Time
Apr 2	11 Walk-In Story Time
Apr 3	11 Walk-In Story Time

<http://www.google.com/calendar/render>

---

---

---

---

---

---

---

---

### “There’s No Such Thing As Bad Press”

- Choosing the Best Media Outlets that Suit Your Library Audience & Needs
- Communicate with Entire Staff
- Word of Mouth  
<http://womma.org/wom101/>
- Customer Service
- Display  
<http://midhudson.org/funding/marketing/main.htm>



---

---

---

---

---

---

---

---

### Why Evaluate?

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



---

---

---

---

---

---

---

---