

Narrative to BKM and Beyond – Powerpoint Presentation by Rita Kadavy

1. Introduction and Welcome

- a. Rita Kadavy – Outreach Manger for the High Plains Library District
- b. When I sent in my proposal I was hoping to have this session as a round table discussion about what everyone is doing to serve diverse populations
- c. Please ask questions as we go along.

2. Who we serve- Unique district - fortunate that we are funded through our own taxing district.

- 4000 square miles (about the size of the state of Connecticut)
- 5 Branch Libraries
- 1 Outreach Department
- 6 autonomus member libraries share resources
- 217,000, Service Population
- 25,000 Foreign born
- 18,000 Non-Citizens
- 625,000, Current Collection size
- www.MyLibrary.us, www.mibiblioteca.us

When we talk about reaching the underserved we need to look at our diverse populations and what the needs are. Keep in mind that Underprivileged does not always equate to underserved.

3. HPLD Mission: connecting our communities to information, inspiration and entertainment for life.

Operating Principles that we focus on to help make decisions when serving the communities

On a daily basis the Library anticipates and meets community needs. In Outreach we try to go out into the communities and find out exactly what the community needs are.

No HPLD community goes unserved. This is a tough one because we like to think that we are serving everyone in all communities. Philosophy is to provide service that does not always mean that patrons will take advantage of it. Question is: Do we need to make accommodations to meet their needs instead of what we want to provide?

4. HPLD service delivery aligns with individual patron's preference. What are our patrons asking for and how can we accommodate them?

HPLD patrons find what they need at first contact. This is more relevant in the physical building but we in Outreach always try to make sure our patrons needs are met every time we see them.

5. We continuously innovate. Always looking at better and different ways to do things.

We never say NO. not saying "no" isn't about the words that come out of mouths, it's about using our resources to benefit our patrons..

6. Our department has the challenge of reaching diverse and underserved populations. We were given a fair amount of latitude on how to achieve this and that has allowed our staff to find new and interesting ways to serve our communities. I also had to become more of an advocate for what we as Outreach staff do, so that staff are more aware of all the different and wonderful things that we are responsible for.

This has given us opportunity!

Combined the Outreach and Bookmobile departments – have dedicated 1.40 FTE to serving our diverse populations which still isn't enough but we are working to make sure that all staff have the skills to train and educate patrons on services and resources the library has available.

7. Pieces of our Puzzle:

As we looked at services and our one Department we discovered that there were many different ways to serve our patrons: Since our district is 4000 square miles we have many different types of Outreach that we offer.

Services: What are we doing today? Activities and events, partnerships

- Bookmobile
- Community Events throughout the County - Special stops by request (i.e.: Plumb Farm, literacy carnivals)
- Community Stops
- Deposit Collections
- Developing programs for incoming immigrant populations
- Every Child Ready to Read Presentations
- Homebound Services: Offers free delivery of library materials to Greeley/Evans
- K-12 Schools throughout Weld County- Partner with school districts in the rural areas to add a HPLD website link to the school websites. One of the biggest changes we made was getting into the schools, community centers, etc, and working with teachers, administrators and staff to educate them on what resources the library has available to them. This was a big change – instead of just providing them with materials we are giving them the tools to help them access materials and services on their own. This does take a lot of time and dedication from staff and commitment from outside sources but we have found that it has benefited everyone in the long run.
- Language Café, Latino services (in house and off-site) all services are multi-lingual if there is a need.
- Literacy Agency Network – literacy agencies that meet on a tri-monthly basis to share ideas and information.
- Lobby stops – taking books and computers into facilities - Adult story times and book talks
- Member Liaison
- Multicultural services which include services to diverse populations Offsite programming
- Preschools/Head Starts/Child care centers – delivery of materials and story-times
- Presentations/education of what the Library has available – multi-lingual and early childhood literacy training to adults.
- Recreation Centers – export Summer Reading programs throughout the county
- Summer and Migrant schools
- Summer Reading Program
- Working with branch and member library staff to help them understand what Outreach does and how we can work together to provide services to patrons that don't have access to a bricks and mortar library.

8. Turning ideas into reality.

Galeton Kiosk

Designed to test the effectiveness of using a kiosk located in an underserved area to increase usage and awareness of High Plains Library District services and resources. The e-Branch provides users with access to the High Plains Library District website, where users can engage in the following activities:

- Browse the library catalog and place items on hold (held items are mailed to patrons)

- Browse the calendar of events for upcoming programs
- Conduct research using online databases
- Request items through interlibrary loan
- Utilize Ask Colorado – a 24/7 reference service
- Manage individual library account

In addition, patrons have access to predetermined sites such as school district websites, local news and weather, 4-H, employment, and local/state government information.

Placed in the unincorporated community of Galeton, which is roughly 7 miles east of the Eaton Public Library. Approximately 500 residents live in unincorporated Galeton and 150 students are enrolled in the Galeton Elementary School. The new e-Branch is located on the grounds of the Galeton Elementary School. The kiosk “computer” is housed in an unstaffed 8x10 building along with a book return and a “take one, leave one” shelf. The e-Branch has increased the existing level of service to virtual library services and other online resources to over 50 hours per week.

Public Computer Centers - LSTA Grant —Southeast Greeley Literacy Center, \$20,000. The Literacy Center will serve as a connection to information, education and inspiration for people of all ages by providing computer services and enabling users to properly utilize the technology. Patrons will have access to read and return book racks and delivery of library materials placed on hold.

American Dream Grant - The Dollar General Literacy Foundation asked the American Library Association to implement “The American Dream Starts @ your library” grant program. They awarded \$5000.00 to each of 34 public libraries in 18 states, including the High Plains Library District, with the intention of increasing literacy services for adult English language learners. Last year each of the eleven Head Start centers in Weld County received a “portable library” consisting of twenty-five instructional books and audio books on the topics of English language acquisition, preparing for the GED, and U.S. Citizenship.

Community Conversations Grant - Organized programs focused on Somali society, culture and history with an emphasis on involving representatives from the Somali community in the planning and implementation phases. A visiting professor at the University of Northern Colorado, Dr. Anita Fleming-Rife, agreed to speak to an adult gathering about Somalia and her work for the United Nations. She also consented to help the Outreach Librarian identify members of the Somali community who would be willing to participate in a community event. In addition, Outreach staff worked with local employees of Lutheran Family Services to develop a family-style program designed to highlight Somali cultural traditions (food, dress, Islamic worship, and children’s experiences). Collaboration between, HPLD, UNC, Somalia leaders, Lutheran Family services.

Schools/Partnerships - Through collaboration and community partnerships with education foundations, school libraries, library/media specialist, the Outreach department has made great strides in the last 3 years to provide educational material about the libraries’ HIP system and databases. In doing so we are striving to ensure that our patrons are effective library users of library services. This can be seen by an increase in year to date statistics for holds by 46.10%.

Partner with school districts in the rural areas to add a HPLD website link to the school websites.

Ongoing

Have dedicated 2 staff (56 hours per week) to Multicultural services – these staff work specifically with diverse populations. Due to the dedication of all Outreach staff we have seen an increase in both programs and attendance of 137% over last year at this same time. 7/09

Training Tour – We are working with the training department to provide training to library staff on what the Outreach department actually does. We are hoping to make staff more aware of how we serve patrons outside the building.

9. Sometimes we get caught up in what we have done in the past that we can't see the possibilities of the future!

Must Haves: If you are wanting to discover opportunities to “do outreach” then:

Successful outreach requires commitment, patience, changing our expectations and sustained support

You must be looking for new partners;

You must want to learn to do things differently and try some new routines;

Administration must commit to:

Funding/ongoing budget line item(s)

Staff time; release time from public desks

Allowing staff flexibility in scheduling

Including outreach in strategic and/or long range planning

Finding & choosing your partners

Get to know your audience (research) and select your partner(s) accordingly

Choose one or two to start, but plan to add new ones over time and be flexible as to who leads

Be prepared to do a two passes or more to build solid partnership

Start with area agencies (meet and greets)

Do-si-do with them at their events to build your visibility (i.e. Go to car seat safety checks and display early childhood literacy information, etc.)

Ask your new partners to assess your information and how you present it. Is it what they expected, wanted or needed?

10. Rewards! As those in Outreach know, you have to really love what you do. We all know that it is worth the hard work, when you see the face of a parent when they can read to their child for the first time, or when you watch a child leave the mobile unit with just the right book.

11. Time to share ideas and information.

I would like to thank you for attending this session and if you need more information on any of the services I have talked about please feel free to come up after the session or send me an email.

Thank you.

Handouts, etc