

Jun 10, 2025 | 📅 Outreach Committee Meeting

Attendees: Alva Claussen Kathy Kearney Katalina Loreda Brianne Hasui Chris Rivera

Warm-up Activity

- Each participant shared a story about an outreach experience they would like to avoid repeating. Major themes included weather related problems, communication problems, and equipment failures

Outreach Planning Checklists

- Discussed if branches or departments have outreach kits available to them or if they are assembled on a case by case basis, this varied. Members expressed interest in getting branded canopies and banners.
- There is a consensus that we avoid participating in activities that require members of the public to pay for accessibility reasons
- Kathy is considering buying a stretch table cloth to see if they are easier to use and better looking.
- Group is interested in seeing about getting clickers for counting interactions, potentially buying in bulk and distributing to branches and departments for outreach

At this point Jacques Carter joined the meeting

- There was a discussion about what is best practice for marketing materials at outreach events.
 - Jacques recommends just bringing Discovers because they have everything in them and you can point out one or two items if you have a good idea of what is in them.
 - You don't want to have a crowded table, regardless of if you have just Discovers because it is too overwhelming for people approaching.
 - Materials should be targeted to anticipated audience
 - Vertical marketing may help clear up table space and be more eye catching
- When reviewing checklists from Pikes Peak Library District (PPLD) some concerns were brought up:
 - Concern that checklists would be too time consuming
 - Simple is better
 - That the most important aspect of outreach is being high energy
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Trainings

- Requested trainings are a Tabling training and a Networking training
- Jacques has a master list of places and contacts she is willing to share
- Jacques willing to share her tabling strategies in a training

Hosting

- Members of the committee agreed that rotating which library is hosting would be nice

Committee Feedback

- Members expressed interest in having more of a social media presence
- Members reiterated that they would like more branded items, like tent canopies, for tabling events. Expressed that this would be particularly nice for the kick offs
- Members would like to have more options for purchasing teeshirts for outreach or other representation events