

Feb 26, 2026 | 📅 Outreach Committee

Attendees: Alva Claussen Brianne Hasui Kristi Roque Sandy Hudock Penny Jerman
Katalina Loreda Natalie Gallegos Jacque Carter

Check-ins

- Barkman Jordan Residential comes to them from 3 of their locations. They have started using an I configuration for the table which has helped with interactions
- Giodone has had a group coming on occasion that overwhelmed the programs, or sometimes they register & don't show up. This has also happened at Lamb & YMCA. It was agreed that offering each group a dedicated programs might be a good way to address this
- LHG - Katalina has Day of Kids & Book events upcoming in April Plans to host a Loteria Event in the future

Outreach Essentials

What would you bring to an outreach if you could only bring two items?

- The most popular answers were:
 - Brand tablecloth. or something with the logo
 - Discover, welcome brochure, or digital resources bookmark
 - Attention grabbers like Prize wheel, candy, prizes, Books, or for Sandy the famous Wind Tunnel

Discussion on Outreach Inventory

Are there places or groups we are missing?

- We are solidly reaching seniors & students
- We also reach families but mostly at large festival type outreaches
- we struggle to reach:
 - working adults
 - college age students
 - care givers (many storytimes are off site so we never directly interact with the care givers)

marginalized groups:

- Fosters aging out
- Boone migrant community

Note

- Note that we actually can't reach everyone we must create target groups & aim for them

Ideas to Reach Working Age Adults & College Students

Locations:

- Restaurants
- The Gym
- Grocery store
- Riverwalk
- Natural Grocers
- Work Places?

Community Events:

- State Fair
- Chili Fest
- Riverwalk Events

Working Adult Outreach Ideas

- Host a cooking event at a Grocery store - used to promote seed or spice library
- Speed dating for hobbies
- craft supply swap
- Pickle ball

Pipeline Idea

- Discussed creating a "Pipeline" for when avid Summer reading participants age out of Summer Reading Program (18-20's)

Other Outreach Ideas

- storytime/popups at laundromat mat may be on free days

Food for Thought / Follow-up Questions

- What are the time commitments for each current outreach? Each Potential new outreach?
- How old/New are these partnerships?
- How often do new opportunities come up?
- What do we have the capacity to do? [in terms of what we offer as outreaches as well as how many outreaches are we capable of staffing without stretching ourselves too thin?]
- Who is doing it?

District Wide Consistency

- How can we make ourselves instantly recognizable as the library in every setting with any staff member?
- Tablecloth, maybe same colored chairs
- Distill into > Make it uniform > District-Wide consistency

Alva's Role

- To try & make sure everything is covered
- If there is an event you want to keep you keep it

- If there is an event you can't make it to feel free to reach out to the committee

Outreach Kits & Items to Check Out Idea List

- Focus on Durable equipment
- canopy
- Table (s)
- Table Cloth (multiple sizes)
- Folding chairs
- Button maker kit
- Misting Fan (outdoor outreach)
- cooler & ice packs
- Hand warmers

Note

- Facilities has canopy weights

Outreach Menu Ideas

- list of what we offer for outreaches
- list who/what organization types we can do outreach for
- list of what we can offer
 - storytimes
 - Database/Research trainings
 - pop-up libraries
 - How to use library card

Discussion

- How is the outreach menu different from the "Plan a visit" form? Do we need both
- We're trying to distill information & make it uniform so that there's district-wide consistency in the services we're providing even from branches

Sections for the Menu

- Types of programs
- languages
- Audience
- Event size
- Number of staff desired
- Duration of event
- Parking
- Tables & chairs provided?
- Theme

Menu Idea

- Have one page that details what services can be provided to who and a second page for intake information about the event and organization detailing the information needed to successfully work with them