

Element 4.8: Coordinated Outreach

Excepted from Mid-Hudson Library System: Plan of Service 1/1/12 – 12/31/16

1. Goal Statement: Member libraries will have the information and awareness to develop programs and services to attract and connect to outreach target populations and form relevant community partnerships at the local level.
2. Intended Result(s):
 - a. Member libraries will be kept current about changing demographics, service trends, resources and programs, as well as the sharing of related experiences.
 - b. MHLS will provide collection development tips and coordinated public relations materials for target populations.
3. Evaluation Method(s):
 - a. Advisory committee review of the effect of initiatives designed to improve existing conditions.
 - b. Survey member library satisfaction of MHLS initiatives.

A Sampling of MHLS Outreach Initiatives 1/1/12 – 1/30/14

- **Workforce Development initiatives to support library staff providing service to patrons who are looking to find employment, advance careers or improve work related skills**
 - Developed ‘*Workforce Development in MHLS Libraries*’ survey, distributing the compiled responses from all 66 libraries, to demonstrate the large amount of need for this library service, and the volume of support from libraries in this area.
 - Revamped HOMEACCESS webpages for each county to guide patrons to library workforce and skill-development resources, and provide vendor videos for assistance.
 - Assisted member libraries with making connections with workforce related agencies in their county, including helped Dutchess Department of Labor connect with libraries in the NE Corridor where the DOL is now providing training for the public in the libraries.
- **Resources and support for library staff working with non-English speaking communities through Mango Languages database**
 - Provided resources and training for library staff through Word-of-Mouth Marketing project.
 - Provided information and incentives to member library staff to complete the Mango library-specific Spanish language course, to help better serve the Spanish community.
 - Provided information to the regional literacy and adult education providers about the ESL courses in Mango available through local libraries.
- **Digital Literacy initiatives to help develop library staff so they can advance the digital literacy skills of their patrons**
 - Contributed to development of Digital Literacy in NY program to help it better suit member needs.
 - Hosted NYLA's *Digital Literacy Training Program*, attended by staff from 32 member libraries which also included training on how to teach adults.

- **Early literacy initiatives to support children and parents**

- Arranged training for library staff on *'Early Literacy Storytimes – Enhancing Programs for Children & their Caregivers'* (2014); *'Encouraging Toddler Language Development Through Story Time'* (2013); *'Early Literacy & Multi Sensory Story Times'* (2012).
- Contributed to development of DLD's Statewide Early Literacy Webinar to help it better suit member needs.
- Provided Early Literacy mini-grants in 2013 to incentivize long term incorporation of early literacy components into story times, and encourage local connections with child care providers.
- Distributed information about resources for *'Building Early Literacy Through Public Libraries'*: <http://www.scoop.it/t/early-literacy-for-library-staff>

- **School partnership initiatives to increase participation in local summer reading programs**

- Provided mini-grants to member libraries in 2012 & 2013 to encourage connections with local schools.
- Solicited and compiled *'Tips for Developing a Successful Public Library / School Collaboration'* from member library practitioners, and distributed to member libraries.
- Distributed information about resources for *'Building Family Literacy through public Library & School Collaborations'*: <http://www.scoop.it/t/collaborations-of-public-libraries-school-libraries>
- Worked with regional school library system staff to develop additional networking and development opportunities for public library staff including county partnership events and annual *Fall Into Books Children's & Teen Literature Conference*.

- **Resources and support for patrons with low vision**

- Distributed of information on services available including the NYS Talking Book & Braille Library, the digital BARD (Braille & Audio Reading Download) program.
- Worked with OverDrive to provide access to the LEAP partnership through the MHLS OverDrive website .

- **Responsiveness to community needs initiatives**

- Inclusion of community-based planning in MHLS *'Essential Trustee Duties & Responsibilities'* program.
- Distribution of community poverty-level information, and the related local *'Books for Kids'* program for libraries to pick up new, free books to distribute to disadvantaged youth.
- Distribution of information about the needs of Veterans and the supporting resources in each county.
- Facilitated conversations between literacy providers and libraries about needs and resources. Assisted member libraries with making connections with literacy support agencies in each county.
- Distribution of information about the regional 2-1-1 service to expand the social service support member library staff can provide.