OUTREACH
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By the Numbers

FY 13-14
  Reached 595
  Attended 19 events

FY 14-15
  Reached 1461
  Attended 11 events
  Increased reach by 146%

FY 15-16
  Reached 11598
  Attended 67 events
  Introduced signing people up for library cards
  Increased reach by 693%

FY 16-17
  Reached 21885
  Attended 140 events
  Introduced Just One Thing marketing concept
  Increased reach by 89%

FY 17-18
  Reached 18829
  Attended 191 events
  Introduced Outreach Vehicle #morethanbooks
Plano Public Library’s Outreach Mission
Offering classes, library resources, materials and training throughout the City of Plano. We can roll up to any location and create new library cards, demonstrate tools and deliver classes and programs.

Plano Public Library’s Mission
Plano Public Library provides a welcoming environment for engaging our community, enriching lives and educating minds.

Plano Public Library’s Vision
Our vision is to be a valuable resource and partner that connects and serves our community with excellence.

Plano Public Library’s Customer Service Statement
Service comes first- we are welcoming, responsive and respectful.
Event Types

- Outreach
  - School
    o Plano Public Library can bring the library to your school during family events; parent nights, reading nights, school festivals, PTA events, etc. We will showcase our services, highlight all the innovative things available for checkout, and most importantly, get library cards into the hands of parents and children! Our goal is to extend library learning opportunities for all students by ensuring that parents are involved in the process.
    o Plano Public Library can bring the library to PISD teachers for training about our resources that are beneficial to students. We will highlight STEAM kits, databases, music and video creation/editing tools, coding technology, and more. We can register teachers for library cards if they live in Plano or one of its reciprocating cities (Allen, Frisco, Garland, McKinney, Richardson, The Colony, or Wylie).

- Classes
  o Plano Public Library offers classes in four target areas: Career Development, Early Learning, STEAM and Seniors. The classes are based on in-library programming that extends learning to city residents that cannot access our facilities easily. Please see the descriptions for more information about the classes.
  o Community programs
    ▪ Career Development- We teach classes about different career resources the library has available including Lynda.com, resume review and job searches.
    ▪ Early Literacy- We’ll introduce your early learners to STEAM! Our programs introduce simple concepts in science, technology, engineering, arts and math and encourage hands-on participation and parent/caregiver interaction.
    ▪ Seniors- We’ll bring the library to your residents! We will sign up residents for library cards and help them get started with our eMaterials (eBooks, eMagazines and more). We offer additional classes about genealogy databases and tracing family trees or learn a new skill with an art program.
    ▪ STEAM (Science, Technology, Engineering, Arts, and Math)- Introduce families to STEAM with hands on activities like robotics, art techniques, and science concepts!
  o In-Library programs
Plano Public Library welcomes Girl Scouts, Boy Scouts, Camp Fire Girls, daycares, homeschool groups, and other groups of visitors for badges, special programs, and tours (see more information below). Please arrange these visits in advance with Kristin Linscott (klinscott@plano.gov or 972-769-4211).

- Daycare storytime:
- Library Tours
- Badges Met:
  - Digital Movie Makers (GS)
  - Robotics (BS and GS)
  - Computer Expert (GS)
  - Website Designer (GS)
- Special programs:
  - STEAM Stop
  - World of Robots
  - Lego Robotics
  - Tiny Techies

- City of Plano
  - PPL attends employee celebrations (Holiday Luncheon and Employee Picnic), staff meetings, and department events to showcase new and existing services to city staff.

- Community Events and Festivals
  - Plano Public Library attends community events and festivals to highlight new library services, demo a tabletop activity and sign up community members for library cards if they live in Plano or one of its reciprocating cities (Garland, Wylie, Allen, Richardson, Frisco, the Colony, or McKinney).

- Presentations
  - Plano Public Library attends parent nights, rotary clubs, PTA meetings and community meetings to share information about the resources of the library. We will sign up people for library cards if they live in Plano or one of its reciprocating cities (Garland, Wylie, Allen, Richardson, Frisco, the Colony, or McKinney).
Training

- Expectations
  - Outreach Lead
    - Coordinate with team attending outreach by emailing to arrange a meeting time and place, clarify parking information, gather contact information for each staff member, and coordinate any other relevant information
    - Coordinate picking up the outreach bins (if you are picking them up at Haggard or they are being sent to your building)
    - Coordinate transportation with team
    - Designate if other team members need to bring anything (i.e. puppets, card stock, craft supplies, etc.)
    - Coordinate anything from your building you may need (MiFi, Lego WeDo kits, Puppets, crafts, iPads, technology)
    - Return outreach bin to Kerri Rubens at Library Admin (Haggard)
    - Complete outreach survey 8. Send any pictures of event to kerrir@plano.gov
  - Outreach Roles
    - Puppet Ambassador
    - STEAM
    - Library Cards/General
  - Agenda
    - 90 Minutes
    - Training Purpose
      - Marketing and Outreach schedules community outreach opportunities; some school visits are scheduled by supervisors. Opportunities are planned for engagement that aligns with our strategic goals; factoring in staff availability and best use of our time and resources. We post outreach opportunities on the z-drive calendar with additional descriptions in the Outreach folder. Supervisors schedule staff for these opportunities.
      - Types of outreach can include: city-wide events (ArtFest, AsiaFest, International Festival, etc.), STEAM showcase, summer reading promotion, school open house, genealogy promotion, early learning promotion, and puppet shows. Library card sign-up is important at all events.
    - Training Agenda
      - OUTREACH SET UP (M&O TEAM) 15 MINUTES
• Learn more about the Community Engagement bins, how to set up the tent, and general expectations of library outreach
  ▪ OUTREACH TABLE (M&O TEAM) 15 MINUTES
    • Learn how to interact with patrons at events, see how an outreach table can be set up with Community Engagement bin materials, and talking points
  ▪ OUTREACH VAN (M&O TEAM) 30 MINUTES
  ▪ TECHNOLOGY (INSTRUCTORS) 10 MINUTES
    • Plano Libraries have a plethora of technology available for outreach.
  ▪ PUPPET AMBASSADOR (INSTRUCTORS OR EARLY LITERACY TEAM MEMBER) 10 MINUTES
    • At the larger, community-wide events, we often have a Puppet Ambassador. Learn about this role, how to engage with patrons, and materials needed for outreach
  ▪ OUTREACH INFORMATION (M&O TEAM) 10 MINUTES
    • Learn quick tips and tricks to sign up patrons for library cards using Polaris LEAP

• Upcoming
  o Check the zdrive calendar for upcoming training dates
Procedures

1. Signups
2. Event Requests
## Classes

### Career Development

<table>
<thead>
<tr>
<th>Program</th>
<th>Description</th>
<th>Ages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job Search</td>
<td>Get tips on creating your resume and preparing for a successful interview. Learn about our online Job Center that will help you research businesses, find a job online, improve your e-skills and more!</td>
<td>Adults or Teens</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>Learn more about this popular networking website, including how to build a profile, post content, and add professional contacts.</td>
<td>Adults or Teens</td>
</tr>
<tr>
<td>Lynda.com</td>
<td>Learn how to search, save videos, and set up a profile. Lynda.com will teach you anything from Excel to Photoshop.</td>
<td>Adults or Teens</td>
</tr>
<tr>
<td>Resume Design</td>
<td>Learn how to format your resume using Microsoft Word. Topics covered will include font choice, organization, custom formatting and templates.</td>
<td>Adults or Teens</td>
</tr>
</tbody>
</table>

### Early Learning

<table>
<thead>
<tr>
<th>Program</th>
<th>Description</th>
<th>Ages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Art Start</td>
<td>Stories to inspire your little artist followed by a different hands-on activity each week. Things may get messy! Smocks and materials provided.</td>
<td>3-6 year olds</td>
</tr>
<tr>
<td>Math-y Time</td>
<td>It's not just a storytime, it's Math-y Time! Featuring easy math concepts for preschoolers using books and math manipulatives.</td>
<td>3-6 year olds</td>
</tr>
<tr>
<td>Mini Maestros</td>
<td>Join us for a musical storytime experience! Learn basic musical concepts like pitch and rhythm with books, songs, and interactive activities enhanced with live music.</td>
<td>0-5 or 2-6 year olds</td>
</tr>
<tr>
<td>Project Wild</td>
<td>Build on your child's sense of wonder about nature! Explore wildlife and the world around us through a wide range of activities. Part of the Texas Parks and Wildlife Initiative</td>
<td>3-6 year olds</td>
</tr>
<tr>
<td>Tiny Techies</td>
<td>Introduce your preschooler to technology concepts in this special storytime series. Books flannels and activities will be used to explore a new concept</td>
<td>3-6 year olds</td>
</tr>
</tbody>
</table>
### STEAM

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Circuit Circus</td>
<td>Learn about circuits and explore the different ways they work. Make art come alive with paper circuits and Scribblebots</td>
<td>Families, Tweens, or Just for Kids</td>
</tr>
<tr>
<td>Robotic Spin Art</td>
<td>Use Lego WeDo, littleBits and your engineering skills to create spin art masterpieces!</td>
<td>Families, Tweens, or Just for Kids</td>
</tr>
<tr>
<td>STEAM Stop</td>
<td>Stop by and learn a little bit about all things STEAM! Complete experiments, play with circuits, build things, do crafts, and sharpen math skills with games. Come and go.</td>
<td>Families, Tweens, or Just for Kids</td>
</tr>
<tr>
<td>World of Robots</td>
<td>Interact with with the world of robots- from programming friendly bees to driving motorized vehicles to 3D printers that build your designs, there’s something for everyone. Come and go.</td>
<td>Families, Tweens, or Just for Kids</td>
</tr>
</tbody>
</table>

### Senior Programming

<table>
<thead>
<tr>
<th>Program</th>
<th>Description</th>
<th>Ages</th>
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</thead>
<tbody>
<tr>
<td>Creative Enrichment</td>
<td>Practice new art techniques and learn together as you make one-of-a-kind creations. Topics include traditional mediums like watercolors and project-based classes like DIY stamping.</td>
<td>Adults</td>
</tr>
<tr>
<td>eBooks and More</td>
<td>Learn how to access the library’s free eBooks, eAudiobooks, and eMagazines. Get help downloading the easy apps. Bring your reader, table, or smart phone and go home ready to read</td>
<td>Adults</td>
</tr>
<tr>
<td>Genealogy</td>
<td>Learn how to use our databases to explore your family's past. We will demonstrate how to find vital records and discuss how to fill out a pedigree chart.</td>
<td>Adults</td>
</tr>
</tbody>
</table>
Class Role Descriptions

**Career Development:** Teach classes and programs about career or job resources.

**Early Learning:** Facilitate early learning programs in the community (dependent on outreach)

**Seniors:** Facilitate senior programs in the community (dependent on outreach)

**STEAM:** Facilitate STEAM programs in the community (dependent on outreach)
Outreach Role Descriptions

**All staff are expected to complete library cards at outreach and get the new patron started with “Just One Thing”**

All staff are expected to share information about the library at events, such as:

- Upcoming program information
- New services (EBSCO Discovery, Kanopy)

**Art Ambassador:** Shares information about the Artist-in-residence program, art programs, and art exhibit space. Activities/Examples include:

- Demo Art kits
- Demo Music kits
- Choose an art activity

**Early Literacy Ambassador:** Shares information about our storytimes and early learning programs. Highlights resources such as Kids Brain blog, Kanopy for Kids, 1000 Books Before Kindergarten. Activities/Examples include:

- Demo Preschool STEAM kits
- Share information about Every Child Ready to Read/Storytimes
- Demo eBook Read-alongs

**Senior Ambassador:** Shares information about different resources, such as eBooks and eMagazines or programs.

- Demo adult art kits
- Demo library apps

**STEAM Ambassador:** Shares information about STEAM programs and STEAM kits.

- Demo STEAM kits
- Demo STEAM programs (i.e. littleBits Spin Art)

**Foreign Language Speaker:** Like in the libraries, many of our events have a variety of different languages spoken. This is a great way to connect with the community. Please let Library Admin (dorothyk@plano.gov) and your supervisor know if you speak another language.

**Puppet Ambassador:** Brings favorite puppet and engages families/kits at community events. Share information about the library and direct the community to our booth. Make sure to carry pencils in your apron to hand out to the kids!

**Job/Career Ambassador:** Highlight different resources such as Lynda.com, RefUSA, and Tutor.com. Showcase our Job and College Resources blog and other eResources like Flipster (Forbes) and Libby/Overdrive (leadership books).

- Demo Lynda.com and other databases
- Demo Job and College Blog