Rethinking School Outreach
YALSA Symposium: Pittsburgh Nov 6, 2016

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#yalsa16 #yasschooloutreach @mylibrarynyc
MyLibraryNYC provides participating schools with:

1. **ACCESS TO MILLIONS OF FREE RESOURCES**
   - Teacher Sets; Individual Items; Digital Resources (educational databases & ebooks)

2. **ENHANCED LIBRARY PRIVILEGES**
   - No fines on books; Extended borrowing on books; Exclusive use of over 6,000 Teacher Sets designed just for educators; Free school delivery and pick up for Teacher Sets

3. **PROFESSIONAL DEVELOPMENT**
   - Align instructional resources to Common Core; Embed differentiated instruction; Support English language learners; Encourage independent reading

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<table>
<thead>
<tr>
<th>MyLibraryNYC</th>
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</thead>
<tbody>
<tr>
<td><strong>History</strong></td>
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<tr>
<td>- Program is in its 6th year at NYPL</td>
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<tr>
<td>- 5th year with Tri-Li (Brooklyn and Queens)</td>
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<tr>
<td>- Tri-Li Partner w/ DOE Office of Library Services</td>
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<tr>
<td>- 500+ schools citywide in all 5 boroughs</td>
</tr>
<tr>
<td><strong>Key Assumptions</strong></td>
</tr>
<tr>
<td>- Established Contact through School Librarian</td>
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<tr>
<td>- Library as a known community partner</td>
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<tr>
<td>- ‘Turn key’ access for schools w/ key stakeholders</td>
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<tr>
<td>- Library Cards for every student (ConnectED)</td>
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</tbody>
</table>
Establish Contact

#yalsa16 #yaschooloutreach @mylibrarynyc
“Hello, I’m calling from the Public Library....”
Have an Elevator Speech

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In ‘elevator speeches’ be prepared to talk about the Library in 5 mins...(or less)
Identify Stakeholders
Who rules the school?
Outreach!

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“Hello, we are here from the Public Library....!”

The young people’s librarian points out “what to read” on the list of Books for Young People, published by the New York Public Library.
Easy, right...?
hmmm.......?
(Rethinking) how to Establish Contact

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Establishing Contact... is often easier said than done.
## Establishing Contact

### Key Assumptions

| I call the library to set up a visit. | AND/OR | The librarian has everything handled for the program. |

### Best Practices

| Call. And then call again. And again. And again. | Did you try emailing? | How about texting? | How about calling? | Did you stop by for an in-person visit? How about dropping off new library materials? Or going to a community meeting? | CONTACT is an ongoing process |
(Rethinking) your Elevator Speech

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Elevator speeches may vary (sometimes greatly) depending on your audience. But there should always be consistent messaging!
## Elevator Speeches

<table>
<thead>
<tr>
<th>Key Assumptions</th>
<th>Best Practices</th>
</tr>
</thead>
<tbody>
<tr>
<td>People use the library</td>
<td>Make no assumptions!</td>
</tr>
<tr>
<td>AND/OR</td>
<td>Always have a few key points about what your program/library offers - what makes it unique</td>
</tr>
<tr>
<td>People know what the library/our program has to offer</td>
<td>Make sure that your message is consistent yet customized to your audience</td>
</tr>
<tr>
<td>AND/OR</td>
<td></td>
</tr>
<tr>
<td>Same messaging for everyone</td>
<td></td>
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</tbody>
</table>
(Rethinking) how to Identify Stakeholders

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Stakeholders vary school to school
Determining who your best contacts are and how to reach them is half the battle.
**Different Stakeholders (Audiences)**

<table>
<thead>
<tr>
<th>The Usual Suspects</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Principal and Assistant Principal (AP)</td>
</tr>
<tr>
<td>- School Librarian</td>
</tr>
<tr>
<td>- Parent Coordinator</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>The ‘not-so-usual’ Suspects</th>
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</thead>
<tbody>
<tr>
<td>- English Language Arts teacher</td>
</tr>
<tr>
<td>- Literacy coach</td>
</tr>
<tr>
<td>- World Language teacher</td>
</tr>
<tr>
<td>- Students</td>
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</tbody>
</table>
(Rethinking)

School Outreach!

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In NYC the DOE serves over 1,800 schools with more than 1.1 million students! Wowser. How do we explain our services and organize outreach for such large groups...?
....with an Outreach Menu of Services. This concretely demonstrates what we can do and sets visit expectations!
Outreach in Action!
School Outreach the Bronx

Elizabeth Devora
New York Public Library
School Outreach Librarian, East Bronx
<table>
<thead>
<tr>
<th>Starting in the Local Library Branch</th>
</tr>
</thead>
<tbody>
<tr>
<td>● Become familiar with your local schools</td>
</tr>
<tr>
<td>● School calendar</td>
</tr>
<tr>
<td>● Identify stakeholders and prepare outreach materials</td>
</tr>
<tr>
<td>● Flexibility is important</td>
</tr>
<tr>
<td>● Collaboration with other local branches</td>
</tr>
</tbody>
</table>

#yalsa16 #yaschooloutreach @mylibrarynyc
Expanding to Network Advisory Role

- Google calendar *is* your friend
- Communication is key
- Attend Professional Development meetings
- Network, network and you’ve guessed it...network!
- Always be outreaching!

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Successes!

- Parent Nights (ELL)
- Parent Coordinators
- Student Open House
- Booktalking to Teen Groups NYPL Best Books for Teens and NYC Reads 365

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<table>
<thead>
<tr>
<th>Always</th>
<th>Attention</th>
<th>Interest</th>
<th>Closing</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>I</td>
<td>A</td>
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</table>
School Outreach
Menu of Services

Name: __________________________ School Name: ___________________________
Preferred Phone: __________________________ Preferred Email: ___________________________

WORKSHOP

☐ Library Basics
  - Introduction to public library programs and services
  - Taking advantage of your library card
  - Using the online catalog (searching and placing holds)
  - Using the public library website (calendar of events, Ask a Librarian, and more)

☐ Introduction to MyLibraryNYC
  - Using your MyLibraryNYC Library card
  - Explore Teacher Sets (teachers only)

☐ eBooks for All
  - Learn to download free eBooks from the public library
  - Hands-on help with your device

☐ Introduction to Databases
  - Using your library card to access educational databases for research, classroom content, self-directed learning, and more!
  - Lesson can be customized by subject and grade

☐ Research Lesson/Unit
  - Using public library resources and services for an upcoming research project
  - Lesson can be customized by subject and grade

☐ Career Fair Presentation
  - A day in the life of a public librarian!

AUDIENCE

Teachers / Students

CONTINUED ON REVERSE

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School Outreach Menu of Services cont’d

<table>
<thead>
<tr>
<th>WORKSHOP</th>
<th>AUDIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ Booktalking / Great Books</td>
<td>Teachers / Students / Parents</td>
</tr>
<tr>
<td>• A librarian will present short summaries of high-interest titles for classroom or recreational reading to keep students reading 365 days a year</td>
<td></td>
</tr>
<tr>
<td>• Student assemblies or classroom visits</td>
<td></td>
</tr>
<tr>
<td>• Booktalk workshop for students also available</td>
<td></td>
</tr>
<tr>
<td>☐ Summer Reading /Spring Cleaning</td>
<td>Teachers / Administrators</td>
</tr>
<tr>
<td>• A librarian will help freshen up your summer reading lists with new authors and titles available at the public library!</td>
<td></td>
</tr>
<tr>
<td>• Classroom visits/Summer Reading List distribution</td>
<td></td>
</tr>
<tr>
<td>☐ Pre-K/Early Literacy Workshops</td>
<td>Teachers / Parents</td>
</tr>
<tr>
<td>• Introduction to Library programs and services for ages birth through age five</td>
<td></td>
</tr>
<tr>
<td>• Learn how to build literacy skills with babies, toddlers, and preschoolers</td>
<td></td>
</tr>
<tr>
<td>☐ Read-Aloud Storytime</td>
<td>Students</td>
</tr>
<tr>
<td>• A librarian will visit your classroom for a short program including a read-aloud and a few literacy activities</td>
<td></td>
</tr>
<tr>
<td>o Lesson can be customized by subject and grade</td>
<td></td>
</tr>
<tr>
<td>☐ Parent Workshops and Presentations</td>
<td>Parents</td>
</tr>
<tr>
<td>• Schedule a librarian to present to your parents at ...</td>
<td></td>
</tr>
<tr>
<td>✓ Family Literacy Nights</td>
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<tr>
<td>✓ PTA presentations</td>
<td></td>
</tr>
<tr>
<td>✓ Parent-Teacher Conferences</td>
<td></td>
</tr>
<tr>
<td>☐ Book discussions/book clubs</td>
<td>Students</td>
</tr>
<tr>
<td>• Tailored to interest and level ... books provided</td>
<td></td>
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Menu of Services
School Outreach
Menu of Services

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Preferred Phone: ____________________ Preferred Email: ______________________

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  - For research, classroom content, self-directed learning, and more!
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☐ Research Lesson/Unit
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☐ Career Fair Presentation
  - A day in the life of a public librarian!

CONTINUED ON REVERSE

AUDIENCE

Teachers / Students

 Teachers / Administrators

Teachers / Parents

Students

Parents

Students
(Rethinking)
School Outreach
(1) Make Contact
(2) Have an Elevator Speech
(3) Identify Stakeholders
(4) Outreach
+ Collaborate

#yalsa16 #yaschooloutreach @mylibrarynyc
Christine Poser
Librarian, I.S. 24
Staten Island, NY

IDEAS FOR COLLABORATION
Signing Up & Signing On The Staff

• Ask your local branch for help
• Work w/ teachers personally or in their content area to show how the program can benefit THEM directly.
• Schools pay to be part of this program so tell your admin how important this time is to help staff register.
Signing up the students

• Told every class about the benefits that this programs offers.
• Wrote it up in the school newsletter to parents.
• Spoke at a PTA meeting about the program.
MyLibraryNYC has expanded the walls of my library and given my students access to materials and resources otherwise not available to them.

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How the program works in our school

• Science Teachers
• Students created a PowerPoint of geologic history of the National Park
• Materials - such as books on various National Parks
How the program works in our school

• Social Studies - Read historical fiction book to complement curriculum.
Ancient Civilization Teacher Set

- Social Studies – Grade 6
- Students created travel brochures to ancient places
ESL Students

Books in other languages. Encouraging students to retain literacy skills in their native language.
Animals on Staten Island
How the program works in our school

• English - books sets that went to movie trips
Stage Craft / Graphic Arts
• Found a lesson on line based off a book which teacher didn’t have.
Foreign Language Class

Students translate Spanish books into English
Special Education

• High Interest/ Low Readability
• Graphic Novels
Immigration

- Sharpening visual literacy skills using primary source photos and materials.
NYC READS 365

NYC Reads 365 challenges students to read every day.
Outreach Librarians
Andrew Wilson, NYPL, sharing the newly digitized local paper.
STEM club @24prideofgk with the amazing @christineposer

Retweets Likes
2 4

3:42 PM - 26 Oct 2016

Reply to @ShaunteeBS @24prideofgk
Family Literacy Night

Access to the Library
What can you do to be part of outreach program?

- Reach out to your local branch library
- Get to know their name and who's in charge
- Advertise local library events that are happening in your school (ex. game night, poetry reading, origami class)
- Invite the public librarians in to register parents and students for library cards.
• Invite local librarians in to your school for special programs or book talks.
• Give them a heads up about an assignment your school is doing or summer reading.
• We are all here to help our patrons. The school library is only with a child for a short time. The public library is with you for life.
Lessons Learned
Our Takeaways and Best Practices....
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<td>School Librarian as program coordinator</td>
<td>There is no ‘turn key.’ CONTACT is an ongoing relationship.</td>
</tr>
<tr>
<td>Library is a known community partner/commodity</td>
<td>ELEVATOR SPEECHES should have consistent yet responsive messaging - even supportive partners may not know the breadth of our collections/services.</td>
</tr>
<tr>
<td>‘Turn key’ access for schools</td>
<td>Each school has multiple STAKEHOLDERS and audiences.</td>
</tr>
<tr>
<td>‘Best’ Outreach = Library Cards for every student</td>
<td>Each of these audiences may have a different idea of what is the most valuable Library OUTREACH Service to offer.</td>
</tr>
<tr>
<td>(ConnectED)</td>
<td>Successful School Outreach is ongoing COLLABORATION and conversation</td>
</tr>
<tr>
<td>*Outreach is a linear process</td>
<td></td>
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</tbody>
</table>
This works! Need proof...?
Numbers.......!
30-40%  
More teen borrowing on MyLibraryNYC library cards

15%  
More juvenile borrowing on MyLibraryNYC library cards

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Happy Teachers.......!

#yals16 #yasschooloutreach @mylibrarynyc
“It’s a really valuable program for teachers and students. It is all about resources for learning. It should be in every school!”
“It has allowed me to bring interesting and diverse literature and materials into my classroom.”
Happy Students.......!
So, what did we learn...?
Ongoing Contact

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Consistent Messaging

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Ask Stakeholders
No (Outreach) Assumptions
We’re all in this together.
Thank You!

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Elizabeth Devora Outreach Librarian New York Public Library
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