



# Rethinking School Outreach

## YALSA Symposium: Pittsburgh Nov 6, 2016

**Amie Wright**  
New York Public Library  
**@librarylandia**

**Elizabeth Devora**  
New York Public Library  
**@mylibrarynyc**

**Christine Poser**  
I.S. 24 Staten Island  
**@christineposer @24prideofgk**

**#yalsa16 #yaschooloutreach @mylibrarynyc**

# MyLibraryNYC

Bringing New York City's libraries to your classroom.

[EXPLORE TEACHER SETS](#)

[LEARN MORE ABOUT MYLIBRARYNYC](#)



New York  
Public  
Library





## 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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## **MyLibraryNYC**

### **History**

- Program is in its 6th year at NYPL
- 5th year with Tri-Li (Brooklyn and Queens)
- Tri-Li Partner w/ DOE Office of Library Services
- 500+ schools citywide in all 5 boroughs

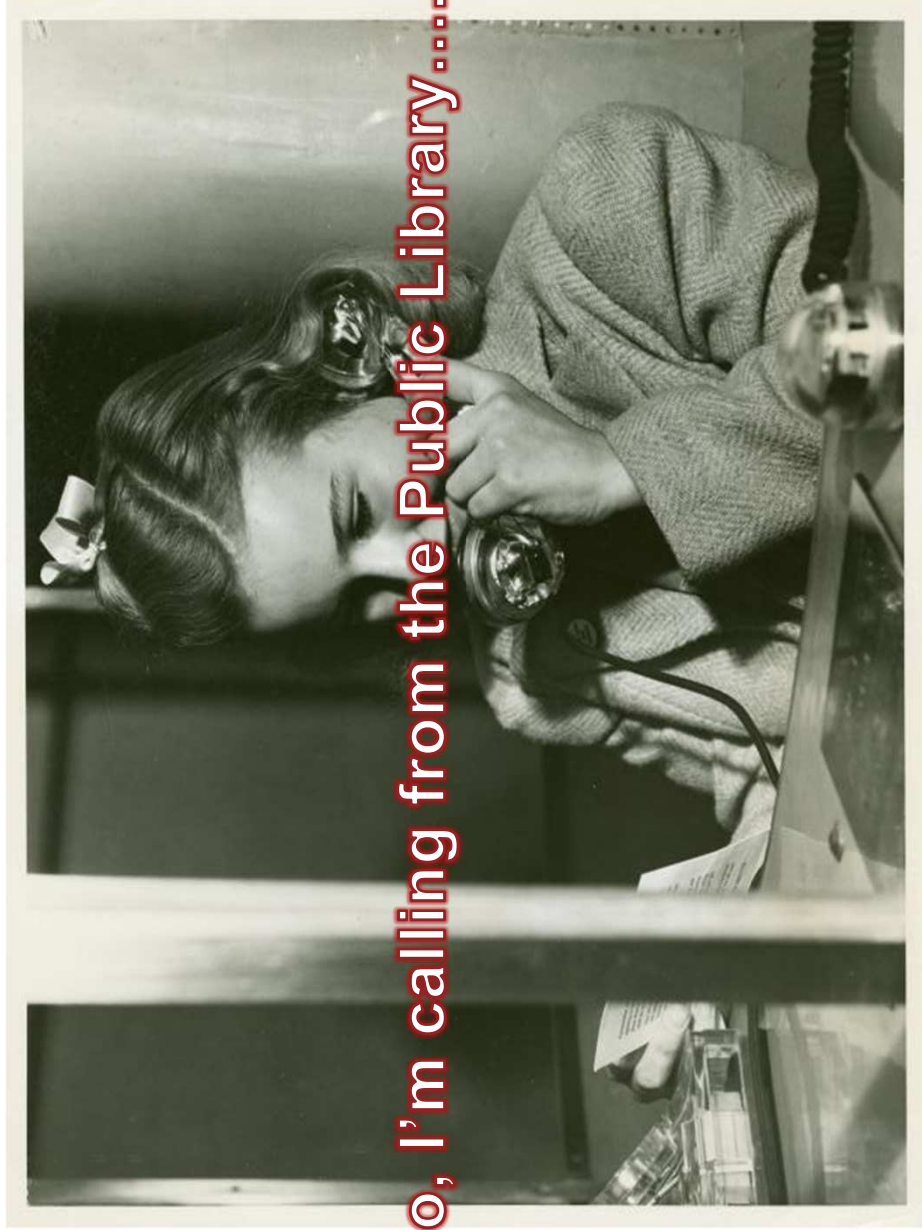
### **Key Assumptions**

- Established Contact through School Librarian
- Library as a known community partner
- 'Turn key' access for schools w/ key stakeholders
- Library Cards for every student (ConnectED)

# Establish Contact

#yalsa16 #yaschooloutreach @mylibrarynyc

“Hello, I’m calling from the Public Library.....”



# Have an Elevator Speech

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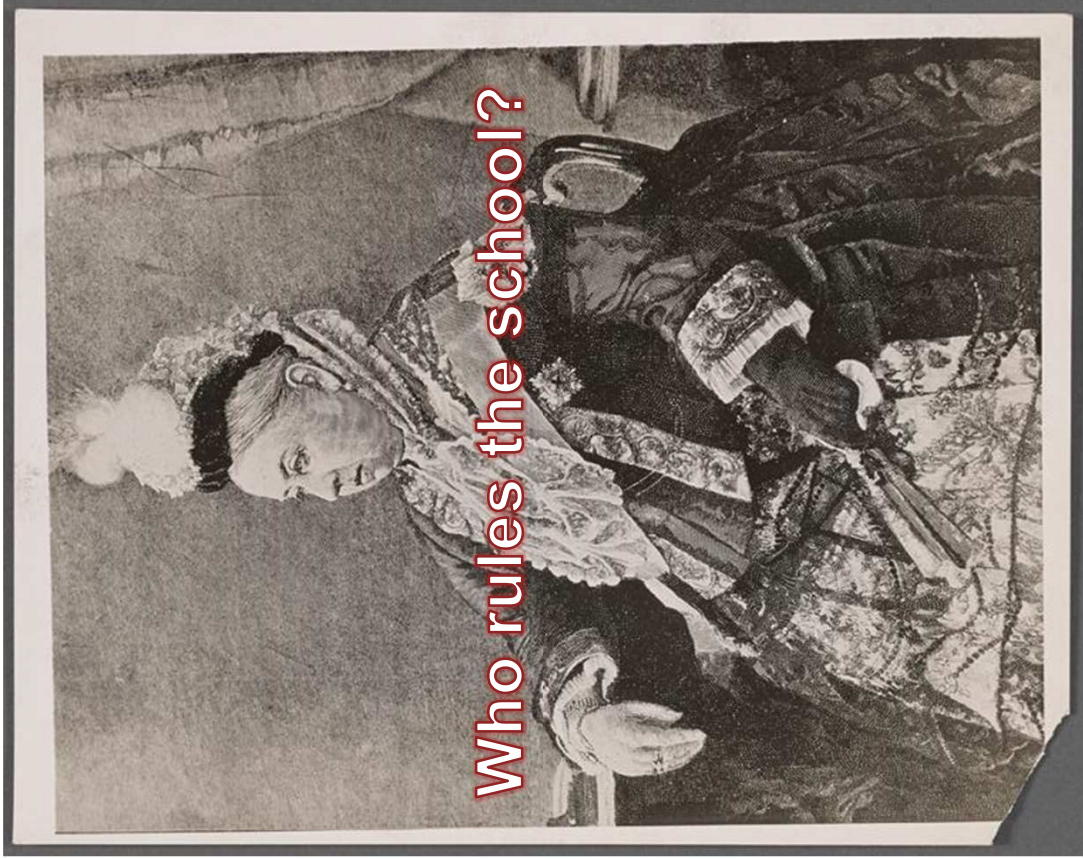
In 'elevator speeches' be prepared to talk about the Library in 5 mins...(or less)





# Identify Stakeholders

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# Outreach!

#yalsa16 #yaschooloutreach @mylibrarynyc



“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...?**

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**hmmm.....?**

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# **(Rethinking) how to Establish Contact**

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## Establishing Contact

**Key Assumptions**



**Best Practices**

**I call the library to set up a visit.**

**AND/OR**

**The librarian has everything handled for the program.**

**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

**Key Assumptions**



**Best Practices**

**People use the library**

**AND/OR**

**People know what the library/our program has to offer**

**AND/OR**

**Same messaging for everyone**

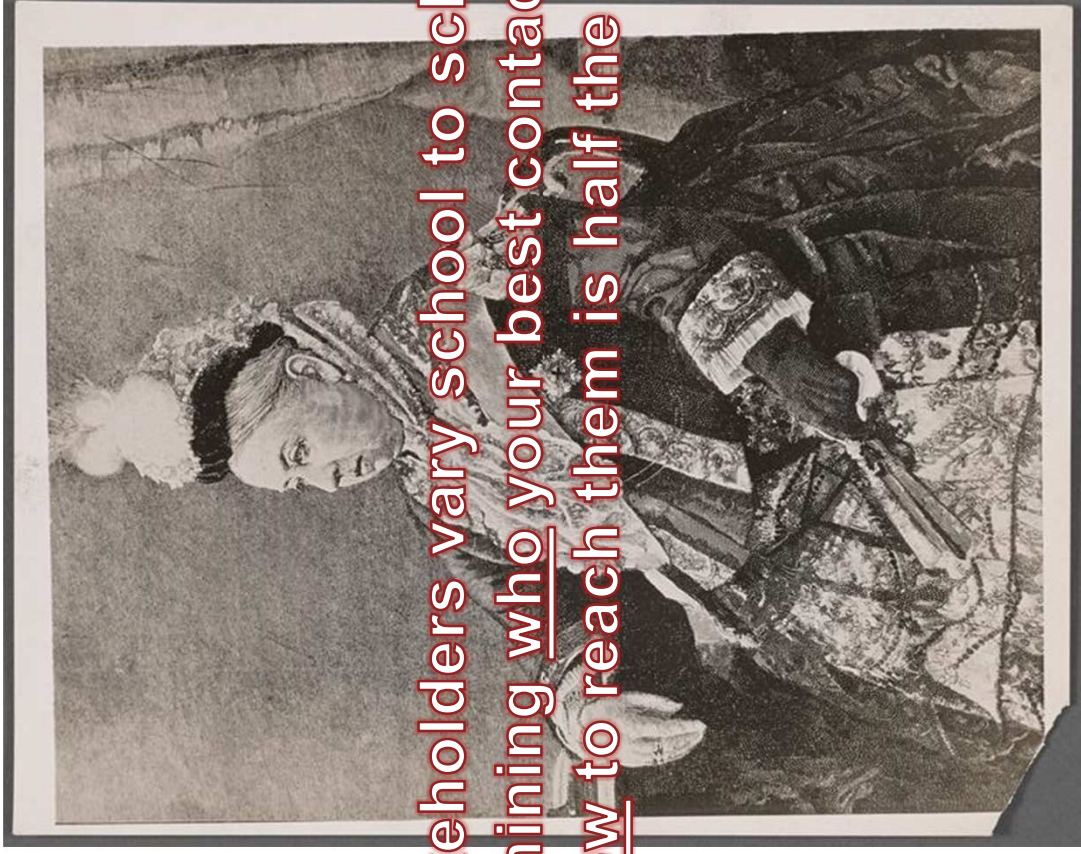
**Make no assumptions!**

**Always have a few key points about what your program/library offers - what makes it unique**

**Make sure that your message is consistent yet customized to your audience**

# **(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)**

### **The Usual Suspects**

- **Principal and Assistant Principal (AP)**
- **School Librarian**
- **Parent Coordinator**

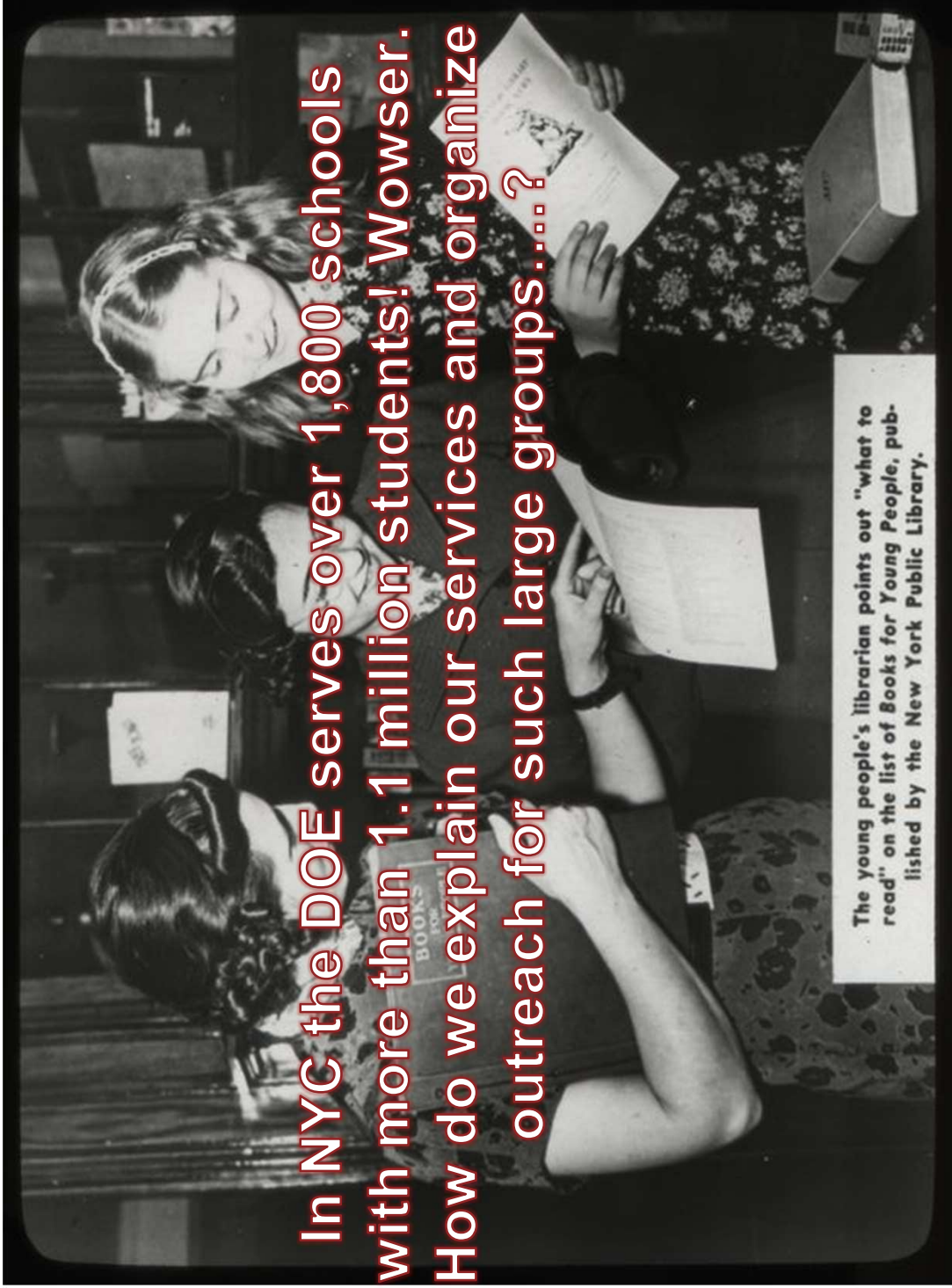
### **The 'not-so-usual' Suspects**

- **English Language Arts teacher**
- **Literacy coach**
- **World Language teacher**
- **Students**

**(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....? ?**

**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.**

English Español Français Deutsch Italiano Classic Catalog My MCL

**MULTNOMAH COUNTY LIBRARY** 150

Search Find anything at the library. Start here. [Advanced catalog search](#)

My MCL Explore Using the library Research Events & classes Help About Locations

**Using the library**

- Get a library card
- Borrow
- Renew
- Manage my account
- Accessible services
- All services
- Library computers
- Policies & manuals
- Public meeting rooms
- Suggest a purchase
- Wi-fi
- Kids
- Teens
- Adults
- 50+
- Parents
- Educators**
  - Assignment Alert
  - Every Child A Reader community partners
  - Bucket of Books and Booklists
  - Educator library cards

**School Corps presentations**

Home » Using the library » Educators » School Corps

Facebook Twitter YouTube

**Online research tools**

Online Research presentations require an Internet connection. Students should know their Multnomah County Library card number and PIN. These presentations work best in a computer lab setting.

- Jump into Research (grades 3-12): We'll craft a customized tour of the library's online resources that will help your students succeed with their research. 20-minute minimum (per resource).
- Introduction to Search Engines and How to Evaluate websites (grades 6-12): A review of basic web search and site evaluation skills, with a focus on the sites found on the library's Homework Center. 40-minute minimum.
- Live Homework Help (grades 4-12): Connects students one-on-one to qualified online tutors. 15-minute minimum.
- Think Before You Click (grades 4-12): This Internet safety and etiquette presentation covers topics such as online privacy, advertising, spam, viruses, false information, and appropriate online behavior. 45-minute minimum.
- Picture This (grades 6-12): Students need images for papers and presentations. Learn to effectively use search engines, databases, and websites to find copyright-free images and clip art books. This talk also introduces the Central Library's Picture File Collection (recommended for field trips to the Central Library) and basic information on copyright. 30-minute minimum.

**Books, Literacy, and Multnomah County Library**

- Feasting on Forbidden Fruit (grades 4-7 and 8-12): How does censorship affect children and teens? Presentation includes an overview of censorship issues, a PowerPoint presentation on challenged books, and a chance for students to review banned and challenged picture books. One hour minimum.
- Customized Booktalks (all ages): Encourage your students to read! We can present booktalks (brief commercials) for the latest titles, current award winners, specific genres, multicultural topics or other subjects you suggest.
- Zine-making (grades 6-12): Bring zines into your classroom! Librarians cover a quick history of zines (self-published magazines) and share zine-making techniques -- then students go to work writing, cutting and pasting together their zines. We provide supplies. *Please book at least two weeks in advance and plan for a minimum one-hour workshop. This program is offered on a limited basis, subject to staff availability.*



## School Outreach Menu of Services

Name: \_\_\_\_\_ School Name: \_\_\_\_\_

Preferred Phone: \_\_\_\_\_ Preferred Email: \_\_\_\_\_

WORKSHOP  AUDIENCE

Library Basics  Teachers / Students

**....with an Outreach Menu of Services. This concretely demonstrates what we can do and sets visit expectations!**

- Research Lesson/Unit Students
  - Using public library resources and services for an upcoming research project
  - Lesson can be customized by subject and grade
- Career Fair Presentation Students
  - A day in the life of a public librarian!

CONTINUED ON REVERSE

# **Outreach in Action!**

## **School Outreach the Bronx**

Elizabeth Devora  
New York Public Library  
School Outreach Librarian, East Bronx

## **Starting in the Local Library Branch**

- **Become familiar with your local schools**
- **School calendar**
- **Identify stakeholders and prepare outreach materials**
- **Flexibility is important**
- **Collaboration with other local branches**

## 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!**

## Successes!

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

A always

B be

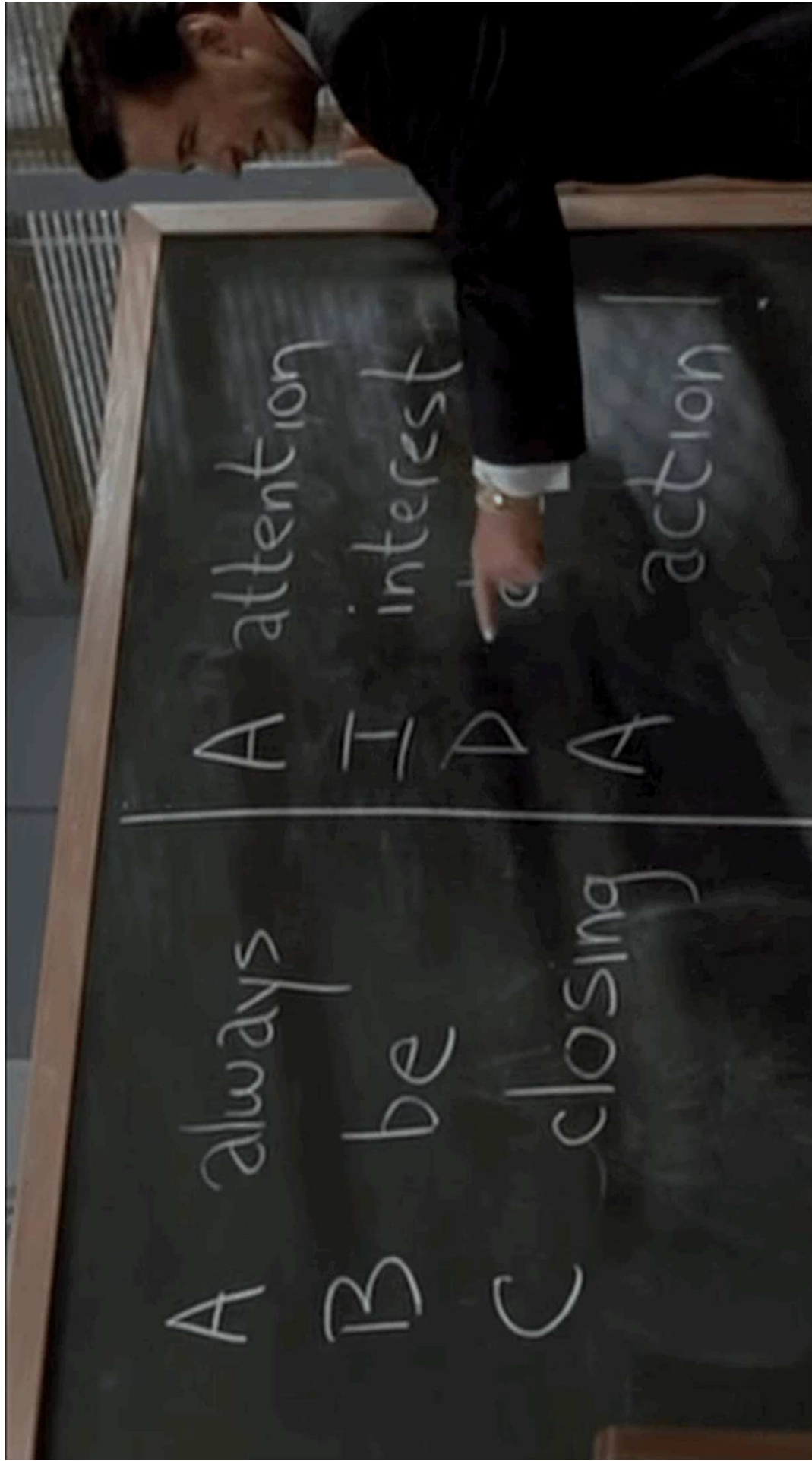
C closing

A attention

I interest

D

A action!





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Name: \_\_\_\_\_ School Name: \_\_\_\_\_  
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### WORKSHOP

### AUDIENCE

#### Library Basics Teachers / Students

- 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 Teachers / Students

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

#### eBooks for All Teachers / Students / Parents

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

#### Introduction to Databases Teachers / Students

- 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 Students

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#### Career Fair Presentation Students

- A day in the life of a public librarian!

CONTINUED ON REVERSE

## School Outreach Menu of Services cont'd

### WORKSHOP

### AUDIENCE

#### Booktalking / Great Books Teachers / Students / Parents

- A librarian will present short summaries of high-interest titles for classroom or recreational reading to keep students reading 365 days a year
- Student assemblies or classroom visits
- Booktalk workshop for students also available

#### Summer Reading /Spring Cleaning Teachers / Administrators

- A librarian will help freshen up your summer reading lists with new authors and titles available at the public library!
- Classroom visits/Summer Reading List distribution

#### Pre-K/Early Literacy Workshops Teachers / Parents

- Introduction to Library programs and services for ages birth through age five
- Learn how to build literacy skills with babies, toddlers and preschoolers

#### Read-Aloud Storytime Students

- A librarian will visit your classroom for a short program including a read-aloud and a few literacy activities
  - Lesson can be customized by subject and grade

#### Parent Workshops and Presentations Parents

- Schedule a librarian to present to your parents at ...
  - ✓ Family Literacy Nights
  - ✓ PTA presentations
  - ✓ Parent-Teacher Conferences

#### Book discussions/book clubs Students

- Tailored to interest and level ... books provided



# Menu of Services



Dara Berkwits @PS36Library · 18 Dec 2015  
What a fantastic day! @mylibrarnyc @NYCDOEOLS @PS36x  
@Castle\_Hill The kids loved making their gingerbread houses!





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# **(Rethinking)** **School Outreach**

#yalsa16 #yaschooloutreach @mylibrarynyc

- (1) Make Contact**
  - (2) Have an Elevator Speech**
  - (3) Identify Stakeholders**
  - (4) Outreach**
- + Collaborate**

#yalsa16 #yaschooloutreach @mylibrarynyc



**Outreach without Collaboration is hard.**

**Very Hard.**

**Let's collaborate together for:**

**Outreach domination!**

**Exciting programs!**

**Professional development!**

**Parent Nights!**



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.

**STUDENTS** MyLibraryNYC

Check out MyLibraryNYC, an innovative partnership between the New York City Department of Education and the City's three public library systems that provides students at participating schools with:

<b>ENHANCED LIBRARY PRIVILEGES</b> <ul style="list-style-type: none"><li>• 24/7 Non-Fee Book Borrowing</li><li>• Access to additional non-fiction books</li><li>• Daily Book Club: Free non-fiction book and worksheet</li></ul>	<b>ACCESS TO MILLIONS OF FREE RESOURCES</b> <ul style="list-style-type: none"><li>• Online: Open Library, OverDrive, Hoopla, Library of Congress</li><li>• Download: Kindle, Audible</li><li>• Access to digital databases like ProQuest</li></ul>
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**EASY AS 1-2-3! Get your MyLibraryNYC Student Card today:**

1. Identify your library branch
2. Materials from all libraries are available through your library card
3. Use your library card to borrow books, e-books, audiobooks, and more!

**FOR ELIGIBLE PARTICIPATING SCHOOLS: Get your MyLibraryNYC Student Card today!**

SCHOOL: \_\_\_\_\_

NAME (as printed on library card): \_\_\_\_\_

PHONE: \_\_\_\_\_

ADDRESS (street, apt., suite, etc.): \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

My 2013-14 MyLibraryNYC Student Card  
My 2013 MyLibraryNYC library materials, including books and adult titles

For more information or to find out if your school participates, visit [www.mylibrarynyc.org](http://www.mylibrarynyc.org)

Logan Library, 100th St Library, 146th St Library, 200th St Library, 230th St Library, 259th St Library, 34th St Library, 42nd St Library, 59th St Library, 66th St Library, 72nd St Library, 86th St Library, 96th St Library, 103rd St Library, 116th St Library, 125th St Library, 130th St Library, 146th St Library, 155th St Library, 161st St Library, 179th St Library, 188th St Library, 205th St Library, 215th St Library, 229th St Library, 237th St Library, 254th St Library, 263rd St Library, 271st St Library, 289th St Library, 299th St Library, 305th St Library, 312th St Library, 321st St Library, 330th St Library, 340th St Library, 349th St Library, 359th St Library, 368th St Library, 377th St Library, 387th St Library, 396th St Library, 405th St Library, 414th St Library, 423rd St Library, 432nd St Library, 441st St Library, 450th St Library, 459th St Library, 468th St Library, 477th St Library, 486th St Library, 495th St Library, 504th St Library, 513th St Library, 522nd St Library, 531st St Library, 540th St Library, 549th St Library, 558th St Library, 567th St Library, 576th St Library, 585th St Library, 594th St Library, 603rd St Library, 612nd St Library, 621st St Library, 630th St Library, 639th St Library, 648th St Library, 657th St Library, 666th St Library, 675th St Library, 684th St Library, 693rd St Library, 702nd St Library, 711st St Library, 720th St Library, 729th St Library, 738th St Library, 747th St Library, 756th St Library, 765th St Library, 774th St Library, 783rd St Library, 792nd St Library, 801st St Library, 810th St Library, 819th St Library, 828th St Library, 837th St Library, 846th St Library, 855th St Library, 864th St Library, 873rd St Library, 882nd St Library, 891st St Library, 900th St Library, 909th St Library, 918th St Library, 927th St Library, 936th St Library, 945th St Library, 954th St Library, 963rd St Library, 972nd St Library, 981st St Library, 990th St Library

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MyLibraryNYC has expanded the walls of my library and given my students access to materials and resources otherwise not available to them.

#yalsa16 #yaschooloutreach @mylibrarynyc

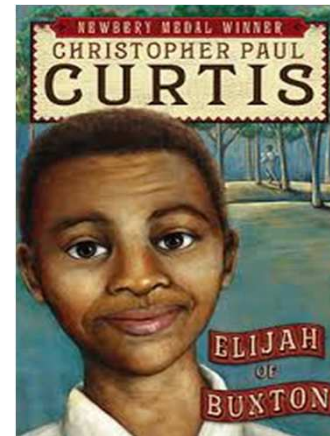
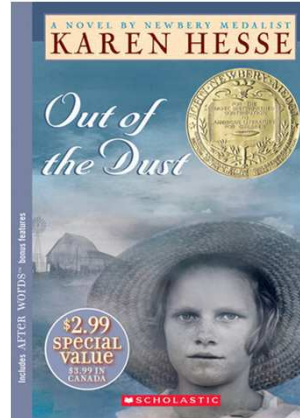
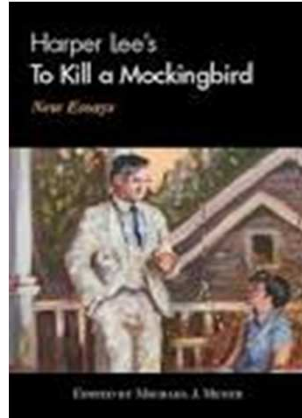
# How the program works in our school

- Science Teachers
- Students created a PowerPoint of geologic history of the National Park
- Materials - such as books on various National Parks



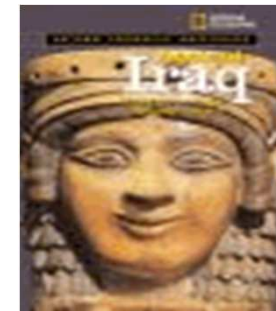
# How the program works in our school

- Social Studies - Read historical fiction book to compliment curriculum.

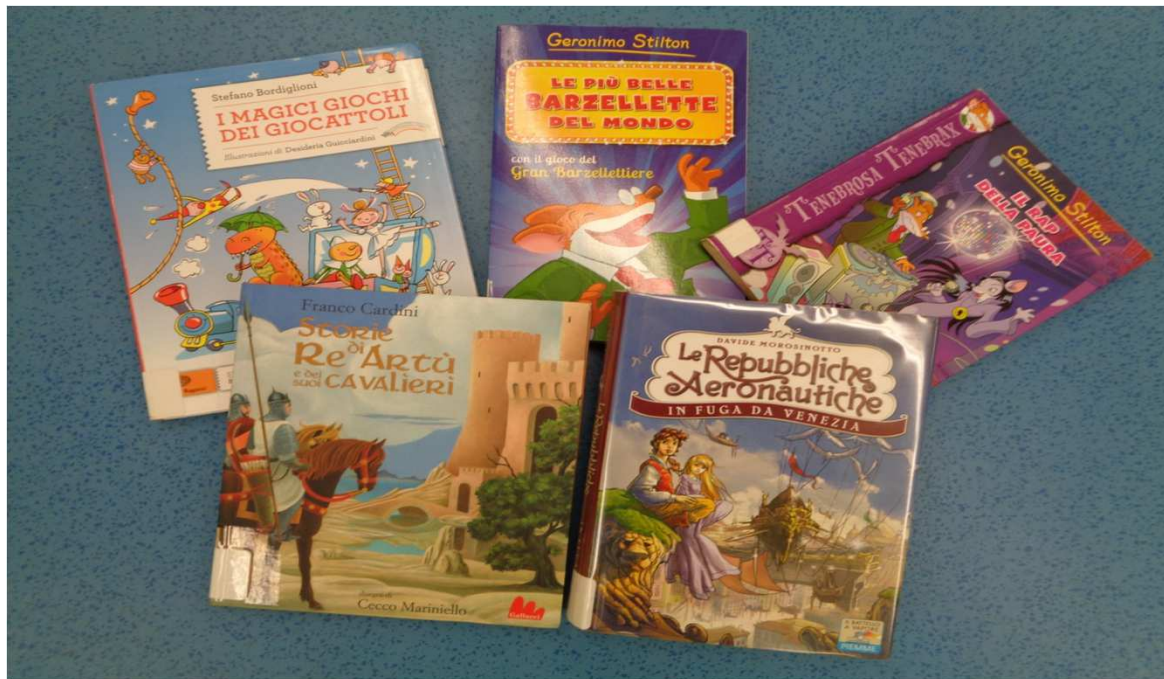


# Ancient Civilization Teacher Set

- 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



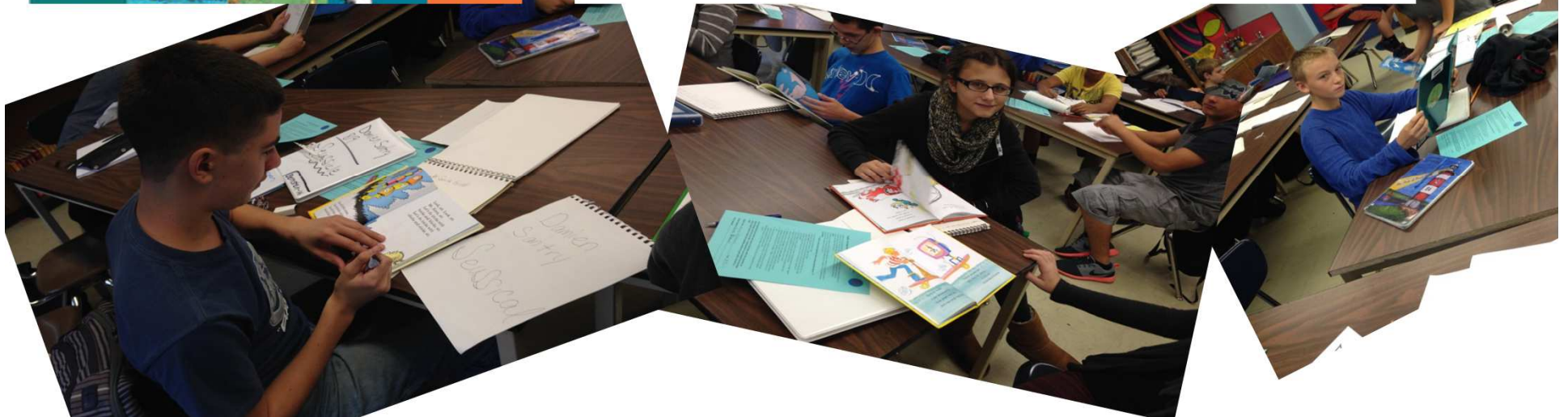
# How the program works in our school

- English - books sets that went to movie trips





# Stage Craft / Graphic Arts

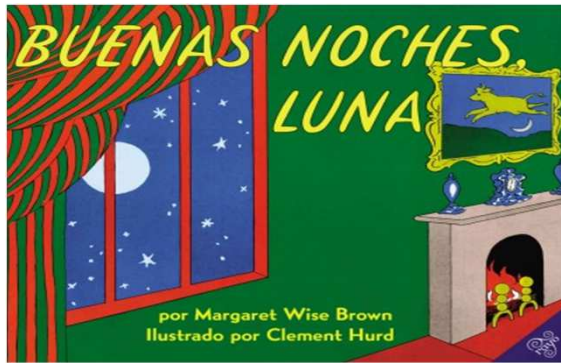


- Found a lesson on line based off a book which teacher didn't have.

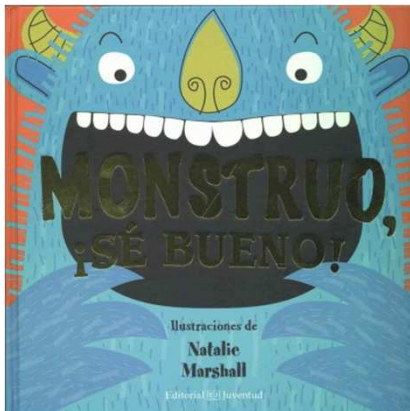


#yalsa16 #yaschooloutreach @mylibrarynyc

# Foreign Language Class

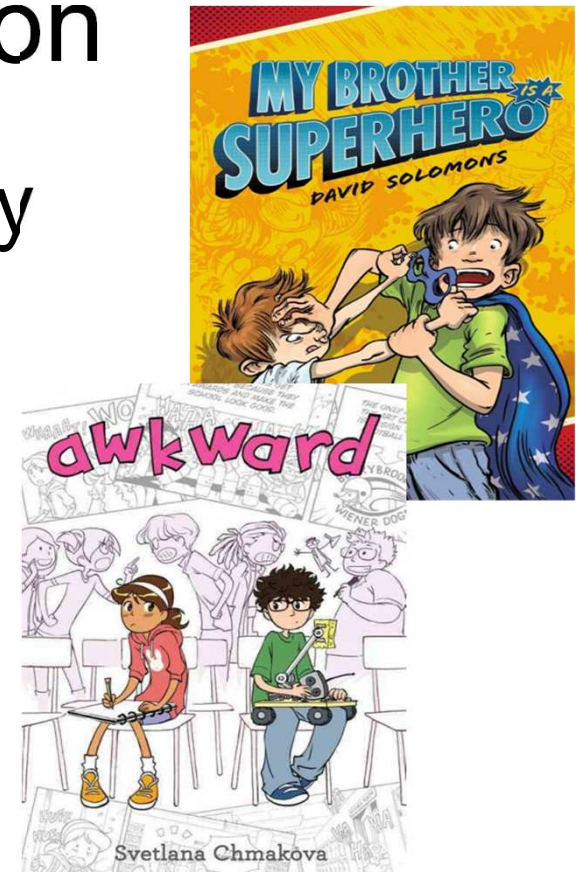
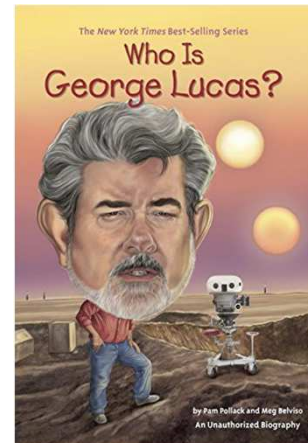
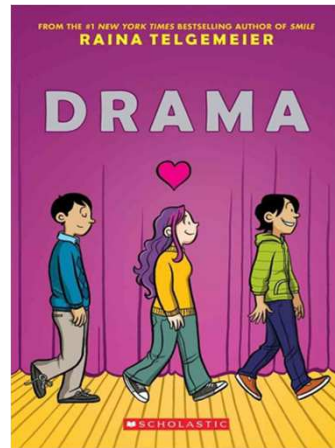


Students translate Spanish books into English



# Special Education

- High Interest/ Low Readability
- Graphic Novels



# Immigration

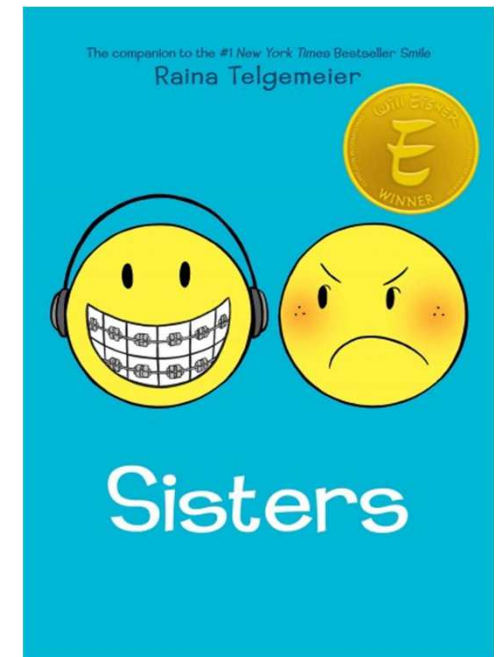
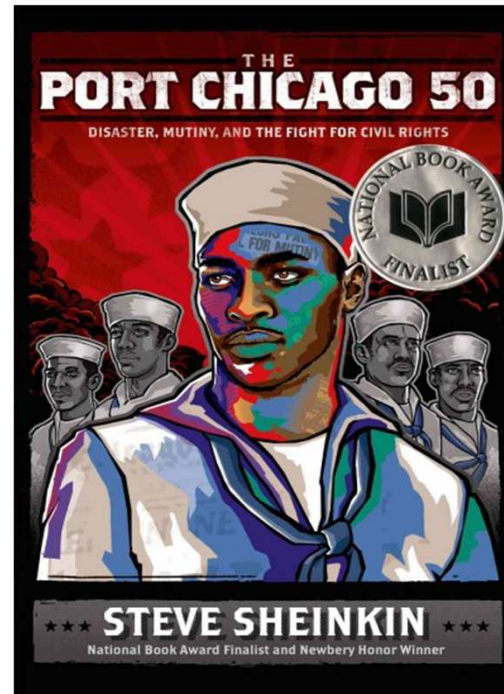
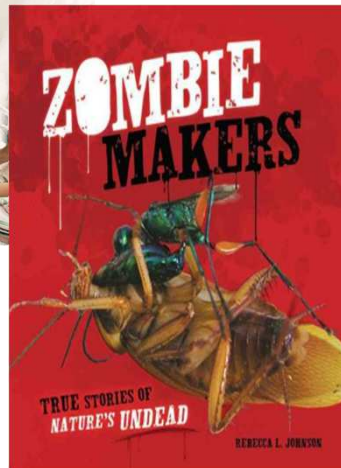


- Sharpening visual literacy skills using primary source photos and materials.



# NYC READS 365

NYC Reads 365 challenges students to read every day.



# Outreach Librarians



Andrew  
Wilson,  
NYPL,  
sharing the  
newly  
digitized  
local  
paper.





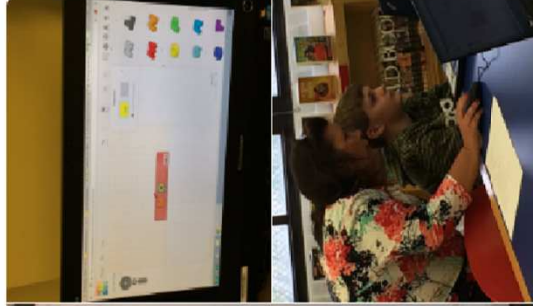


**Shauntee**  
@ShaunteeBS



Following

STEM club @24prideofgk with the amazing @christineposer



RETWEETS 2

LIKES 4

3:42 PM - 26 Oct 2016



2



4

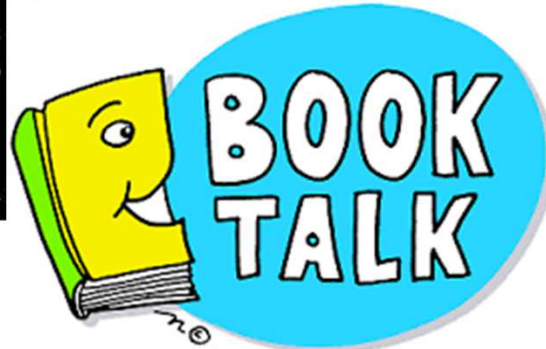


Reply to @ShaunteeBS @24prideofgk



SHARE  
SUCCESS

# 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....**

#yalsa16 #yaschooloutreach @mylibrarynyc

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## Lessons Learned

Key Assumptions



Best Practices

**School Librarian as program coordinator**

**Library is a known community partner/commodity**

**'Turn key' access for schools**

**'Best' Outreach = Library Cards for every student (ConnectED)**

**\*Outreach is a linear process**

There is no 'turn key.' **CONTACT** is an ongoing relationship.

**ELEVATOR SPEECHES** should have consistent yet responsive messaging - even supportive partners may not know the breadth of our collections/services.

Each school has multiple **STAKEHOLDERS** and audiences.

Each of these audiences may have a different idea of what is the most valuable Library **OUTREACH** Service to offer.

Successful School Outreach is ongoing **COLLABORATION** and conversation

**This works! Need proof...?**

#yalsa16 #yaschooloutreach @mylibrarynyc

**Numbers.....!**

#yalsa16 #yaschooloutreach @mylibrarynyc



**30-40%**

More teen borrowing  
on MyLibraryNYC  
library cards

**15%**

More juvenile borrowing  
on MyLibraryNYC  
library cards

#yalsa16 #yaschooloutreach @mylibrarynyc

**Happy Teachers.....!**

#yalsa16 #yaschooloutreach @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.....!**

#yalsa16 #yaschooloutreach @mylibrarynyc



**So, what did we learn...?**

#yalsa16 #yaschooloutreach @mylibrarynyc

# Ongoing Contact

#yalsa16 #yaschooloutreach @mylibrarynyc



# Consistent Messaging

#yalsa16 #yaschooloutreach @mylibrarynyc

# Ask Stakeholders

#yalsa16 #yaschooloutreach @mylibrarynyc

# No (Outreach) Assumptions

#yalsa16 #yaschooloutreach @mylibrarynyc

**We're all in this together.**

#yalsa16 #yaschooloutreach @mylibrarynyc



## **Thank You!**

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#yalsa16 #yaschooloutreach @mylibrarynyc

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