



Pop-Up Storytimes

An Infopeople Webinar

Thursday, May 21, 2015

Cheryl Lee, Branch Manager
Santa Clara City Library – Northside Branch Library

Pop-Up Basics

- Library Philosophy and Principles
- Inspiration
- Choosing Locations
- The Approach
- The Storytime
- Sustainability

About Me

- Palo Alto City Library's Community Engagement/ Outreach Librarian
- Branch Manager of Northside Branch Library
- Librarian for 9 years
- Ironical Fact: Struggled with reading all of my life
- 2011 Eureka! Leadership Fellow
- 2014 Library Journal Mover and Shaker
- 2016 Newbery Committee Member
- Hoping to be the "Pop-Up Librarian" again.

My Philosophy and Principles



Photo taken at Northside Branch Library in Santa Clara (CA)

- Little/No Cost Programming
- Customer Engagement
- Core values of the City
- Non-Traditional Programmer
- Not Your Grandma's Library
- Challenge
- Community Partners



Photo from: <http://library.escondido.org/Data/Sites/2/media/images/storytime.jpg>

My Inspiration



Storytime



Concert Tour

My Inspiration



Photo from: http://www.mobo.com/sites/default/files/image_165.jpg

Finding the Perfect Location



- ☒ Space for Storytime
- ☒ Kid-Friendly
- ☒ Noise Friendly
- ☒ Parking/Accessibility
- ☒ Marketing Opportunities

Photo from: <http://cdn.thebrickblogger.com/wp-content/uploads/2013/02/LEGO-Room-LEGO-Wall-at-Cafe-Boobah.jpg>

Tips for the Approach

- Research Location
- Write Script in Bullet Points
- 1st Call or In-Person, Last Email
- Always talk to the General Manager
- WIFT- What's in it for them?
- Always ask for their contact information

The Approach - Pottery Barn for Kids

WIFT

- Appeal to parents during sale/clearance season
- Captive audience of parents and kids for 30 minutes in your store
- Average attendance of 20-30 parents and kids



Photo from: <http://images.taubman.com/www.shopgreenhills.com/asset/get/31939>

Marketing & Advertising



- Palo Alto Unified School District eNews
- Parents Club of Palo Alto/Menlo Park
- Social Media (Twitter & Facebook)
- Word of Mouth Advertising
- No Flyers

Photo from: <http://blue16media.com/wp-content/uploads/2014/03/SocialMediaIconcollage.png>

My Pop Up Storytimes

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
5						1	2
6	3	4	5	6	7	8	9
7	10	11	12	13	14	15	16
8	17	18	19	20	21	22	23
9	24	25	26	27	28		

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- Fixed Date and Time
- 2nd Thursday of Each Month at 11 am
- Try to avoid conflicting times with library storytimes or programs

Photo from: <http://2calendar.com/wp-content/uploads/2014/01/Printable-May-2014-Calendar-1.gif>

My Pop Up Storytimes

- Locations would vary
- Never repeated locations
- Use location for another program
- Venues were only in the City of Palo Alto



Photo from: http://www.arjanihomes.com/templates/uploaded_files/maps/final_Palo_Alto_City_Map.jpg

Starpower



Photo taken at the Tesla Showroom in Palo Alto (CA)

- Animated
- Engage Your Audience
- Participatory Songs and Stories
- Family Storytime
- Themes Optional

California Pizza Kitchen



Photo taken at California Pizza Kitchen in Palo Alto (CA)



Pottery Barn for Kids



Photo taken at the Pottery Barn for Kids in Stanford (CA)

Dentist Brian Liu



Photo taken at Dentist Brian Liu's office in Palo Alto, (CA)

C is for Craft

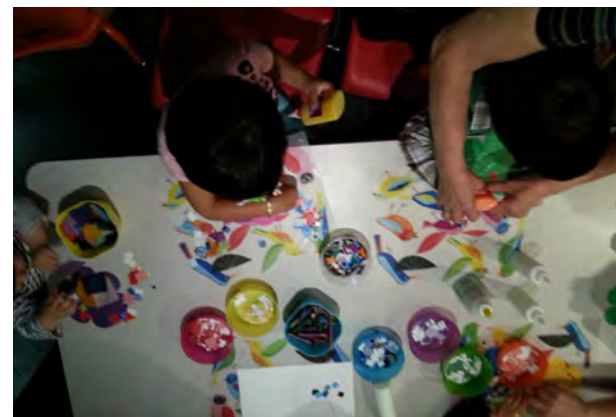


Photo taken at C is for Craft in Palo Alto, (CA)

Plan Toys



Photo taken at Plan Toys in Palo Alto, (CA)



Provident Credit Union



Photo taken at Provident Credit Union in Palo Alto, (CA)



Palo Alto Animal Shelter



Photo taken at the Palo Alto Animal Shelter in Palo Alto, (CA)

Gamble Gardens



Photo taken at Elizabeth F. Gamble Gardens in Palo Alto, (CA)

Tesla Showroom



Photo taken at the Tesla Showroom in Palo Alto (CA)



Tesla Showroom



Photo taken at the Tesla Showroom in Palo Alto (CA)

Marketing & Advertising

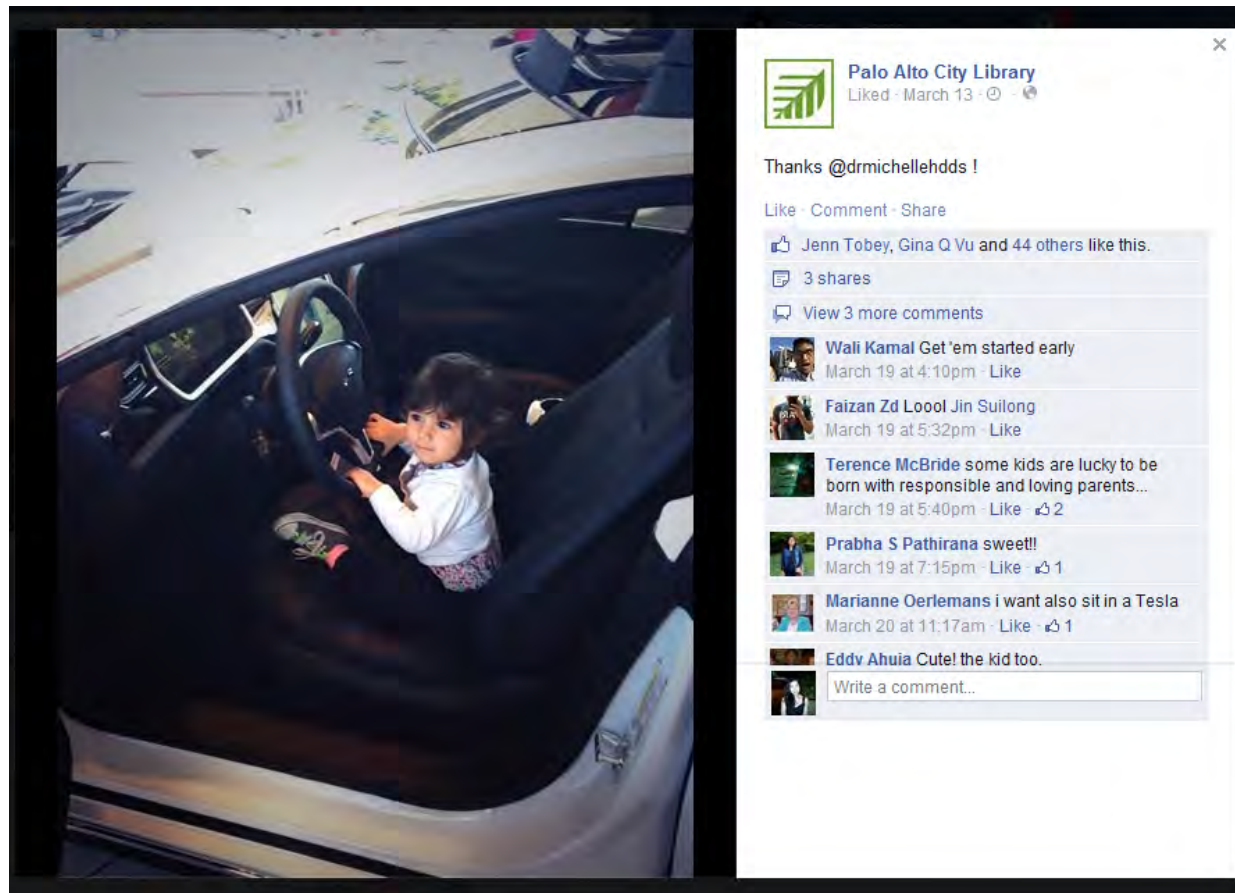


Photo taken via the Palo Alto City Library's Facebook Page

Marketing & Advertising

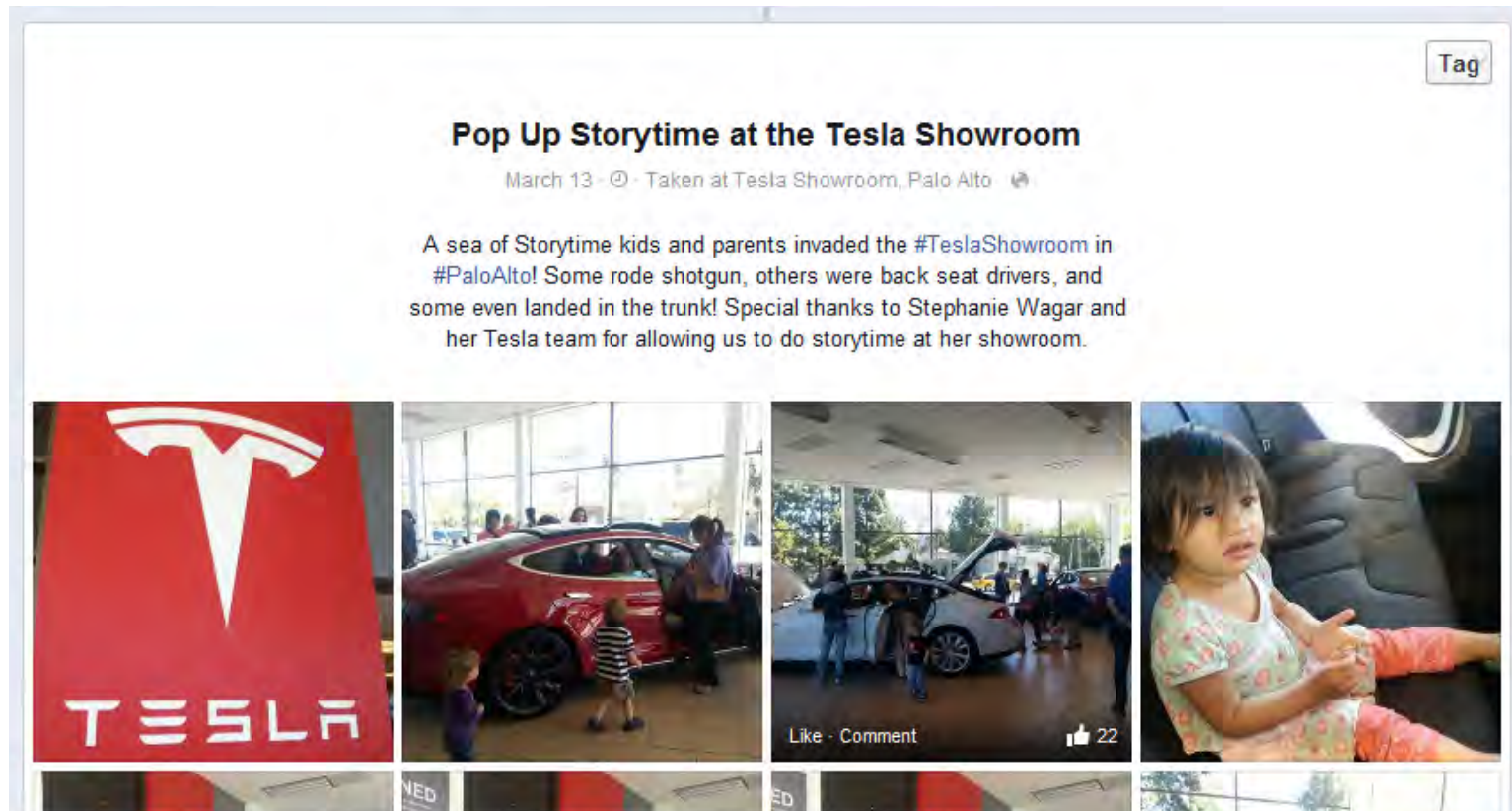


Photo taken via the Palo Alto City Library's Facebook Page

Marketing & Advertising



Corporate Partners

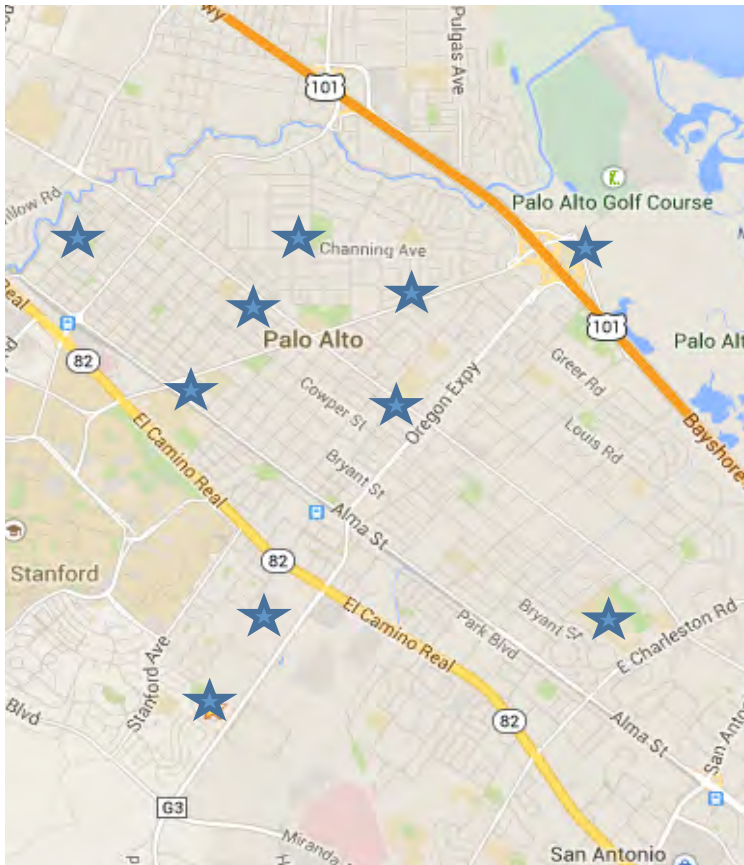


Photo from Google Maps



ELIZABETH
GAMBLE
GARDEN



DR. S. BRIAN LIU D.D.S., M.S.



CITY OF PALO ALTO



ANIMAL SERVICES



C is for Craft
540 Bryant Street, Palo Alto, CA, 94301

pottery barn kids

Side Benefit



Photo from: http://c.fastcompany.net/multisite_files/fastcompany/slideshow/2013/10/3020731-slide-s-19-dashlane-office-new-york.jpg

Osmo's Appy Hour



Photo taken at Parents Place in Palo Alto (CA)

Sustainability



Photo taken at Blossom Birth Family Services in Palo Alto (CA)

- Rinse and Repeat
- Drive Social Media
- Venues will start reaching out to you for Pop Up Storytime
- Some locations will not work
- Creates opportunities

Results and the Future



10 Pop Up Storytimes



500+ Attendees

- Wider Audience
- Cultivated more partnerships in the community



Photo from: <https://nbcprofootballtalk.files.wordpress.com/2014/08/levis-stadium.jpg>

My Contact Information



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Photo from: <http://lj.libraryjournal.com/wp-content/uploads/2014/03/Movers2014webBigLeeb.jpg>



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