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Settle back and enjoy
today's webinar.

Outreach Outside the Box

An Infopeople Webinar

November 5, 2020

A photograph of a night sky featuring the aurora borealis (Northern Lights) in shades of purple, pink, and green. The lights are reflected in a calm body of water in the foreground. Silhouettes of trees are visible along the horizon and in the upper right corner. The entire image is enclosed in a white border with L-shaped corner brackets at each of the four corners.


INDIGENOUS LAND ACKNOWLEDGMENT

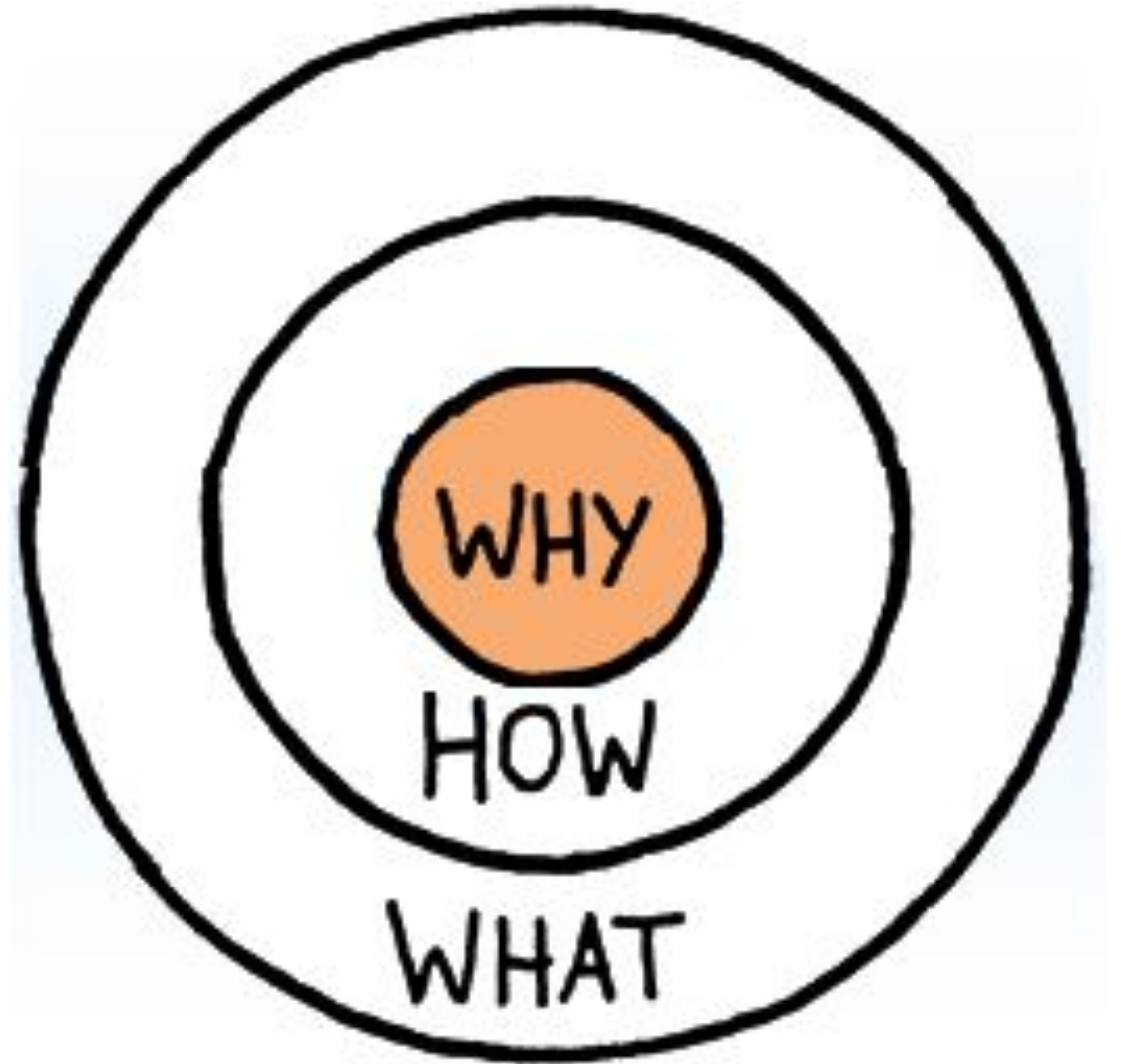
Know Your Why: *It's all about the Kids*



Simon Sinek: Know Your *Why*



START
HOW GREAT LEADERS INSPIRE
EVERYONE TO TAKE ACTION
WITH
SIMON SINEK 
WHY



Welcome and Introductions



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Sue Abrahamson
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Amy Twito:
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What we will do today/learning goals

- Participants will learn 7 keys of effective outreach partnership
- Participants will gain understanding of 5 innovative ways to serve communities beyond the library during COVID and beyond
- Participants will learn about codesign, and learn three ways to engage community in program development



Weathering the Storm Together



Outreach for the 21st Century

- **Equity-based library programing & services**
- **Building a culture of “learning happens everywhere”**
- **Being bigger than our buildings**
- **Meeting youth and families where they are**



In COVID-19 and Beyond: Through Partnerships We Are Better Together



- **P**rove yourself every step of the way
- **A**cknowledge what works and what doesn't work
- **R**emember that the partnership must be mutually beneficial
- **T**hink about what your partner needs
- **N**urture the partnership so it grows and evolves
- **E**nsure open communication
- **R**esponsibility for the work should be equally shared
- **S**pend time in reflection and offer honest feedback to learn and grow together

Equity. Everyone Gets What They Need





The rising tide lifts
all the boats.

John F. Kennedy

quote fancy

Intentful Outreach

- Statement of purpose
- Be clear about building equity
- Co-design with community
- Change management process
- Letters of Agreement
- MOU's
- Partnership agreements
- Nimble pivot to ensure best outcomes
- Make time for evaluation

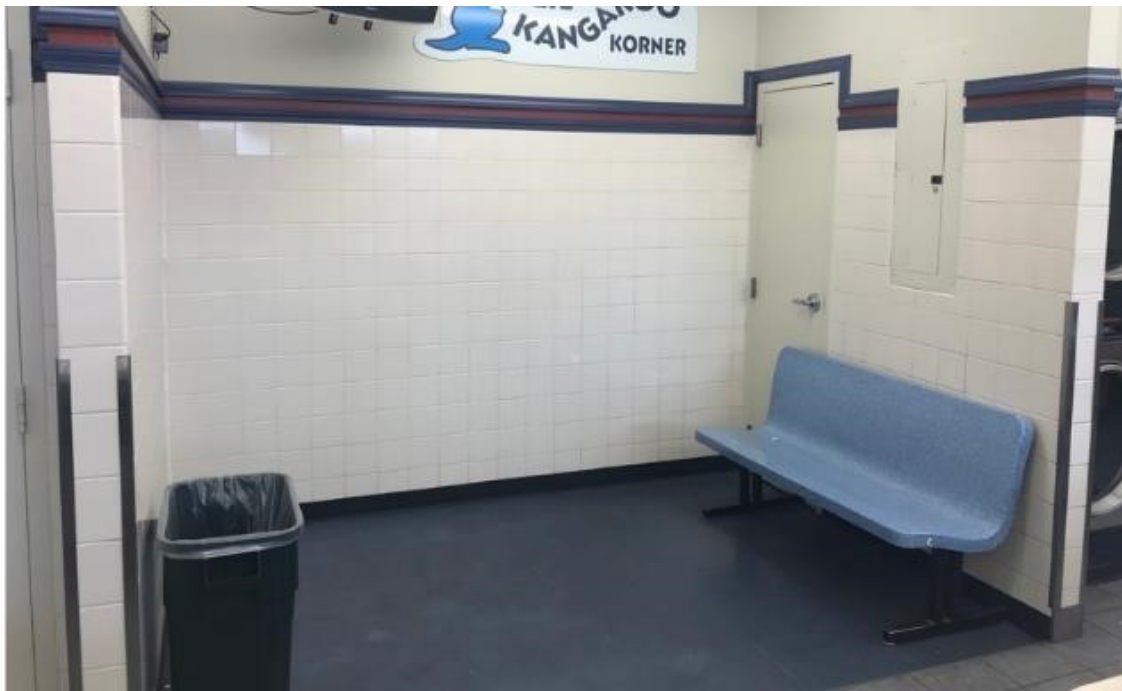


Laundry Literacy: Helping Families... One Load at a Time





Family Read, Play and Learn Kits



Beyond CSR: Changing the industry



Creating Meaningful Pivots: the COVID-19 Response

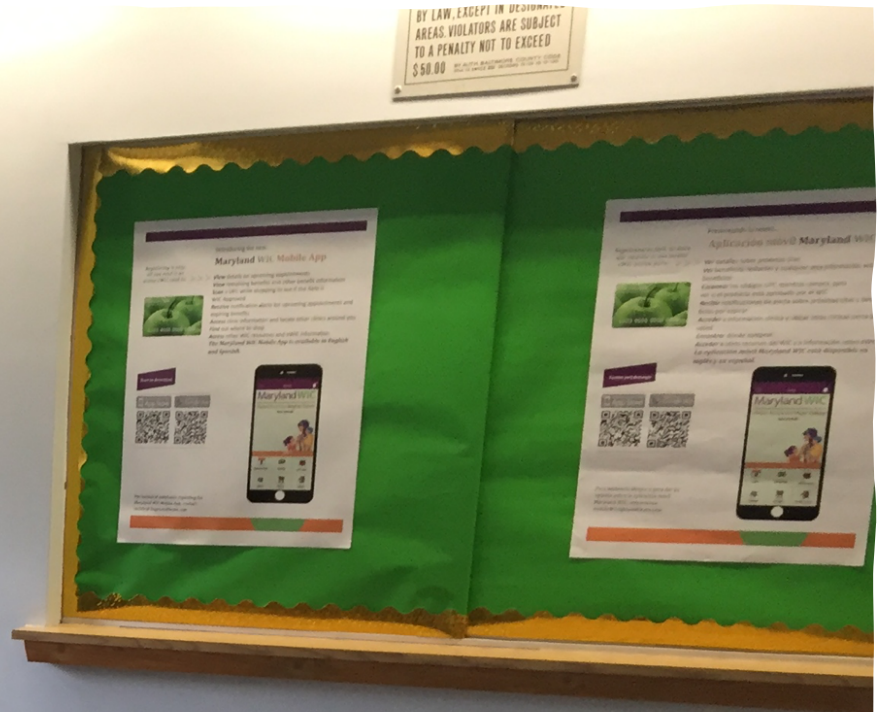
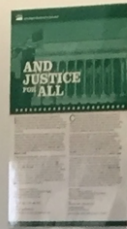
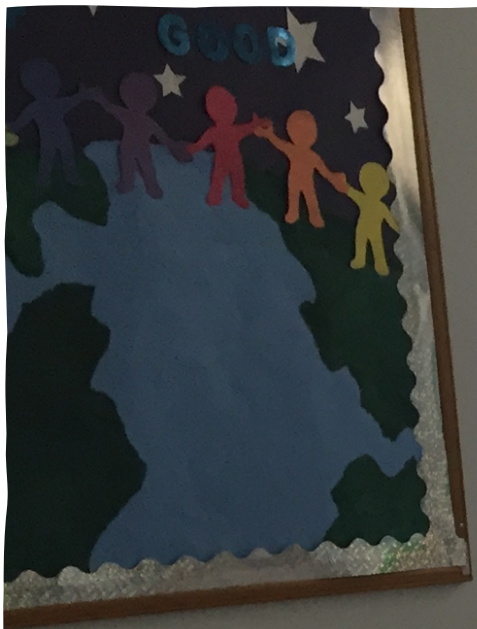


Research findings, Dr. Susan Neuman



WIC Centers: Early literacy materials and Read, Play & Learn spaces









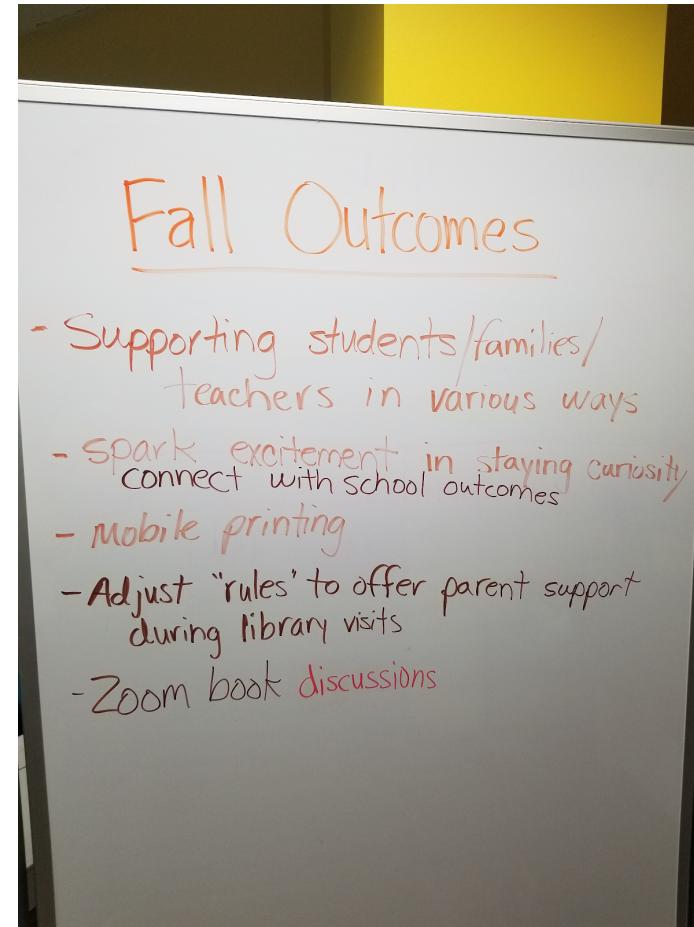
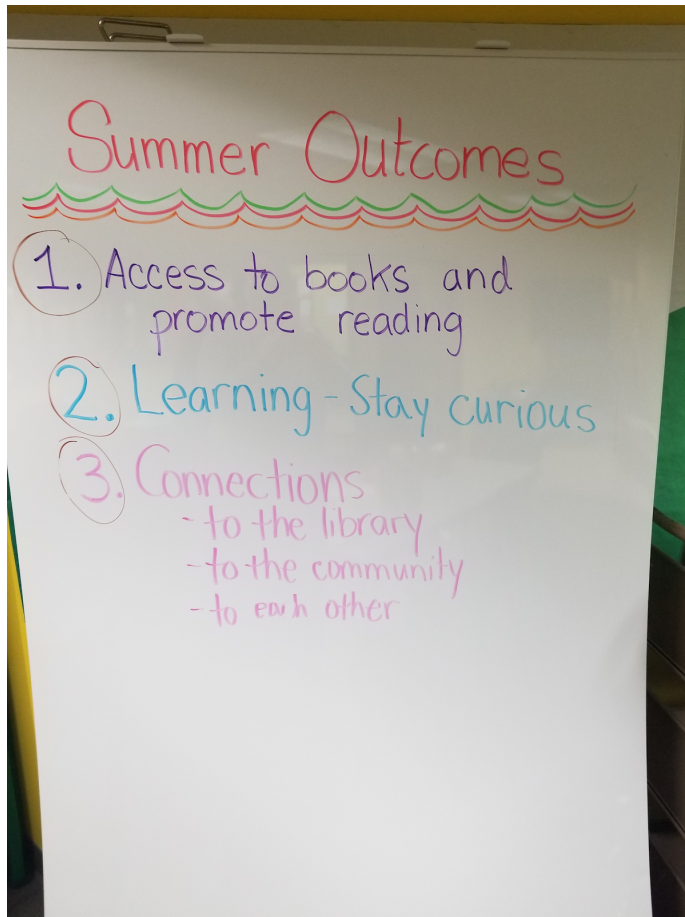
Books:
Library
books
Scholastic
books



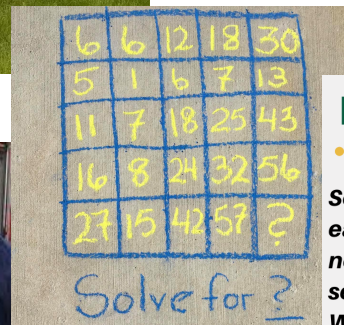


Signage:
Too Small
to Fail

Rural Libraries Reaching Out



Rural Library Response to COVID-19



Homework Printing Available!

Sometimes things are just easier on paper. If you need things printed out, send us the file(s). We'll get them ready for curbside pickup. Make sure to call 715-258-4417 if it's needed quickly.



homework@waupacalibrary.org

Somali Book Project – Seattle Public Library



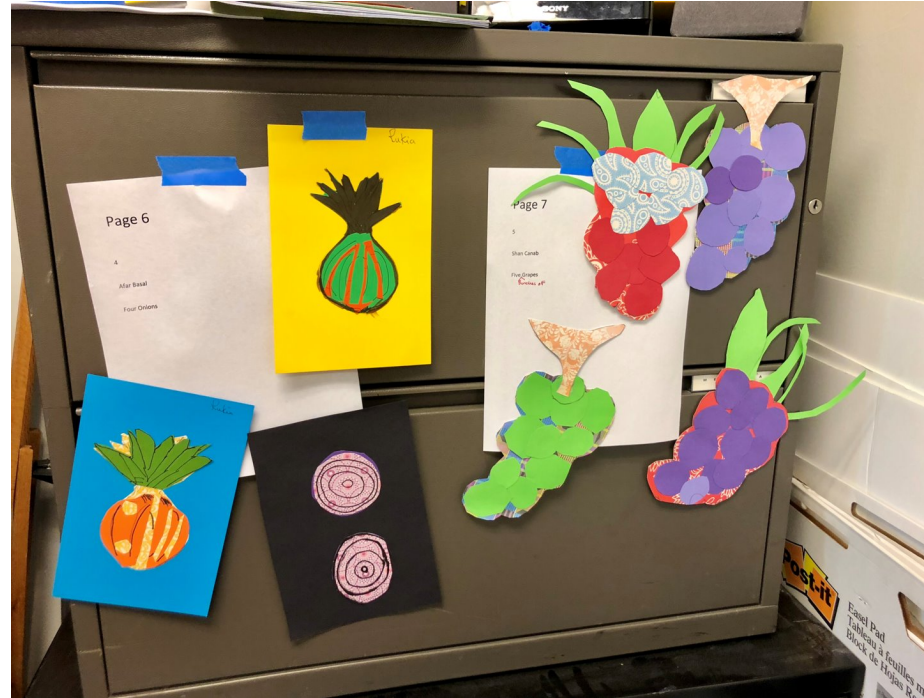
Somali Book Project – Seattle Public Library



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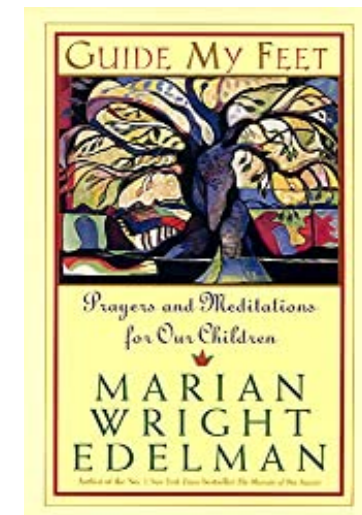
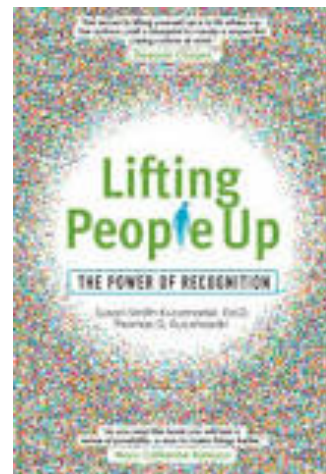
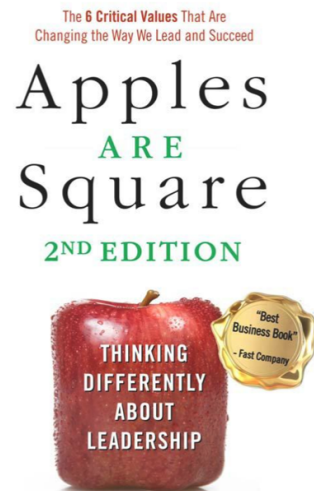
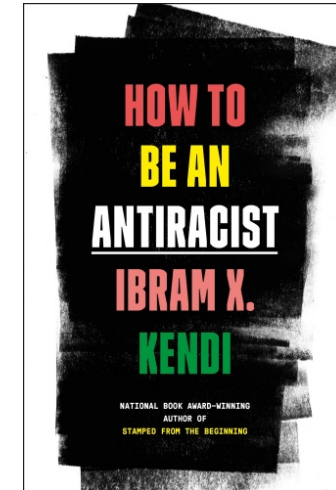
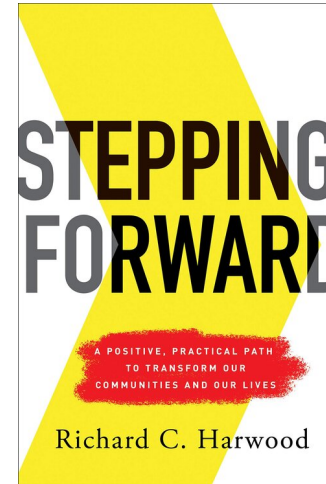
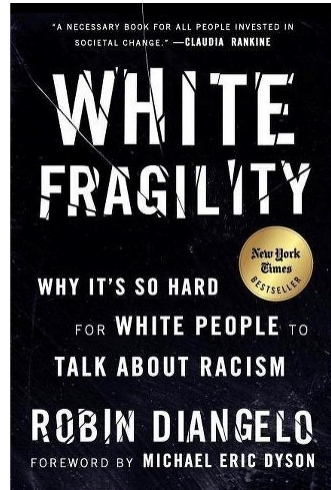
Seattle Public Library – Somali Book Project



You become bigger when you give yourself
to something bigger than yourself.



For your reading...And what are you reading to uplift you and drive your work?



Q & A



Thank you for your service to children & families!

