Expanding Outreach Services: Meeting Your Community Where They Are

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A Little Background....

- We’re a baby department!
- We’re growing VERY quickly!
- Almost everything we do is new to our Library system!
Expanding Homebound Outreach: Why?

- We had a service already in place—so why change it and expand it?
  - 82,000 individuals 65 and older in our county
  - Over 9% (40,000) individuals in our county have a documented disability
  - Over 22% of the population between 65-74
  - Almost 42% of the population over age 75 has a documented disability
  - Those numbers do not include the individuals who have limited mobility due to advanced age, illness, and/or being senior housing residents

- That’s A LOT of people!
What Did We Do About it?
Library to You (Individual Home Delivery)

● Volunteer delivery service
  ○ Let’s make a match!

● Materials by mail
  ○ Free Matter for the Blind and Handicapped
Library to You (Senior Facility Service)

- Deposit collections
  - Browse-able and easily accessible

- Lobby Stops
  - Book carts, holds, and library cards—Oh My!
Library To You (Programming, pt. 1)

- Reminisce programs
  - The sights, the sounds, and the smells!

- Creative storytelling
  - You ask the questions, they create the story.
Library to You (Programming, pt. 2)

- Adult Reading Programs
  - It’s a story time for grown-ups!

- Book Discussion groups
  - Facilitated by Outreach, led by Volunteers

- Memory Care Program Kits
  - Themed kits for spontaneous memory care activities
Working with Facilities

● Get to know the Activities Staff
  ○ They are your way in to so many things!

● Establish standards and rules early
  ○ Staff presence, space requirements, promotion/marketing expectations

● Set-up a rotating calendar
  ○ 1st Fridays, every fifth Tuesday, etc
Marketing and Promotion

● Word of mouth!
  ○ Staff, community members, Board members, everyone!

● Local Organizations
  ○ Senior centers, Meals on Wheels, home health agencies, hospitals, etc.

● Formal Marketing
  ○ Flyers, brochures, posters, targeted emails
Funding: Shoe String Budget or Big Bucks

- Leverage all your funding options
  - Grants (local, state, national), Foundation or Friends group, etc
- Make a case for the budget line
  - Do your research, gather your numbers, WRITE IT UP!
- Emphasize the community impact
- Get creative!
Measuring Impact

- Surveys
- Anecdotal evidence
- Stories, stories, stories!
- Statistics

- Report out on all of it! It’s so important!
What Else in SCCCL Outreach? SO MUCH!

- Pop-Up Libraries
- Lunch @ the Library
- Community Event Presence
- School Visits
- Organization Visits
- The sky is the limit!
Contact Information

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a kaleidoscope of discovery