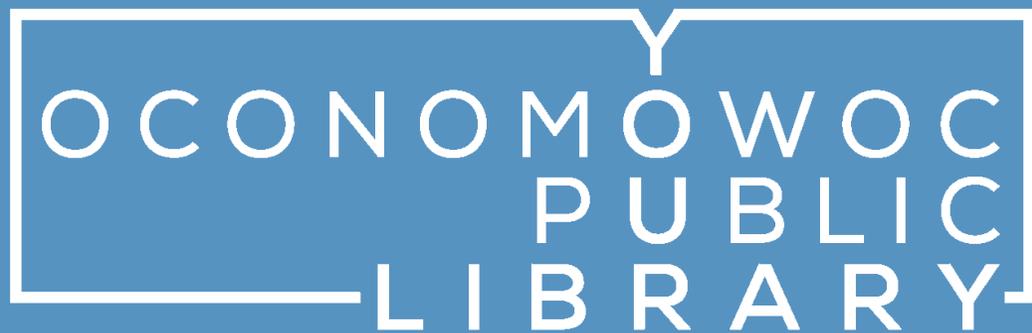


# COMPACT OUTREACH

- The session will begin shortly
- Please
  - Mute your microphone
  - Type any questions in the chat throughout the presentation

# COMPACT OUTREACH



Jennie Fidler

Special Services Coordinator

# TOPICS

## MOBILE LIBRARY

Library item checkout to seniors living in facilities

## HOME SERVICE

Library item checkout to residents living at home, but unable to get to the library

## COMMUNITY OUTREACH

Setting up a booth at an event or bringing programming off-site

}}}} PANDEMIC

# LIBRARY PROFILE

## POPULATION

- City – 16,000
- Service Area – 24,000

## STAFF

- 13.83 FTE
  - 7 Full-Time
  - 20 Part-Time

## SPECIAL SERVICES COORDINATOR

- Full-Time
  - ½ Youth
  - ½ Outreach and more

# CAR PROFILE

HYUNDAI ACCENT



MAZDA3



# MOBILE LIBRARY

# MOBILE LIBRARY

## ▪ WHAT

- Pop-up library at senior living facilities

## ▪ WHERE

- Seven different senior living facilities
  - Assisted and independent

## ▪ WHEN

- Each facility is visited once a month

## ▪ WHO

- Residents living in senior living facilities
- Special Services Coordinator

## ▪ WHY

- Because facility residents can't necessarily get to the library
- Mary: "You are my lifesaver. I don't know what I'd do without you."

# MOBILE LIBRARY – THE START

## ▪ RESEARCH

- Librarian listservs
- Other library examples
- Attended ABOS annual conference

## ▪ FACILITIES

- Past relationship with a few
- Created an agreement form for library and facility directors to sign
- Other facilities reached out

## ▪ FUNDING

- Received Target grant

## ▪ OTHER PREP

- Wrote an outreach policy
- Announced service in the local paper
- Began planning June 2016 and began service January 2017

# MOBILE LIBRARY – PREPARATION

## • LIBRARY MATERIALS

- Pull materials specific to the facility
  - Large print books
  - Audiobooks
  - DVDs
- Check out to the Outreach card
- Gather hold items for specific patrons

## • TECH

- Prepare LEAP (online version of Polaris) on laptop



Polar vortex, here I come!

# MOBILE LIBRARY – PREPARATION

## ▪ SUPPLIES

- Collapsible bins, foldable cart
- Laptop, hotspot, scanner
- Facility folder and library cards
- Receipt bookmarks and request forms
- Library cards and applications
- Pens and ultra fine-tip Sharpies
- Branded tablecloth
- Extra bags
- Wisconsin Talking Books and Braille Library applications ([dpi.wi.gov/talkingbooks](http://dpi.wi.gov/talkingbooks))



It fits! Can you believe it?

# MOBILE LIBRARY – SET UP

- **LOCATION**

- Lobby, library, activity room, dining room

- **TABLES**

- Square – Move chairs so wheelchairs can get around
- 6- or 8-foot – Consider how far someone can reach

- **TIMING**

- Plan to arrive 15 minutes early
- Set up for one hour and be prepared to possibly stay late



# MOBILE LIBRARY – VISIT

## • CHECKOUT

- Each resident has a library card
  - Waive need for ID – We know where they live and facility staff can confirm ID
  - Resident can keep card if desired, but I keep at least one form of the card in an index box
- Write checked out items on receipt bookmark and date of next visit
- Limit of items
  - Only limit if resident has difficulty returning items

## • REQUESTS

- Take requests for specific items and item type



# MOBILE LIBRARY – WRAP UP

- **RETURN MATERIALS**

- Circulation staff check in items and waive any overdue fines

- **PLACE REQUESTS**

- Place requested items on delayed hold on the Outreach card
- Holds activate 10 days before visit
- On hold slip notes, add initials of location and patron
  - ie., LT JF

- **EXTEND DUE DATES**

- Reset due dates to the date of next visit
- Have an understanding with most libraries in the system

# MOBILE LIBRARY – CONSIDER

Waive late fines

Extend due dates

Limit requests to those not new or in high demand

ILL items are not included

Be prepared for residents' deaths

Return bin available at front desk

Be aware of your own health

Be aware of upcoming holidays to reschedule

Build relationship with activity director/building manager

Facility signs an agreement form

Plan in case you need to cancel due to health, weather, etc.

# MOBILE LIBRARY – COST

ITEM	COST
Mileage	\$0.575/mile
Laptop	\$700
Hotspot	\$120/year
Foldable Cart	\$65
Branded Tablecloth	\$175
Index Card Box	\$5 each
Index Card A-Z Tabs	\$5 each
Collapsible Bin	\$25 each
Scanner	\$130

# MOBILE LIBRARY – PANDEMIC

## • CHANGE IN SERVICE

- Started exchanging materials in May 2020
- Started visiting some facilities in September 2020
  - Check in at the front desk
  - Masks
  - Carry additional supplies (wipes, extra masks)

## • PREPARATION

- Holds activated sooner
- Check out some residents' items ahead of time



# MOBILE LIBRARY – PANDEMIC

- **SILVER LINING**

- Service has grown
- Improved relationships with facility/activity directors
- Opportunity to re-evaluate service



# HOME SERVICE

# HOME SERVICE

- **WHAT**

- Book delivery to people unable to get to the library

- **WHERE**

- At residents' homes

- **WHEN**

- Delivery is every 3-4 weeks

- **WHO**

- Individuals living within the boundaries of the Oconomowoc Area School district
  - Temporarily or permanently unable to visit the library due to an illness, disability, or other qualifying circumstances
- Run by the Special Services Coordinator and volunteers

- **WHY**

- Because lack of mobility shouldn't mean they can't access public services

# HOME SERVICE – THE START

## ▪ RESEARCH

- Librarian listservs
- Other library examples
- Attended ABOS annual conference

## ▪ COST

- Able to cover with budget

## ▪ OTHER PREP

- Wrote a home service policy
- Announced service in a city bulletin and library newsletter. Other avenues in the future.
- Began planning November 2018 and began service September 2019

# HOME SERVICE – SIGNING UP

## ▪ SUBMIT APPLICATION

- Patron information and reading interests
  - Online or on paper

## ▪ CREATE ACCOUNT

- Application information is entered in a table, printed, and laminated
- Reading list is generated in the Polaris Outreach Module
- Make a library card or update account

## ▪ MATCH VOLUNTEER

- Found through general library volunteer application
- Must pass background check, show proof of driver's license and auto insurance, and sign liability waiver

# HOME SERVICE – PREPARATION

## • LIBRARY MATERIALS

- Pull items based on patron's generated reading list
- Check out items at Checkout Desk and put in Home Service bag
- Make copy of the checkout receipt on the staff copier
- Fill out bag tag with date of next visit
- Gather bag of items, volunteer kit, and patron folder



# HOME SERVICE – VISIT

## ▪ FIRST VISIT

- I walk volunteer through the process and help with delivery
  - Patron receives copy of policy and service guidelines
  - Patron signs policy agreement and library card application (if needed)

## ▪ BAG EXCHANGE

- Exchange bags at the door—no one enters the house
- Patron signs the copied checkout receipt

## ▪ RETURN TO LIBRARY

- Volunteer returns bag of items, volunteer kit, and patron folder to the library
- Circulation staff check items in



# HOME SERVICE – THE KITS

## ▪ VOLUNTEER KIT

- “Missed You” door hanger
- Trash bags
- Service guidelines
- Library contact information
- Forms for requests, concerns, messages
- Pens
- Pack of wipes

## ▪ PATRON FOLDER

- Generated reading list
- Patron information and preferences
- Laminated map
- A chart for notes from me
- Signed receipts from previous checkouts



# HOME SERVICE – CONSIDER

No one enters home

Check about city insurance policy

Have a plan in case of bed bugs

ILL items are not included

Limit requested items to those not new or in high demand

Participant eligibility

# HOME SERVICE – COST

ITEM	COST
Bags	\$12 each
Bag Tags (8-pack)	\$10 each
Index Card Box	\$5 each
Index Card A-Z Tabs	\$5 each
Volunteer Kit Cases	\$9 each
Folders (40)	\$25
Folder Organizer	\$16
Wax Pencils (12-pack)	\$7

# HOME SERVICE – PANDEMIC

- CHANGE IN SERVICE
  - Staff-run
  - No-contact delivery
  - Used plastic bags
  - Masks

# COMMUNITY



## ▪ COMMUNITY EVENTS

- Farmers Market
  - Craft/activities for kids
- Kid's Fest (YMCA)
  - Craft/activities for kids
- National Night Out
  - Craft/activities for kids
- Senior Center Fair
  - Library card signup
  - Outreach services
  - Library services for seniors

# COMMUNITY

## • OFF-SITE PROGRAMMING

- Day Cares/Preschools
  - Storytimes
- Girl Scout Camp
  - Storytimes
- YMCA Summer Camps
  - Activities based on theme of the week
- Summer School
  - Activities based on lesson

## • SCHOOL VISITS

- Registration/Open House
  - Library card sign-up
- Classroom Visits
  - SLP promotion
  - Booktalks
- Special Day Events
  - Career Day
  - Community Reads Day
  - Special Interest Days
- Family Nights
  - Activities
  - Library card sign-up

# COMMUNITY – SUPPLIES

INVEST IN	COST
Canopy (Crown Shades)	\$140
Canopy Weights	\$37
6-foot Foldable Table	\$62
Folding Chairs (4)	\$80
Foldable Cart	\$65
Branded Tablecloth	\$175
Giveaways	\$200-500

DON'T FORGET
Wipes
Plastic Bags
Scissors
Masking/Painters Tape
Camera
People Counter
Pens

# COMMUNITY – PANDEMIC



What a cool craft!

## • CHANGE IN SERVICE

### • In-person

- 2020 – National Night Out
  - Take-home craft bags
- 2021 – Farmers Market
  - Still considering craft ideas

### • Virtual

- 2020 – School visits
  - Booktalks, read-alouds, virtual escape room
- 2021 – Possible SLP visits

## • SILVER LINING

- Staff less busy

# LAST COMMENTS

## ▪ RECIPE FOR SUCCESS

- Ability to invest in outreach supplies
- Flexibility in scheduling
- Prioritizing outreach
- 100% support from director
- Talk to colleagues

## ▪ ADVICE

- Have a contact for each location
- Read over instructions about specific events
- Confirm dates and times and how to enter a building
- Arrive early
- Try to go with the flow
- Have patience
- Stay positive

# CONTACT

## ▪ MY INFORMATION

- Jennie Fidler
- [jfidler@oconomowoclibrary.org](mailto:jfidler@oconomowoclibrary.org)
- (262) 569-2193, ext. 206

## ▪ NATIONWIDE

- Association of Bookmobile & Outreach Services (ABOS)
- [abos-outreach.com/](http://abos-outreach.com/)
- Listserv and annual conference

## ▪ STATEWIDE

- WLA Outreach Services Roundtable
  - Join the group with your WLA membership and subscribe to the E-List for updates
  - Attend upcoming session *Partnering with Local Businesses for Library Card Sign-up Month*
    - May 26, 11 am-12 pm
    - Email [marc.boucher@lssu.edu](mailto:marc.boucher@lssu.edu) to register

## ▪ LOCAL

- Library System