

MCLS Virtual Dialogue

Taking Outreach Services to the Next Level in a Post-Pandemic World

June 5, 2020 – 11:00 am EDT

10:58:22 From krothley : Good Morning!
10:58:32 From Michelle Bradley : Good morning
10:58:45 From mcls mtgs : Good morning! This is Jan Davidson from MCLS :)
10:58:47 From krothley : Lyon Township Public Library, South Lyon, Michigan!
10:58:50 From cburton : Hello from Jeffersonville Township P.L.! :)
10:58:51 From Jenna Anderson : Hi from Jenna in Kendallville, IN
10:59:01 From Lindsay Gojcaj : Hello from Novi, MI! :)
10:59:05 From Anne Pott : Herrick District Library in Holland, MI
10:59:06 From krothley : There are too many bugs around here. We're next to a lake
10:59:10 From Keeley Briggs : Hi from Branch County, Michigan!
10:59:18 From krothley : and it's supposed to get into the 90s today, or at least that's what I heard
10:59:19 From Mary : Hi from Zionsville, IN [library is there, my home is in Indianapolis]
10:59:51 From Mary : currently 80 and sunny here in Indy
11:00:03 From Tamarack District Library : Hello from the Tamarack District Library in Lakeview, Mi.
11:02:30 From krothley : I honestly forgot with all of the updates
11:02:46 From Jeanette Smith : our IT team is one person
11:03:14 From Jenna Anderson : I wasn't here last week, but my new IT person is just starting TODAY, so I put out an appreciation post last evening to our staff.
11:04:26 From Kathy Swanger : Libraries are opening - getting a bit of normalcy!

Participants were placed in small group breakout rooms for 10 minutes for an Icebreaker session.

This week has been challenging for many of us, on many levels. Throughout all of that, what, is one small thing that gave you hope this week?

Discussion following the Icebreaker session:

11:17:44 From Nicki Kirchoff : I just completed my first week as director here!
11:17:47 From jennifer Dye : the best news was the number of white people joining protests

11:17:58 From Jan Davidson, mcls mtgs : Congrats, Nicki!
11:18:02 From Lissa Krull : Congratulations Nicki!
11:18:33 From Jennifer Dye : congratulations, Nicki!
11:20:02 From Lindsay Gojcaj : Getting back to work and seeing everyone
11:20:03 From Dawn Chevoya Cooley Law Lansing : chocolate
11:20:13 From Krothley : I could certainly use chocolate
11:20:15 From Jeanette Smith : The restrictions being lifted in Michigan were a huge lift to my psyche!
11:20:15 From Jenna Anderson : That all our staff is ready to get back to having people in the building...with precautions, of course
11:20:16 From Tamarack District Library : Dark chocolate and excellent teammates.
11:20:20 From Anne Pott : seeing family in person from a safe distance. :)
11:20:25 From Sheryl Mase : People not trying to be the best and compete, but instead helping each other and sharing and not judging
11:20:26 From Evansville Vanderburgh Public Library : We are getting an outreach vehicle this year!
11:20:30 From Cindy Stanczak : Getting to see grandkids in person, a hope that something good will come out of all of this crazy, scary time, and coming together and sharing fears and challenges with other staff as we reconnect
11:20:43 From Mary : Five young people from our church participated in the peaceful protest to the governor's residence that ended with the protesters and police walking arm and arm along Meridian Street - gives me hope for our future!
11:20:48 From Melissa : Staff being ready and a little worried about being open
11:20:52 From Vickie : getting out in the wonderful weather, seeing the kids during virtual storytimes
11:20:58 From Victoria Phelps : Seeing family and friends have productive conversations about supporting our POC neighbors and friends. Great to see so much support coming out.
11:21:16 From Vickie : mastering a new technology
11:21:20 From Cindy Stanczak : No, but I'm trying not to melt!! LOL
11:21:46 From Melissa : Same here Cindy! No A/C at home

Participants were placed in small group breakout rooms for 20 minutes for the first round of conversations.

1st Breakout Room Conversation Scenario:

Over the past several weeks, libraries have had to find creative and out-of-the-box ways to provide services to their communities and patrons when buildings were closed. Many libraries found that they were actually reaching NEW audiences, and previously underserved groups through these efforts.

What is the best experience you've had, or heard about, with new forms of outreach? What new audiences were reached? What made it possible?

Discussion following the 1st breakout room session:

- 11:48:34 From Jenna Anderson : Take and Makes
- 11:48:37 From Jenna Anderson : Little Free Library
- 11:48:40 From Jenna Anderson : Virtual Programs
- 11:48:41 From Vickie : Yea, cburton...please share!
- 11:48:45 From Jenna Anderson : Every Door Direct Mailing
- 11:48:47 From Evansville Vanderburgh Public Library : How do you define outreach now in the new normal?
Are virtual services considered outreach?
Partnering with Meals on Wheels for material delivery
Curbside Pickup
Little Free Libraries
Free Wi-Fi out in the parking lot
Distribution of materials at meal sites
Distributing kits with basic school supplies
How will you find the people?
Collaborate with Ready for School to find families who need these most
Provide books for Boys and Girls club
Summer Learning Program - virtual and completely activity based, foregoing minutes, getting physical activity cards to users through curbside
Computer station use by appointment
- 11:48:47 From Jenna Anderson : Hoopla
- 11:48:48 From Lindsay Gojcaj : Loved on our group members EDDM through the post office to promote library info
- 11:48:49 From cburton : Some of our outreach has been Curbside Delivery options, virtual storytimes, YouTube/FB Staff Picks, and outreach vehicles to do homebound deliveries and bookmobile
- 11:49:36 From Tamarack District Library : virtual programming and outreach.
- 11:49:47 From Melissa : Phone pals, Facebook live programs, partnering with local TV Channels, gaming with our kids, being in the building vs work from home
- 11:49:53 From Mary : Many new audiences through increased social media posts. Attendees at YouTube-based exercise classes that had never set foot in the library before. Extended family across the nation and world of local patrons attending virtual storytimes.

11:50:52 From Cindy Stanczak : Printing flyers and information for other entities in the community, helping people with PINs and urgent/essential faxing in "doorbell ditch" style have are receiving virtual fist pumps or grateful tears, the unexpected flexibilities and value of library drive thru windows

11:51:22 From amurphy : Doing more on-line services such as story times, mini programs such as music concerts (15 min), adult story times in the evening (Chicken Soup), how-to Video a storytime with a "take and make" to go with it that we put out for the week of the storytime. Summer reading on line with Beanstack and a paper log for those without internet.

11:53:35 From Jeanette Smith : love that idea!

11:54:41 From krothley : I love the idea of using hula hoops for social distancing

11:54:44 From krothley : such a great visual

11:54:58 From krothley : Phone pals sounds awesome

11:55:03 From Barbara : We have hula hoops here also.

11:55:50 From cburton : Love the phone pals idea!

11:56:14 From Barbara : We had librarians calling some of our regulars. They really appreciated it very much.

11:56:32 From krothley : We had staff doing check-ins with senior cardholders. Some of them were super touched

11:56:35 From Anne Pott : I have another meeting at noon, so I have to go, but thank you all for the great conversation and ideas!

11:56:52 From Barbara : Bye Anne!

11:56:52 From Evansville Vanderburgh Public Library : Thanks Anne!

11:57:17 From Nicki Kirchoff : I have another meeting at 12. Thanks so much, everyone!

Participants were placed in small groups in breakout rooms for 20 minutes for the second round of conversations.

2nd Breakout Room Scenario:

Imagine that it is now one year later, and you've been notified that your library is being given an award by a local group for your outstanding service to the population represented by that group.

2nd Breakout Room Questions:

What was the name of the award? What group gave you the award? What did you do to earn this recognition? What difference did it make to the population represented by that group?

Choose a recorder/reporter and be prepared to share key ideas from your discussions in chat after the breakout. You'll have 20 minutes in the breakout.

Discussion following the 2nd breakout room session:

- 12:18:42 From Lindsay Gojcaj : We talked about customer service or innovative awards
- 12:18:56 From kreynolds : Community Service Innovator Award from the Arts council
- 12:19:08 From Jenna Anderson : This was hard to think about...to be honest, our group never was really able to answer the questions, but we got some great information about where to get COVID supplies and Zoom accounts.
- 12:19:20 From Evansville Vanderburgh Public Library : Innovative Library Award: Library on Wheels. Has everything a physical building has. A bookmobile plus pop-up computer stations. This library would regularly visit areas of the community that do not have access to a branch or internet access. At least two library staff members are present. Activities and storytimes are held for children.
- 12:19:55 From Melissa : Our group discussed the idea, but none of us felt comfortable with the idea. We feel that there are so many other's that will deserve it even more than us.
- 12:20:53 From Victoria Phelps : Innovator Award! We're going beyond our normal reach, looking to engage our patrons in new ways, and engage on social media. Talked about adjusting to new tech, community healing after collective trauma, providing new services during virtual and curbside services. (Sorry, I was the reporter on Lindsey's team but not as fast at typing my notes!)
- 12:21:55 From Keeley Briggs : We focused on serving our local community - expanding services, adapting "under fire," improving outreach, making needed changes for safety. Mine would be specifically improving our ability to serve the immigrant communities in my city
- 12:22:38. From kreynolds : We found ways to serve our current patrons and reach new patrons in both virtual and social distance. . We encouraged the arts through our programs and partnerships with community organizations.

Final Question:

Every library's outreach efforts are going to be different based on the size of the library staff, the population you serve, and the type of library.

Keeping that in mind, what is one thing you've heard today that you would like to implement or grow at your own library?

Discussion following the final question:

12:25:56 From Kelly Rembert : Quarantine cooking show

12:26:26 From jennifer Dye : Zoom meeting option for existing groups that meet at library

12:26:41 From Amelia : plastic covers for the keyboards that pop on and off for each disinfecting

12:27:00 From Barbara : I'd like to partner with Meals on Wheels or the local schools to make sure people have enough to eat. Lots of homeless and low income in the area.

12:27:02 From amurphy : I really like the idea of creating an Instagram outreach for our teens.

12:27:08 From kreynolds : I have learned to think outside the box when it comes to programing.

12:27:20 From Evansville Vanderburgh Public Library : Setting up more Little Free Libraries in neighborhood parks

12:27:35 From Victoria Phelps : "browsing" collections on behalf of our patrons, pulling books that we'd recommend based on their interests

12:27:43 From Cindy Stanczak : New services, new partnerships, and now being the time to reduce or drop costs for faxing/printing/copying for non-profits or to Unemployment, MI Works, and DHHS. Also, clean slate for lost and damaged items and fines, and going fine free to support the community

12:27:44 From Keeley Briggs : Window displays

12:28:28 From Cindy Stanczak : Also, Facebook images and banners, please!

12:28:43 From Melissa : How will we find it?

12:29:07 From Michelle Bradley :
<https://docs.google.com/document/d/1HVxs6jEUByXylMS2BjGH1kQ7mEuZnHpPSs1Bpaqmw0/mobilebasic>

12:29:56 From Michelle Bradley : email pam seabolt at seaboltp@mcls.org

12:30:59 From Lindsay Gojcaj : Thanks everyone!

12:31:01 From Melissa : Thank you!

12:31:01 From amurphy : thanksd

12:31:04 From Evansville Vanderburgh Public Library : Thank you

12:31:05 From jennifer Dye : Thanks!

12:31:08 From Barbara : thank you!

12:31:13 From Michelle Bradley : Bye

12:31:15 From Tamarack District Library : thank you!

12:31:24 From krothley : thank you!