



Connecting Locally: Small Libraries

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Your Seat at the Table



Your Seat at the Table



← Me.

Four Years Ago...



Four Years Ago...



Meet and Greet



Meet and Greet

- ▶ Who was there:
 - ▶ Retired Library Staff
 - ▶ Friends of the Library
 - ▶ Active Library Patrons
 - ▶ Cool People Who Enjoy Free Cookies
- = Library Supporters!

Meet and Greet

What I Wish I Knew

- ▶ Libraries are often isolated
- ▶ Outreach starts with you
- ▶ You need to forge connections
- ▶ You may not have much help

What I Wish I Knew

- ▶ Establish connections ASAP
- ▶ Forging a positive relationship early on will help you navigate tough situations later

In Other Words...



Teaming up
with your
stakeholders
now

In Other Words...



will be valuable
in budget
negotiations
later.

The People in Your Neighborhood

- ▶ Elected Officials
 - ▶ Mayor/Council or Commission
 - ▶ County Freeholders/Executives
 - ▶ State Assembly and Senate Members
 - ▶ Federal Representatives

The People in Your Neighborhood

- ▶ Elected Officials
 - ▶ Attend council meetings and work sessions
 - ▶ Invite elected officials to library events
 - ▶ Take part in statewide advocacy initiatives

The People in Your Neighborhood

- ▶ Municipal Employees
 - ▶ Clerk
 - ▶ Business Administrator/CFO
 - ▶ Police Chief
 - ▶ Fire Marshal
 - ▶ Attorneys

The People in Your Neighborhood

- ▶ Municipal Employees
 - ▶ Engineer(ing Firm)
 - ▶ Department of Public Works
 - ▶ Recreation Department
 - ▶ Health Department

The People in Your Neighborhood

- ▶ Municipal Employees
 - ▶ First-name basis
 - ▶ Invitations to library events
 - ▶ Longer tenure than most elected officials

The People in Your Neighborhood

- ▶ School Representatives
 - ▶ Superintendent
 - ▶ Assistant Superintendent
 - ▶ Principals
 - ▶ Literacy Coordinators
 - ▶ Guidance/Counseling Staff
 - ▶ Department Heads

The People in Your Neighborhood

▶ School Representatives

▶ School Librarians

The People in Your Neighborhood

- ▶ School Representatives
 - ▶ Attend back-to-school nights
 - ▶ Ask to serve on committees
 - ▶ Set up cooperative activities
 - ▶ Ask for cross-promotion of services

The People in Your Neighborhood

- ▶ Journalism and Media
 - ▶ Local newspaper editors and reporters
 - ▶ Online local news resources
 - ▶ Parent advocacy groups

The People in Your Neighborhood

- ▶ Journalism and Media
 - ▶ Invite journalists to events
 - ▶ Advertise on social media
 - ▶ Follow local social media pages

The People in Your Neighborhood

- ▶ Other Organizations
 - ▶ Business Organizations
 - ▶ Chamber of Commerce
 - ▶ Jaycees
 - ▶ Civic Groups
 - ▶ Rotary Club
 - ▶ Lions Club

The People in Your Neighborhood

- ▶ Other Organizations
 - ▶ Historical Societies
 - ▶ Local Authors
 - ▶ Senior Center
 - ▶ Youth Programs
 - ▶ Scouts
 - ▶ 4H

The People in Your Neighborhood

- ▶ Other Organizations
 - ▶ Set up speaking engagements
 - ▶ Seek sponsorship and cross-promotion
 - ▶ Most importantly:

The People in Your Neighborhood

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 - ▶ Most importantly:

What (Who) Comes Next?

- ▶ Keep your own list of contacts
 - ▶ Update with new officials
 - ▶ Maintain regular contact
 - ▶ Use for succession planning

What (Who) Comes Next?

- ▶ If you leave:
 - ▶ A new, first-time director will not know this
 - ▶ Your Board may not be prepared to assist them
 - ▶ Only you can make a difference!