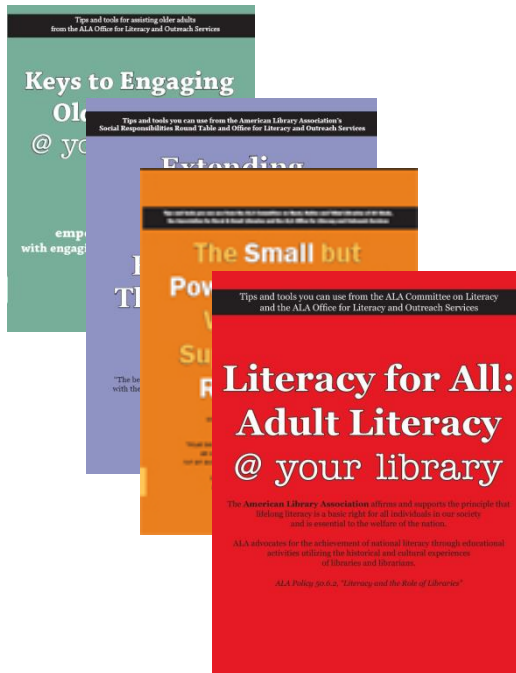




American
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ODLOS OUTREACH TOOLKITS
FEEDBACK WORKSHOP - JOHN AMUNDSEN

ODLOS OUTREACH TOOLKITS



www.ala.org/diversity

Click on Outreach Resources

- 8-page, Ready-Reference
- Member-Created
- Practical Ideas and Advocacy Tools
- Outreach Toolkits outlining library services to:
 - Older Adults
 - People Experiencing Homelessness and Poverty
 - Tribal Libraries
 - Rural and Small Libraries
 - English Language Learners

TOOLKITS TO BE UPDATED



- The Small But Powerful Guide to Winning Big Support For Your Rural Library
- 2006, 2011, 2012



- Keys to Engaging Older Adults @ your library®
- 2010

TIMELINE



Fall 2016

- Revisions Ongoing
- Feedback Collection

Spring 2017

- Final edits
- Layout and

Summer 2017

- Free Webinar featuring contributors
- Launch at ALA Annual Conference in Chicago



TODAY'S AGENDA

Proposed changes to entire suite of toolkits

Overview of Small but Powerful Guide to Building Big Support for Your Rural Library

- Feedback

Overview of Keys to Engaging Older Adults @ your library

- Feedback

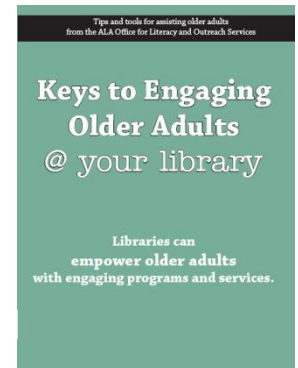
General Comments

Close



NEW FOR 2017

- Enhanced Online Content with regular updates
- Webinars featuring toolkit working groups
- Print-on-demand for a nominal cost
- Large-Print Versions to be made



THE SMALL BUT POWERFUL GUIDE TO BUILDING BIG SUPPORT FOR YOUR RURAL LIBRARY

The Small but Powerful Guide to Winning Big Support for Your Rural Library

When Platte County, Wyoming, sought a librarian
in the early 1900s, its advertisement read:

*"Must be able to get along with Western people, ride and drive,
as well as pack a horse, follow a trail, shoot straight,
run an automobile and be able to rough it whenever necessary."*

We suspect Mabel Wilkerson, who got the job,
also had to keep her library afloat financially.

Some things don't change...

Sections

- Steps to success
- Go where the people are
- Win friends and influence decision-makers
- Speak successfully
- Make the most of media in all of its forms
- Build powerful partnerships
- Tools for success
- Sample message sheet
- Technology as an advocacy tool
- Technology & advocacy: Data you can use
- Resources

KEYS TO ENGAGING OLDER ADULTS



Sections

- Older Adults: Who Are They?
- Getting Started
- Key Terms
- Engagement and Implementation
- Finding Funding
- Measuring Your Success
- Reaching Older Adults
- The Accessibility Factor
- Model Programs
- Telling Your Story
- Resources
- Additional Resources on Delicions

QUESTIONS

Questions? Have more input?

Contact ODLOS:

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