



# SCHOOL TIES

PARTNERING WITH PUBLIC LIBRARIES

Presented by Deborah Aponte and Matthew David for:



**FAME Conference**

The Future is Now: Innovate. Communicate. Resonate.

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# OVERVIEW

Libraries and schools are natural collaborators with a common goal! There are myriad ways for schools to connect with the local public library system. But how can we seek out and make the most of these interactions?

## *Learning Objectives / Outcomes*

- Communication: establishing partnerships with key library personnel
- Education: becoming aware of resources and materials at the library
- Marketing: promoting school events for participation by library staff

# STRATEGIC PLAN

## AREA ONE:

Improve the Customer Experience, establishing the Orange County Library System as a friendly, welcoming and community-centric service.

## AREA TWO:

Increase awareness of the OCLS and what is offered.

## AREA THREE:

Deliver experiences that offer opportunities to help the community learn and grow.



## The Importance of Partnering

Partnerships allow public libraries and schools to diversify the ways in which we meet the requirements of students, educators and families. Open channels of communication and collaboration are crucial for awareness:

1. Better understanding of community needs
2. Broader knowledge of resources and services
3. Quicker access to those resources and services for our kids and their support network

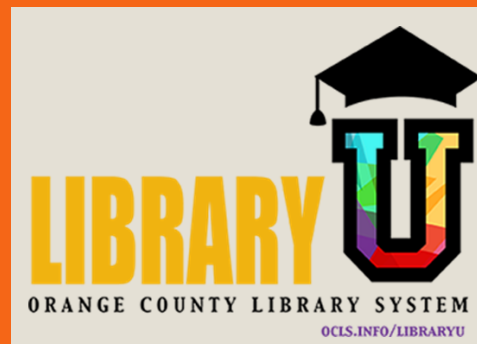
# STRENGTHS AND OPPORTUNITIES

## EXISTING OCLS PARTNERSHIPS

- Children's Initiative (Elementary Schools): Staff Liaisons
- Children's Initiative: License to Learn

[www.ocls.info/licensetolearn](http://www.ocls.info/licensetolearn)

- VLC (Virtual Library Cards)
- Library U





# STRENGTHS AND OPPORTUNITIES

## PROSPECTIVE PARTNERS FOR LIBRARIES

- Elementary Schools
- Middle Schools
- High Schools
- Private Schools
  - NFP, For Profit, Church, Etc.
- Day Cares / Learning Centers
- Homeschoolers



# WHO'S WHO

Schools often have existing relationships between the media or reading specialist and library staff. Individual teachers may have an established relationship with specific library staff members.



Prospective partners among library staff may include the following:

- Designated Library Liaison
- Branch Manager or Assistant Manager
- Branch Librarian
- Youth Services Librarian
- Youth Program Specialist
- Outreach Coordinator
- Curriculum Specialist

# LIBRARY EVENTS

## PARTICIPATE IN PROGRAMS AT THE LIBRARY

- Field Trips
- Group Bookings for Events and Classes
  - Organized by Library
- Library as Venue
  - Organized by School

*Example: Family Library Night*



# SCHOOL EVENTS

## INVITE LIBRARY CONTACTS INTO THE SCHOOLS

- Teach In
- Open House
- Meet the Teacher
- Literacy Night
- End-Of-Year Celebrations
- Productions / Performances
- Storytime



# LIBRARY EVENT RESOURCES

- Invitations
  - Invite library staff to any event, even if not typical
  - Invite yourself to a library event
- Library Branch Printed Calendar
- Library Branch eNewsletter
- Library System Printed Magazine
- Library System Website  
<https://www.ocls.info>



# LOVELL ELEMENTARY





# MILLS INSTITUTE FOR LEARNING & LEADERSHIP





# 21<sup>ST</sup> CENTURY PUBLIC LIBRARIES



FOR KIDS & TEENS



**After School Activities**  
**Early Learning Enrichment**  
**\* Fun / Entertainment**

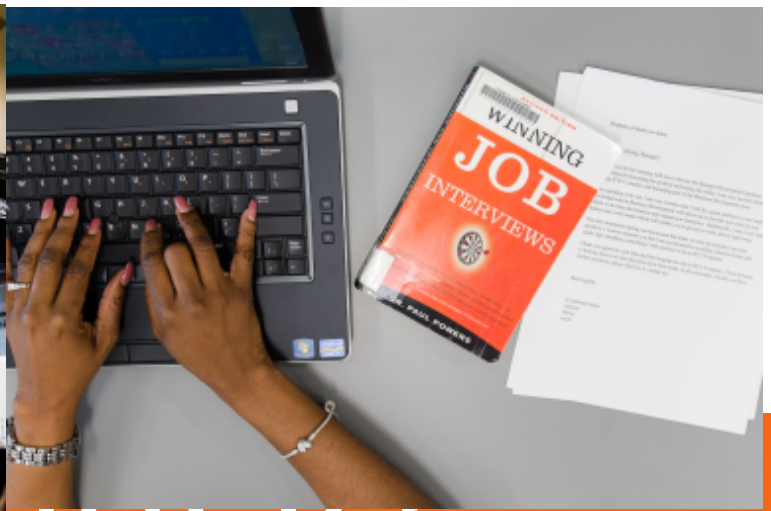


**Homework Help**  
**Language Learning/ESOL**  
**\* Online Learning**

*\* All ages*





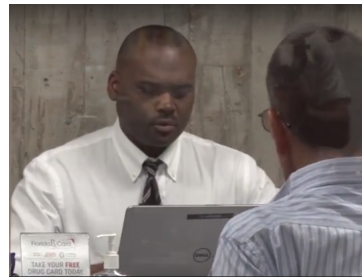


# 21<sup>ST</sup> CENTURY PUBLIC LIBRARIES

FOR ADULTS



**Civil / Social Services**  
**Creative Technology**  
**Jobseeking Prep**



**Life Skills**  
**Networking / Connecting**  
**Technology Training**



# PUBLIC LIBRARY OUTREACH MATERIALS

## WHAT DO YOUR STUDENTS NEED?

### Primary Marketing Materials

- Branch/Location Calendars
- Monthly Magazines/Newsletters

- ESOL

  - Brochures

- Registration

  - Brochures

- Volunteer

  - Applications

- Top Ten Flyer



### Supplementary Materials

- Bookmarks

  - Vendors (Hoopla, Overdrive, etc.)

  - Author series

  - “Fun” bookmarks

- Homework Help

- Right Service

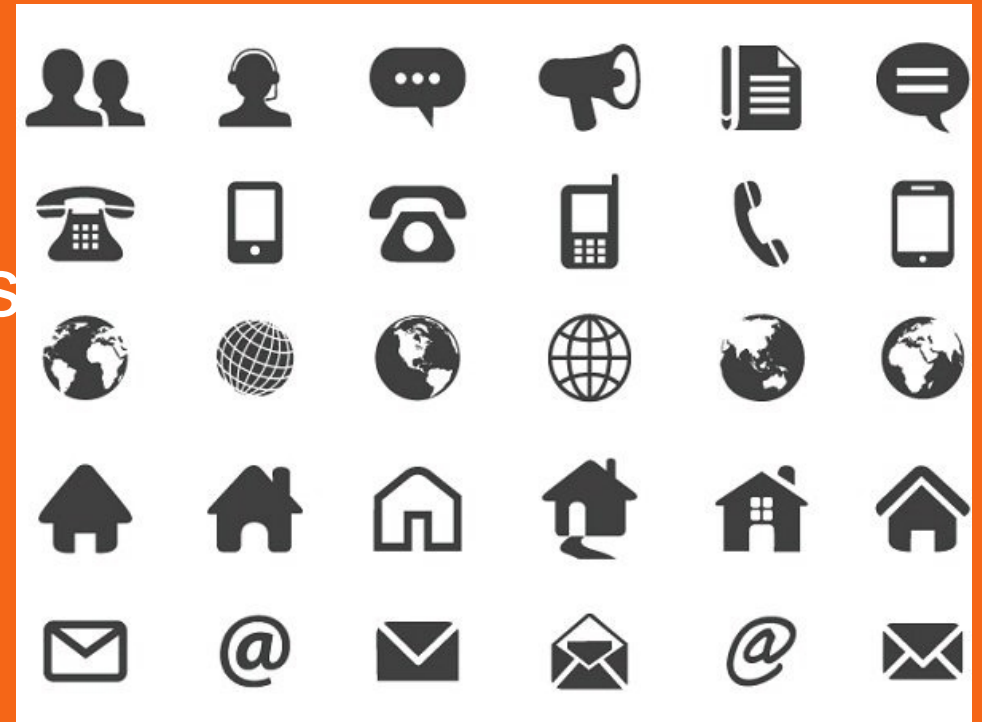
  - Social Services Inf

- Social Media



# MAINTAINING THE PARTNERSHIP

- Follow up after each event
  - Desire for future participation
- Communicate curriculum needs
- Promote special events



# BREAK OUT SESSION – IDENTIFY 2 EVENTS

Identify a school event that the public library does not typically attend.

- This could be a celebration, dedication, fundraiser, performance, etc.

Identify a school event that could be held at the public library.

- This could be something library staff would host (field trip / Hour of Code event);
- This could be using the library as a venue for a school event, such as a lower grade graduation or awards ceremony.

1. Who at the school would need to approve these events?
2. Who at the library could be contacted to make these requests?
3. What would the costs be?
4. What are the time constraints?



# ANSWER THESE QUESTIONS

5. What are the travel and safety considerations?
6. What opportunities will the school and public library have to promote their institutions?
7. What do you hope the students, educators, and family will get out of these events?





# QUESTIONS?



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