

San José Public Library
Get Involved: Powered by Your Library
Outreach Work Plan Template

Vision	Resources	Action	Yield	Initial Impact	Sustained Outcome
<p>San Jose Public Library will build bigger bridges between the library and community to:</p> <ul style="list-style-type: none"> * enhance the library's image, * increase library involvement in community initiatives, and * more fully engage the community in library services and resources. 	<ul style="list-style-type: none"> * Community Engagement Liaison position description * Current library volunteers * Recruitment Strategy for Liaison including contacts * Book of Lists list of HR people * Community Engagement Liaison * Initiative description/ case * Elevator speech * Comfortable and inviting workspace for liaison with access to needed business resources. * Staff who will collaborate with the liaison & the main staff contact * Promotional materials * Contacts: department, branches, CSJ – W2F, Parks & Rec; SJSU development & related departments; community leaders/ agencies/ businesses; CSJ Council person; Friends group; etc * Budget * Training materials for staff and liaison 	<ul style="list-style-type: none"> * Create budget * Develop Liaison position description * Recruit applicants including looking at internal volunteers * Define screening / selection process * Screen/ Interview applicants * Select Liaisons * Identify staff who will work with Liaison * Determine training/ coaching needed for staff and liaison; develop and deliver * Define outreach goals * Develop outreach plan/ strategy * Identify benchmarks/ indicators of success * Evaluate efforts * Inventory collaborators, community stakeholders & contacts * Staff and volunteers know the message points 	<ul style="list-style-type: none"> * # of new contacts made with community leaders/stakeholders * # of new contacts made with community organizations * # of new outreach strategies implemented * % increase in program participation. * % increase in requests for library services/ resources delivered at outside agencies. * % increase in new programs and services offered at the library * # requests for library representation on councils, boards, and involvement in community initiatives. * % increase of staff, volunteers, and stakeholders that can represent the interests of the library in the community. * # of contacts that resulted in library involvement in community initiatives * % increase of informed stakeholders advocating for library * # of new volunteers engaged with the library * # of new outreach strategies that have proven successful 	<p>(If outreach is for a certain audience, then the impacts should be related to that audience)</p> <ul style="list-style-type: none"> * Library staff and volunteers collaborate on outreach * Volunteers will feel like a member of the library team * Volunteers will begin training new volunteers * Staff sit on new community Boards * Community members increase their skills and knowledge from taking advantage of library services. * There is an increase in the number of invitations the library receives to be part of community initiatives and community decision making groups. 	<p>(If outreach is for a certain audience, then the sustained outcomes should be related to that audience)</p> <ul style="list-style-type: none"> * Community perceives library as an important, vibrant and essential community agency. * Consistent involvement of library on boards, councils and major decision making groups in community. * Long term collaborations with organizations and community groups that mutually benefit those involved with increased resources and support for each of their missions. * Sustained revenues * Program funding is increased * Volunteers become mentors * Increased return on investments