

Planning Worksheet 1: Outreach Activity #1

Remember, it's fine to describe existing programs that meet the goals, or to plan new ones.

Activity Title

Title of outreach service, event, program or presentation

Activity Description

Description of outreach service, event, program or presentation

One-Time or Ongoing?

Is it a one-time event or repeating/ongoing? How many hours is the program available?

Target Audience:

For example: Spanish-speaking parents of students in K-12 grades, new immigrants, job seekers, etc.

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How do you want participants to benefit from this outreach? Select up to three options from these examples (or add your own):

- Become more aware of applicable resources and services provided by the library
- Feel more involved in the community
- Learn something new that is helpful (adult, child or family)
- Learn something new from what they read or experience (adult, child or family)
- Enjoy reading more (adult, child or family)
- Read more often (adult, child or family)
- Want to use the library more often (adult, child or family)
- Adults feel more confident to help their children learn
- Adults plan to spend more time with their children (reading, singing, talking, writing, playing)
- Adults learn something new that they can share with their children
- *Or add your own:*

How does this service support the library's mission or goals?

Staffing & Resources:

- How many staff (and staff hours) will be needed to provide this outreach service?
- What resources will this service require?

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Potential Partnerships:

Consider specific groups, organizations, events, etc that you could work with to reach this community

Action Steps: What needs to happen for your outreach activity/program to take place?

(Eg. Select a date; find and book a location; list supplies to gather; identify potential partners and get their contact info; promote in Latinx/a/o/Spanish-speaking community; etc. Add "no later than" dates to your steps.)

Marketing to Target Audience:

Evaluation Plan

- How will you measure/demonstrate the impact of this program?
- What is your definition of success using that measurement?

Planning Worksheet 2: Outreach Activity #2

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Activity Description

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Marketing to Target Audience:

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Planning Worksheet 3: Outreach Activity #3

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Marketing to Target Audience:

Evaluation Plan

- How will you measure/demonstrate the impact of this program?
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