Summertime Outreach: Bringing Summer Learning into the Community

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[speaking to teens] “...we are going to serve you and give you what you need where you are and we don’t care whether you come into one of our buildings. It’s not about us and our buildings—it’s about you and your needs.”

“The services the library offers are as important for those who don't walk into the library as for those who do.”

Why do outreach in the summer?

Low-Income Students Fall 2.5 to 3 Years Behind by Fifth Grade


Campaign for Grade Level Reading,
gradelevelreading.net/our-work/summer-learning-loss
How can you provide summertime outreach?

Start with a close look at your community:

- Review the current demographics, and look ahead too
- Who isn’t coming to your library? Why aren’t they coming?
- Select a target audience
• Reach out to leaders and organizations in target communities early in planning
• Set goals that focus on outcomes, not outputs
• Collaborate with organizations and individuals
• Listen to partners and target audience
Free up staff time by simplifying your summer program

Prioritize outreach

Collaborate with partners to deliver library services

Train volunteers to deliver library services

But who has the time??
And the funding??

- Same as above!
- Seek funds from library Friends group
- Ask local businesses for funds & in-kind contributions
- Seek grant funds
What might it look like?
Passive programs
Partner: Summer Food Service Program

School's Out!

Power Up for Summer Fun!

Summer Meals for Kids and Teens Being Served in Your Community

To find a nearby site:
Call 1-866-348-6479
Go to www.fns.usda.gov/summerfoodrocks
Text FOOD to 877-877 operated by a USDA partner

Open to all children 18 and younger.
NO Enrollment, NO Cost!

USDA is an equal opportunity employer and provider.
Partner: Reach Out and Read

where great stories begin™
More partners
Be mobile
No bookmobile needed!
PopUp Library
@ Senior Center

Plainville Public Library
Take it community wide
Thank you!

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