

**San José Public Library**  
**Get Involved: Powered by Your Library**

**Outreach Work Plan for Partners in Reading (Adult Literacy Program) and Alum Rock Branch Library**

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"> <li>* enhance the library's image,</li> <li>* increase library involvement in community initiatives, and</li> <li>* more fully engage the community in library services and resources.</li> </ul>	<ul style="list-style-type: none"> <li>* Community Engagement Liaison position description</li> <li>* Current library volunteers</li> <li>* Recruitment Strategy for Liaison including contacts</li> <li>* Community Engagement Liaison</li> <li>* Initiative description/ case</li> <li>* Elevator speech</li> <li>* Comfortable and inviting workspace for liaison with access to needed business resources.</li> <li>* Staff who will collaborate with the liaison &amp; the main staff contact</li> <li>* Promotional materials</li> <li>* Contacts: department, branches, CSJ – W2F, Parks &amp; Rec; SJSU development &amp; related departments; community leaders/ agencies/ businesses; CSJ Council person; Friends group; etc</li> <li>* Budget</li> <li>* Training materials for staff and liaison</li> </ul>	<ul style="list-style-type: none"> <li>* Create budget</li> <li>* Develop Liaison position description</li> <li>* Recruit applicants including looking at internal volunteers</li> <li>* Define screening / selection process</li> <li>* Screen/ Interview applicants</li> <li>* Select Liaisons</li> <li>* Identify staff who will work with Liaison</li> <li>* Determine training/ coaching needed for staff and liaison; develop and deliver</li> <li>* Define outreach goals</li> <li>* Develop outreach plan/ strategy</li> <li>* Identify benchmarks/ indicators of success</li> <li>* Evaluate efforts</li> <li>* Inventory collaborators, community stakeholders &amp; contacts</li> <li>* Staff and volunteers know the message points</li> </ul>	<ul style="list-style-type: none"> <li>* 8 new contacts made with community leaders/stakeholders for [Branch/PAR].</li> <li>* 5 new contacts made with community organizations related to [PAR/Branch].</li> <li>* 25% increase in [PAR/ Branch] program participation.</li> <li>* 3 new requests for [PAR/ Branch] services/ resources delivered at outside agencies.</li> <li>* 20% more staff, volunteers, and stakeholders can represent the interests of [Branch/PAR] in the community.</li> <li>* 25% increase in new volunteers engaged with [PAR/Branch].</li> <li>* 2 new outreach strategies for [PAR/Branch] that have proven successful.</li> </ul>	<p>(If outreach is for a certain audience, then the impacts should be related to that audience)</p> <ul style="list-style-type: none"> <li>* Library staff and volunteers collaborate on outreach</li> <li>* Volunteers will feel like a member of the [PAR/Branch] team</li> <li>* Volunteers will begin training new volunteers</li> <li>* [Branch/PAR] staff are trained by volunteers in new techniques and approaches for successful outreach.</li> <li>* Community organizations become more aware of the variety of library services at the Branch.</li> </ul> <p style="text-align: center;">OR</p> <ul style="list-style-type: none"> <li>* Community organizations become more aware of local literacy issues and the PAR services that address these issues.</li> <li>* [PAR/Branch] becomes involved in more community initiatives and decision-making groups.</li> <li>* [Branch/PAR] establishes collaborative working agreements with new agencies.</li> </ul>	<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"> <li>* Community perceives [Branch/PAR] as an important, vibrant and essential community agency.</li> <li>* Long term collaborations are established between [PAR/Branch] and organizations and community groups that are mutually beneficial by increasing resources and support for each of their missions.</li> <li>* Program funding is increased</li> <li>* Volunteers become mentors</li> </ul>