

# Volunteer Engagement Work Plan – Library Outreach Ambassadors

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VISION	RESOURCES	ACTION	YIELD	INITIAL IMPACT	SUSTAINED OUTCOME
<p>The Marin County Free Library as a vital community resource to a greater number of people; a public that is more aware of all the programs and services available at the Marin County Free Library.</p>	<ul style="list-style-type: none"> <li>• Library Staff</li> <li>• Library volunteer “Outreach Ambassadors”</li> <li>• Library volunteer “Public Relations Assistants”</li> <li>• Training for ambassadors and p.r. assistants developed by volunteer coordinator in conjunction with staff</li> <li>• PowerPoint presentation to be used by ambassadors in educating public</li> <li>• Community events and group presentation opportunities</li> <li>• Enhanced Library PR and Marketing materials</li> </ul>	<ol style="list-style-type: none"> <li>1. Place job descriptions on VolunteerMatch website and other volunteer sites</li> <li>2. Conduct focus group to assess current Library marketing materials and brainstorm new ideas</li> <li>3. Recruit Library Outreach Ambassadors and Public Relations Assistants</li> <li>4. Volunteer coordinator develops training and presentation materials</li> <li>5. Coordinator and Ambassadors work with Library staff to identify audiences and community events</li> <li>6. Schedule and conduct informational presentations</li> <li>7. Develop calendar</li> </ol>	<p>Increased numbers of library patrons and program participants:</p> <ul style="list-style-type: none"> <li>• Program attendance [15% more attendees by 12/31/10 over previous year]</li> <li>• Increased community contacts [10% increase in Community Contacts @ each library branch by 12/31/10.]</li> <li>• 5% increase in card holders.</li> </ul>	<ul style="list-style-type: none"> <li>• Increased community understanding of/appreciation for resources available at Library</li> <li>• Greater relevance of Library to local community</li> </ul>	<ul style="list-style-type: none"> <li>• Additional volunteers</li> <li>• Greater community support for Library</li> <li>• Helps the Library fulfill mission of providing a broad range of culture, information and knowledge to the public</li> <li>• Increases awareness of the Library and its role in making the Community a great place to live</li> </ul>

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		of community events, match volunteers with dates 8. Develop and publish story ideas to increase Library's visibility			