

Storytime on Wheels

Blending Outreach With Existing Programs





Graubner Branch



Bookmobile



Staff



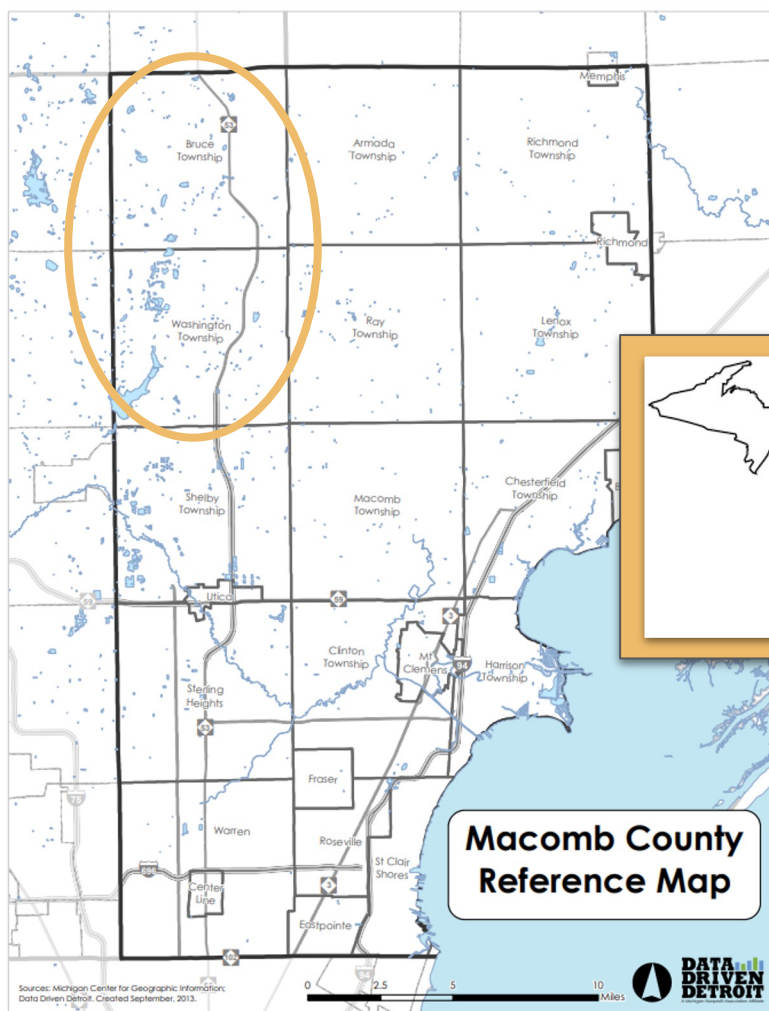
Kezar Branch

A Little About Us

Romeo District Library - covers **Bruce Twp.**, **Romeo** and **Washington Twp.** in Northern Macomb County

- Class 5 library
- Two branches and a Bookmobile
- Suburban, but with fields, orchards and farms
- 3 full time Youth Librarians, 1 full time Outreach Specialist

YOU DON'T HAVE TO HAVE A MOBILE LIBRARY TO DO THIS!



Which program should I choose?

We chose to combine outreach with storytime because:

★ Popularity

★ Uniqueness

★ Feasibility

★ Solution to a different problem

★ Service area, expanding outreach

Other programs could benefit from an outreach perspective:

★ Checkouts (delivery)

★ Crafts (take-away kits)

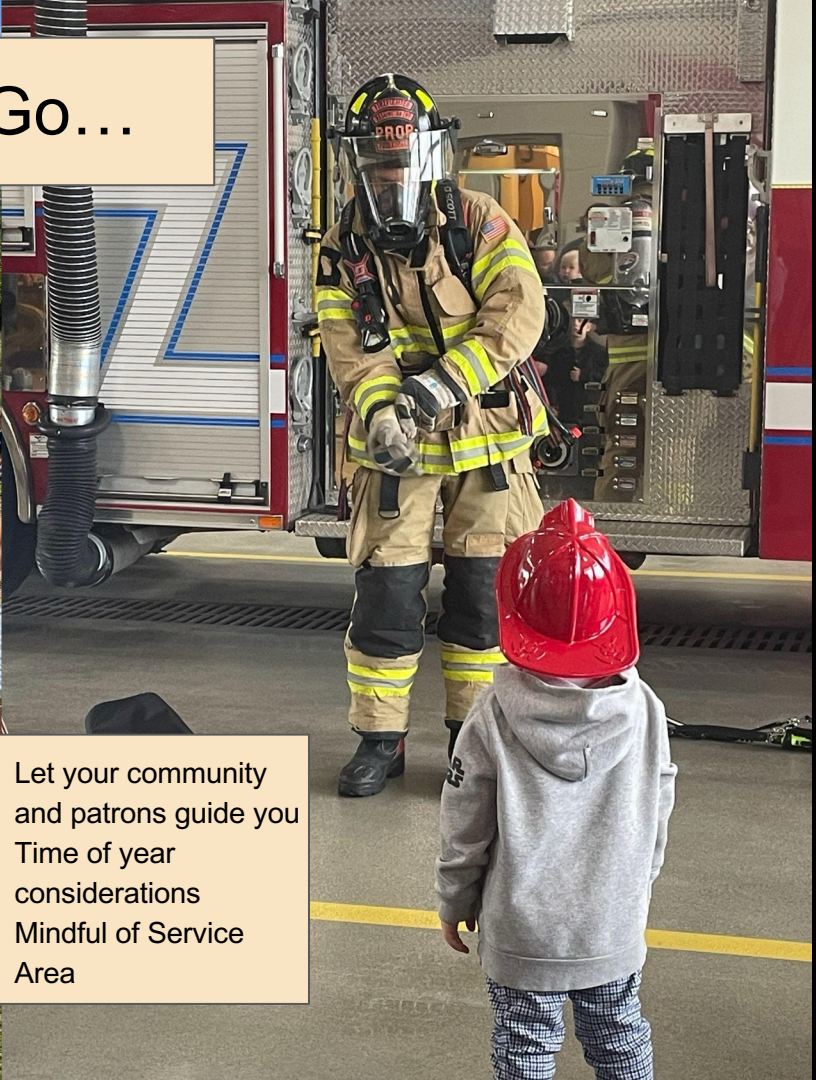
★ Concerts

Why We Took Storytime on the Road

- A way for librarians to connect with patrons outside the library walls
- A way for patrons to connect with each other and with the people in their community who provide goods and services
- To meet people where they are
- Provide a free experience at locations in the community



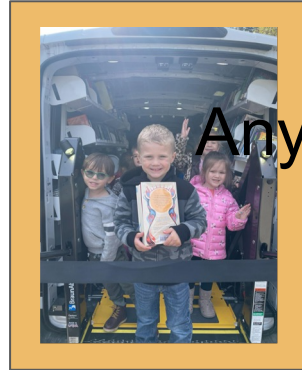
Deciding Where to Go...



- Let your community and patrons guide you
- Time of year considerations
- Mindful of Service Area

Examples

Schools
Museums
Galleries



Any other ideas?



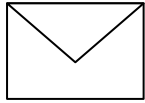
Farms
Orchards
Farmers' Markets
Parks



Theaters
Laundromats
Fire/Police Stations

Reaching Out

Already a connection to the library?



Outline the reasons for the partnership and the possibilities of what the event could look like

- Expand Awareness
- Experiential Learning
- Community Connections



Rejection is inevitable. It's how we handle it that matters!

Preemptive

- Address concerns and questions
- Be willing to compromise
- Include host in planning the day's events, see their vision

Response

- Always remain kind and appreciative
- Don't burn your bridge!
 - **This** may not work but something else might in the future

They said YES! - Now what?

- ★ Pre-Event Visit
- ★ Determine a date and time for the program
- ★ If outside, consider a rainout date
- ★ Marketing
- ★ Plan your storytime



The pre-event visit provides a visual guide and opportunity to discuss logistics...



Parking



Strollers



Bathrooms



Seating



Headcount



Fees



Signage

Don't forget the mobile library!





ROMEODISTRICT LIBRARY
educate enrich entertain

FAMILY STORYTIME

Tuesdays at 10:30 am

June 13
June 20 at Crooked Creek Farm
June 27
July 11 at Romeo Lavender Farm
July 18
July 25
August 1
August 8 at Westview Orchards
(registration required for Westview storytime)



Unless otherwise noted, storytime takes place at Graubner Library and weather permitting, will be outside on the lawn.

33004 Van Dyke, Washington
(586) 752-0603 www.rdl.org

Schedule Flyer

- Regular Storytime Schedule
- Specifically Noted Changed Locations
- Mentioning Registration When Relevant

Clearly Display Regular Location to avoid confusion





STORYTIME ON WHEELS

Storytime is visiting
Crooked Creek Farm Dairy
June 20th at 10:30 am

Rainout Date: Tuesday, June 27th at 10:30am

Bring the whole family to storytime this summer! Stories, music, movement activities and more will celebrate reading in our community. If desired, bring blankets or cushions for more comfortable seating. Afterward, visit the petting farm or the ice cream shop! No registration required.



Crooked Creek Farm Dairy
75960 Brown Rd, Romeo, MI 48065

**ROMEO
DISTRICT
LIBRARY**
educate enrich entertain

For more information,
call the library at 586-752-0603.



Regular Flyer

- Logos
- Address and time/date(s)
- Description
- Special Instructions
- Contact Information





STORYTIME ON Romeo Lavender

**DUE TO A FAMILY EMERGEN
BE HELD TUESDAY, JULY T**

Bring the whole family to storytim
Stories, music, movement activities and
reading in our community. If desired, brin
for more comfortable seating. Afterward
grounds of the farm! No registrat
Romeo Lavender Far
80800 Van Dyke Rd, Bruce Towns

For more information,
call the library at
586-752-0603.



- Immediately confirmed rainout date
- Changed all flyers, online adverts, and social media
- Contacted patrons as best as we could



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wrestle with.

planned date
te. Keep

- When changing date, advertise **everywhere** (programs, online, etc.)
- Make the new date stand out



STORYTIME ON WHEELS

Sunflower Days @

Westview Orchards & Winery
on August 8th at 10:30 am

Rainout Date: August 22nd at 10:30 am

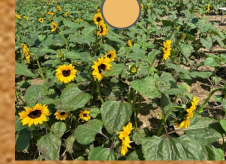
Bring the whole family to storytime this summer! Stories, music, movement activities and more will celebrate in our community. Afterward, enjoy Westview's Sunflower Events!

Registration begins Tuesday, July 18 at 9:00 am by calling the library at 586-752-0603 x5. Participants who register receive free admission to the farm. Others can still join at a discounted rate of \$6 per person (2 and under are free).



Registration

- List with names and numbers



The logistics of

- Who is covered
- How much is covered
- How it is covered
- How to keep track

are all policy dependent!

ceptable



registration clearly

ow to receive covered

attendance

at to do if attendance

not be covered

Calling to register creates a space to provide answers!

ROMEO DISTRICT LIBRARY
RDL ON WHEELS

WASHINGTON TWP
FIRE DEPARTMENT
MI

STORYTIME ON WHEELS - WASHINGTON FIRE STATION #1

Visit Washington Fire Station #1 for a storytime and tour. Registration starts Tuesday, January 2 by calling the library at 586-752-0603 x5.

FRIDAY, JANUARY 19
10:30 AM

11300 27 MILE ROAD
WASHINGTON, MI
48094

ROMEO DISTRICT LIBRARY
educate enrich entertain

Indoor Example

- Address
- Activities/Tour
- Registration/Contact Information
 - List for registered
 - Waitlist

Having people call to register lets you:

- Explain itinerary
- Keep a confirmed attendance list
- Give host an expected count for their plans (gifts, etc.)





Theme:
Location-Based

Length:
Mindful of Activities

List of Supplies:
Microphone
Stereo
Bubble Machine
Carpet Squares

**For mobile libraries
or packed
inventory:**
Match to the theme!

Host Speech

Arrive Early!





FROM: Heidi and Sydney @ Romeo District Library . Org

TO: MLA Spring Institute 2024

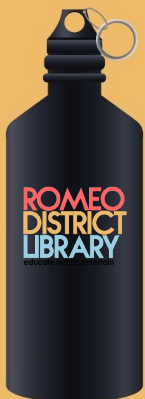
SUBJECT: Communication is Key!

Reminder:

Send out a reminder before the event

A thoughtful thank you goes a long way

Email, call, or a handwritten note all work!



Know that anything can happen!

“Community-led work is not prescriptive; thus, there is no one how-to for this type of work.” [Public Libraries Online | 2013](#)





Reach Out!

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