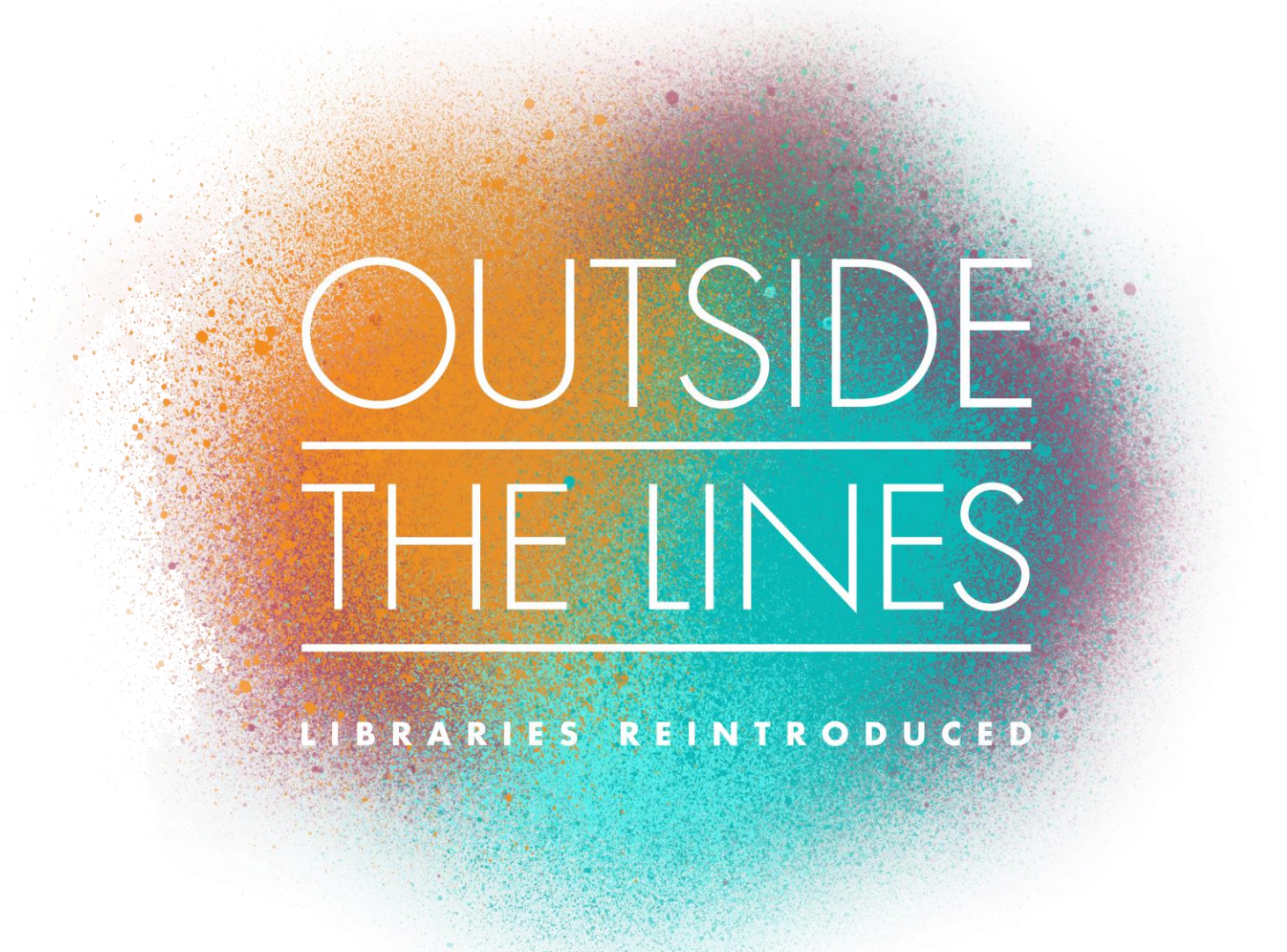


OUTSIDE THE LINES

An initiative to help achieve
your organizational goals

#getOTL





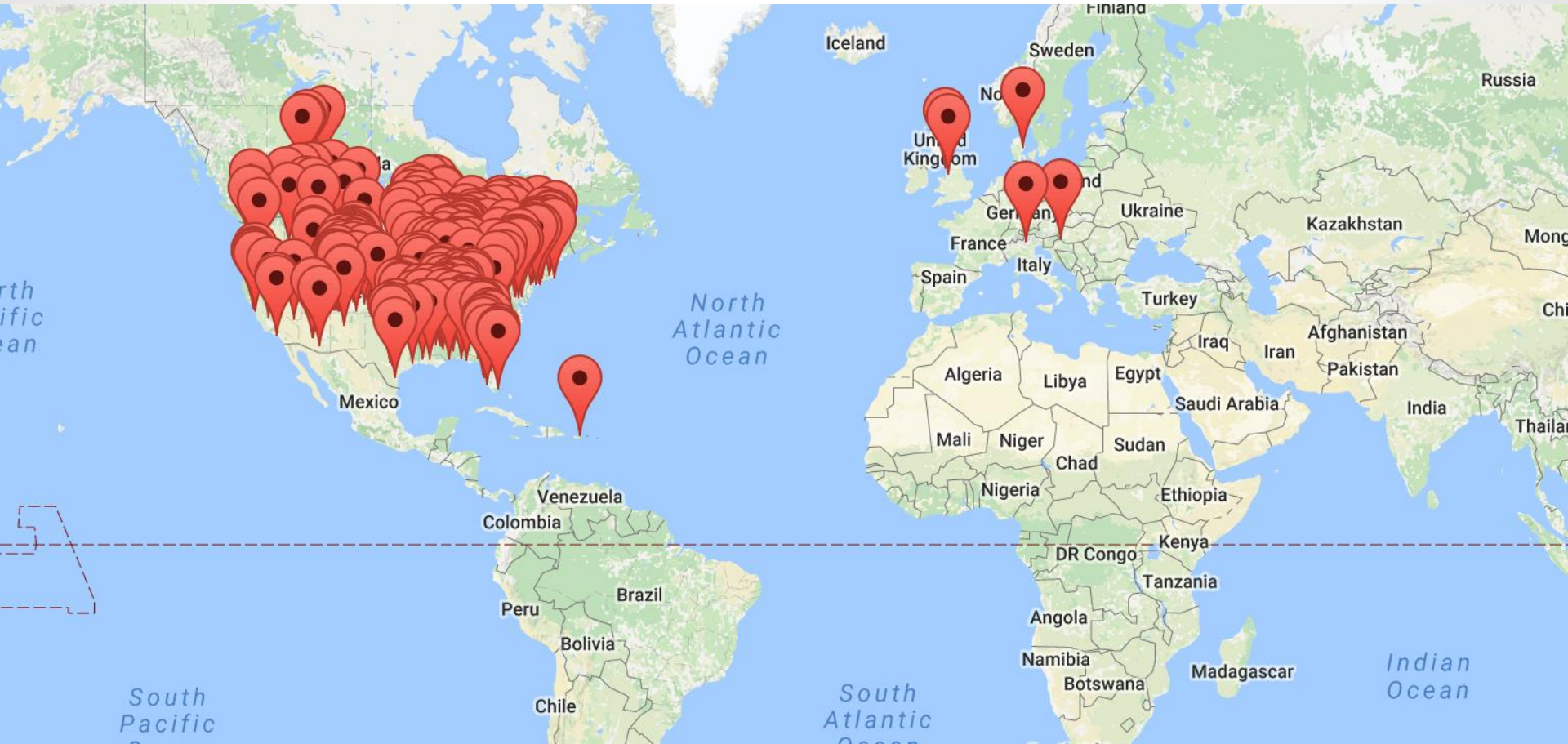
OUTSIDE
THE LINES

LIBRARIES REINTRODUCED

Sept. 10-16, 2017

1. Gets people thinking – and talking – about libraries in a different way
2. Showcases the library out in the community as well as in the library
3. Highlights how your library is relevant to people's lives
4. Represents your local community
5. Is active versus passive – gets people engaged
6. Is extraordinary and unexpected
7. Most importantly, is fun!

#getOTL



#getOTL

#getOTL in action



BernardsvilleLibrary

@BvilleTweets

 Follow

Going [#OutsideTheLines](#) w/adult storytime at Senior Wellness Ctr, BR, on 9/21, 10AM. Actor's Equity performer![#getOTL](#)

10:28 AM - 19 Sep 2016

  3  4

#getOTL in action



Vail Public Library

July 28, 2016 · 🌐

Babysitter backpacks have been delivered! We created these backpacks to help our communities hotel guests and [#getOTL](#)





WHY PARTICIPATE IN OUTSIDE THE LINES?

- Shift perceptions of libraries in our communities and help them understand their relevancy
- Publicity on a state and national level
- Experiment and pilot new services
- Establish new partnerships
- Meet organizational goals and objectives

USING
OUTSIDE THE LINES TO
ACHIEVE YOUR
GOALS

#getOTL



anythink™

A REVOLUTION OF RANGEVIEW LIBRARIES



anythink

A RANGEVIEW LIBRARY

7611



POLL #1: Does your
library system have
set goals?

#getOTL

QUESTIONS TO CONSIDER

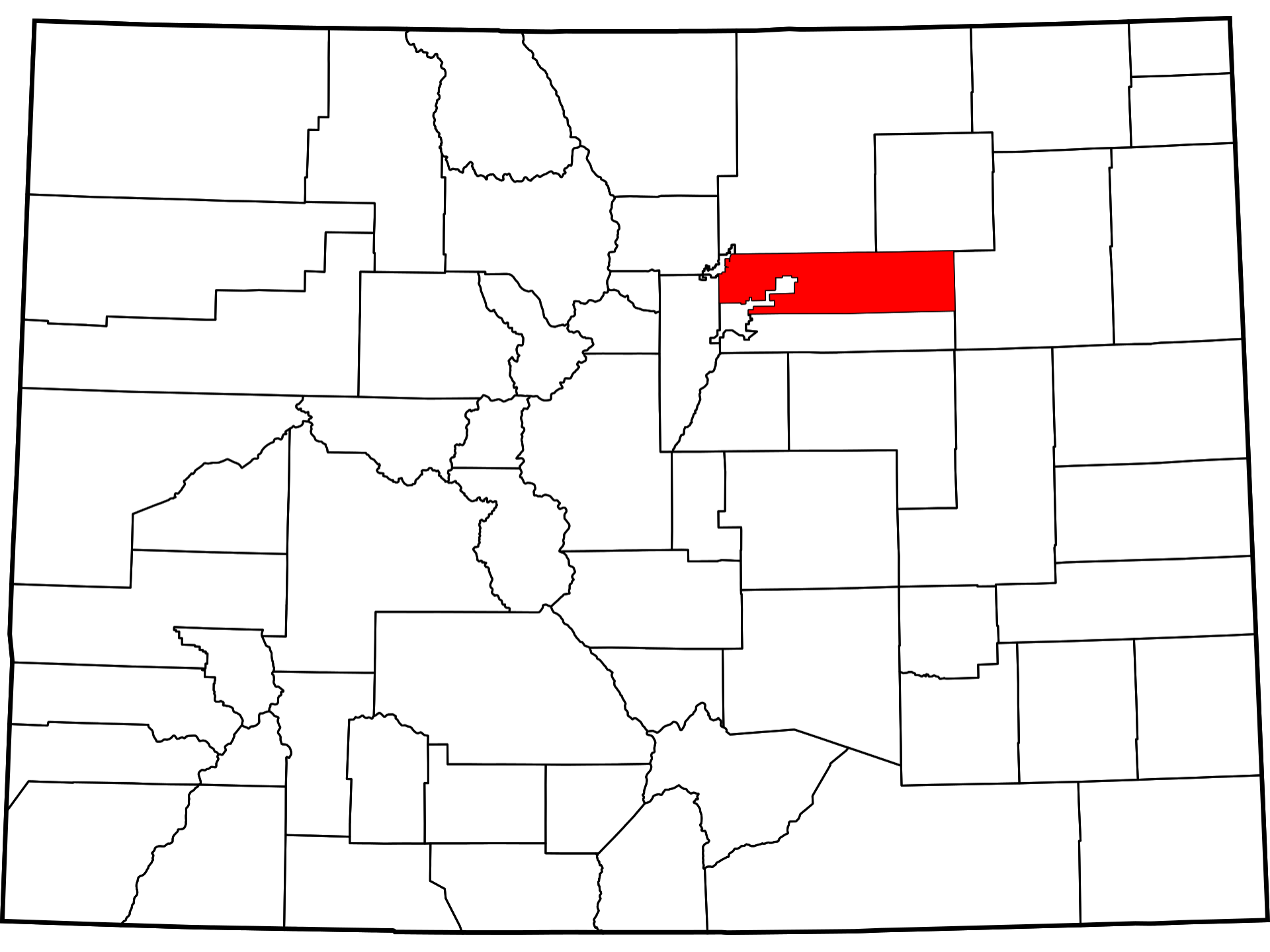
- Is there a specific audience you're hoping to reach?
- Is there a specific organization you've been wanting to work with?
- Is there a program you've been looking to pilot or test?
- Is there a service you've been hoping to promote?

POLL #1: Does your
library system have
set goals?

#getOTL

POLL #2: If your library does set goals, do your staff know what they are?

#getOTL



ANYTHINK OTL GOALS 2016

Build community
Target new residents
Listen/gather stories

#getOTL



BLOCK PARTY



GOAL #1

Build Community

#getOTL

The best partnerships are
those where both parties
equally benefit.

#getOTL





GOAL #2

Target New Residents

#getOTL



Cartoon



GOAL #3

Listen/gather stories

#getOTL





GET
to
know
YOUR
neighbor

POLL #2: If your library does set goals, do your staff know what they are?

#getOTL



58
BRONCOS
WHAT DO YOU THINK?
MARIAN
2018

anything
BRONCOS
WHAT DO YOU THINK?
MARIAN
2018

BRONCOS
4
WHAT DO YOU THINK?
MARIAN
2018

WHAT DO YOU THINK?
MARIAN
2018

AMERICAN FOOTBALL CONFERENCE
CHAMPIONS
WHAT DO YOU THINK?
MARIAN
2018

BRONCOS

BRONCOS
FOOTBALL
WHAT DO YOU THINK?
MARIAN
2018

Super Bowl
Champions
WHAT DO YOU THINK?
MARIAN
2018

HOW HAVE SMALLER
LIBRARIES USED OTL
TO ACHIEVE THEIR
GOALS?

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Delta County Libraries

Population served: 25,000-99,000

Goal: Build awareness of
their seed library

#getOTL



SAT
M
J
More
Around

OPEN



Pine River Library

Population served: 5,000-9,000

Goal: For the public to understand that the library is “a community living room”

#getOTL





Berthoud Community Library District

Population served: 10,000-24,000

Goal: Build partnerships

#getOTL



Berthoud Community Library District added 2 new photos —
with Diane Pugh at Berthoud Community Library District.
September 23, 2016 · Berthoud, CO ·

We are happy to announce the winners for the Know Your Community Challenge, Kathy and Diane! Kathy was our first prize winner and received \$50.00 and Diane was our second prize winner and received \$25.00 Thank you so much for participating! [#getOTL](#) [#Berthoud](#) [#Berthoudlibrary](#)



Dolores Public Library

Population served:
Under 1,000

Goal: Highlight non-
traditional circulation items
& celebrate anniversary

#getOTL



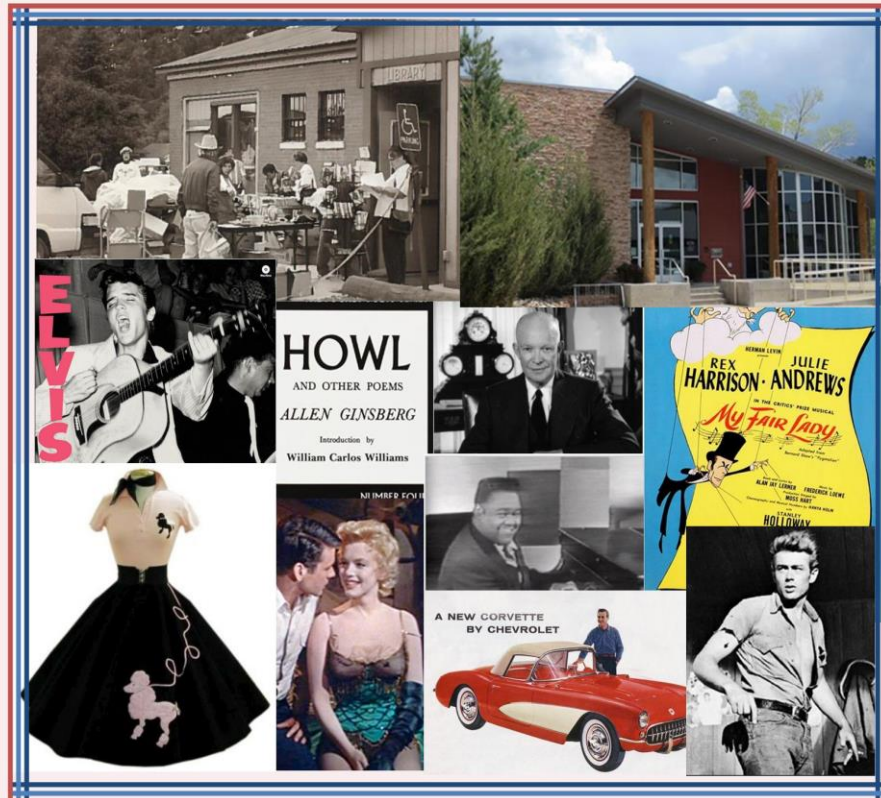
**Dolores Public Library's
60th Anniversary Party:**



Celebrate 1956!

Saturday, Sept. 17 from 1-4 p.m.

Join us out front of Dolores Public Library for a 1956 themed-anniversary party:
1950s music, a dance-a-thon, '50s trivia, a costume contest, kids games, & free food
celebrating 60 years of the library serving the community!





LET'S BRAINSTORM

#getOTL

QUESTION #1

WHO ARE YOUR
DREAM PARTNERS?

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QUESTION #2

WHAT PROGRAM OR
SERVICE WOULD YOU
LOVE TO PROMOTE?

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QUESTION #3

WHAT AUDIENCE
HAVE YOU BEEN
WANTING TO
TARGET?

#getOTL

Q&A

#getOTL