

EBD # 12.48
2011-2012

TO: ALA Executive Board

RE: *Office for Literacy and Outreach Services update*

ACTION REQUESTED/INFORMATION/REPORT:

Information only

ACTION REQUESTED BY:

CONTACT PERSON:

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DRAFT OF MOTION:

DATE: *June 1, 2012*

BACKGROUND:

Summary of OLOS Activities since the January 2012 Executive Board Report

Attachments:

Report

Office for Literacy and Outreach Services (OLOS) Update

Events at the 2012 ALA Annual Conference

The Committee on Rural, Native and Tribal Libraries of All Kinds will host two programs at the 2012 ALA Annual Conference. "Advocacy and Fundraising for Your Rural and Tribal Library" (Saturday June 23, 1:30-3:30pm, Anaheim Convention Center 209 B) will highlight the Frontline Fundraising Toolkit, the Small But Powerful Guide to Winning Big Support for Your Rural Library, and the Guide to Building Support for Your Tribal Library. "Building and Sustaining Strategic Plans and Partnerships in your Rural or Tribal Community" (Sunday June 24, 10:30-12:00noon, Anaheim Convention Center 209 B) will feature representatives from the Association for Rural and Small Libraries, the International City/County Management Association, and the PEARL (Promoting & Enhancing the Advancement of Rural Libraries) Project at the University of North Texas.

The Committee on Literacy will host "Literacy for All: Adults Learners @ your library," (Saturday June 23, 10:30-12:00noon, Anaheim Convention Center Room 208 B) focusing on how public libraries in diverse communities deliver, promote, fund, and sustain literacy services for adult learners, both native English speakers and English language learners. The Committee will also co-sponsor, with the Digital Literacy Taskforce "Digital Literacy at the Front Lines of Library Service: Issues, Challenges and Opportunities" (Monday June 25, 10:30-12:00noon, Anaheim Convention Center Room 202 B)

The OLOS Advisory Committee will welcome Carol Brey-Casiano to deliver the 2012 Jean E. Coleman Library Outreach Lecture (Monday June 25, 8:00-10:00am, Anaheim Convention Center Room 206 A). The OLOS Advisory Committee will also host the 2012 Diversity and Outreach Fair (Saturday June 23, 3:00-5:00pm, Anaheim Convention Center Exhibit Hall 3) with 34 exhibits of diversity and outreach in action on display.

Bookmobile Saturday (June 23) will explore service beyond the library walls with two learning sessions, "Serving Communities Outside the Walls of the Library" (8:00-10:00am, Anaheim Convention Center 206 A) and "Outreach as a Core Principle" (10:30-12:00noon, Anaheim Convention Center 203 B), an author luncheon with Gerald Chertavian founder of Year Up (12:30-1:30pm, Anaheim Convention Center, 303 C), and the annual Parade of Bookmobiles (3:00-5:00pm, Anaheim Convention Center Exhibit Hall 3) happening in conjunction with the Diversity and Outreach Fair.

Toolkits

The Office for Literacy and Outreach Services continues to promote its toolkits to help improve outreach efforts in libraries. Available toolkits include "Literacy for All: Adult Literacy @ your library," "The Small But Powerful Guide to Winning Big Support for Your Rural Library," "How to Serve the World at Your Library," "Guide to Building Support for Your Tribal Library," and "Keys to Engaging Older Adults @ Your Library." OLOS continues to promote "TRAILS: Tribal Library Procedures Manual," "The Librarians Guide to Gaming," and the "Handbook for Mobile Services Staff."

The Committee on Literacy and the OLOS Advisory Committee introduced the new “Literacy for All: Adult Literacy @ your library” in April 2012. This new toolkit helps libraries add, expand and advocate for adult literacy services at the library. The revised toolkit is available for free to ALA members. Funding for the production of the toolkit was provided by the Dollar General Literacy Foundation through the “American Dream Starts @ your library” program.

The Social Responsibilities Round Table and the OLOS Advisory Committee will be reviewing a new toolkit for library services for people experiencing homelessness. With the approval of these two member groups, the toolkit should be available in the Fall of 2012.

National Bookmobile Day

Wednesday April 11, 2012 saw the third celebration of National Bookmobile Day (NBD), a collaborative effort between ALA, the Association of Bookmobile and Outreach Services (ABOS), and the Association for Rural & Small Libraries (ARSL).

As in years past, the emphasis for OLOS’ National Bookmobile Day was to provide librarians with the tools to stage and publicize their own events. For 2012, OLOS revitalized its National Bookmobile Day online resource center (www.ala.org/bookmobiles) with fresh, customizable publicity materials, including flyers, sticker templates, bookmarks, logos, and PR templates (including a press release, letter-to-the-editor, and proclamation). To help librarians get the most use out of these materials, OLOS produced a blog post on OLOS Columns Blog (olos.ala.org/columns) with ideas and tips on using the customizable materials, crafting a communications strategy, and pitching local media.

OLOS again worked with the Public Information Office to craft a national press release, which was in turn sent out to library trade publications and the general media – as well as American Libraries Direct and ALA News. National Bookmobile Day was also promoted in National Library Week 2012 materials, ensuring prominent placement. Additionally, American Libraries Magazine assisted with promotion, working to produce an article on its Web site (“Bookmobiles: A Proud History, A Promising Future,” 4/11/12) and creating a popular bookmobile interest board on Pinterest.

The National Bookmobile Day’s social media efforts continued to evolve and become the hub of NBD activity. These efforts centered around the NBD Facebook page, www.facebook.com/bookmobileday, which saw an increase from about 890 ‘fans’ last year to almost 1,017 as of mid-April. A major push this year was towards increasing social media engagement. A highlight of that effort was the Why We Love Our Bookmobile online video celebration on YouTube, where 16 libraries from across the country submitted videos highlighting their bookmobile services and providing inspiration to other mobile outreach professionals, which were in turn featured on Facebook.

OLOS Columns Blog

OLOS continues to share and promote information via the OLOS Columns Blog. The Committee on Rural, Native and Tribal Libraries of All Kinds has initiated a much needed—and much circulated—project on the OLOS Columns Blog highlighting leadership skills in rural libraries. The series of posts features short articles from rural library leaders discussing the unique leadership opportunities in rural and tribal librarianship.

Presentations/Exhibiting

OLOS presented at the 2012 Tennessee Library Association Conference, March 21-23 in Knoxville, Tennessee.

OLOS exhibited and presented at the Association for Tribal Archives, Libraries, and Museums (ATALM) 2012 International Conference of Indigenous Archives, Libraries and Museums, June 4-7 in Tulsa, Oklahoma.

New Learning Resources

OLOS has begun updating each of the pages for its identified outreach areas ([Adult New and Non-Readers](#), [GLBT People](#), Incarcerated People and Ex-Offenders, [Older Adults](#), [People of Color](#), People with Disabilities, [Poor and Homeless People](#), Rural and Tribal Communities, and Bookmobile Communities). New content will provide greater statistical information to justify the needs of the community, explanation of the equity of access issues faced by each community, ALA resources, member groups, and ALA policies addressing the community.

American Dream Starts @ your library

In May 2012, ALA/OLOS received a third round of American Dream funding from the Dollar General Literacy Foundation. As in the previous two rounds, OLOS will continue to fund public libraries in Dollar General communities providing literacy services for adult English learners and their families. Funds will also be used to develop and promote web-based content and professional development opportunities for all libraries and librarians serving adult English language learners.