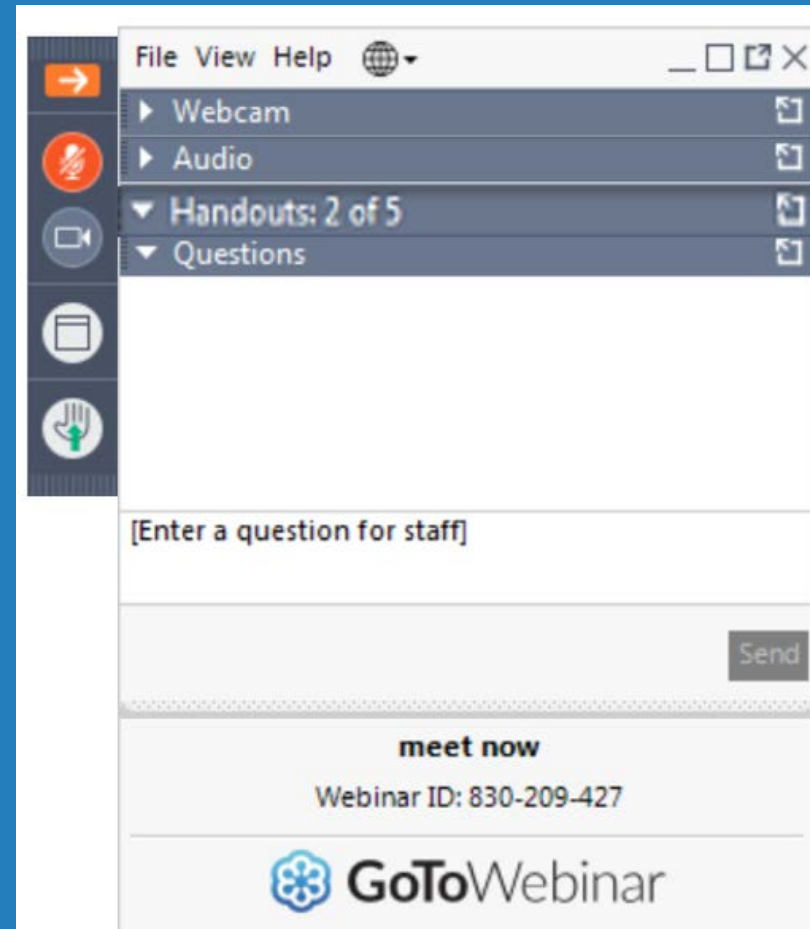


GoToWEBINAR LOGISTICS

All attendees are in “Listen Only” mode to minimize background noise.

Please locate your GoToWebinar control Panel to ask questions and download The handout.

If you do not see the full control panel, look in the upper right corner of your monitor for a small orange arrow that is pointing to the left. Click the arrow to expand your control panel.



Download
Handouts & Ask
Questions



FORSYTH COUNTY PUBLIC
LIBRARY

BEST PRACTICES IN LIBRARIES & COMMUNITY PARTNERSHIPS

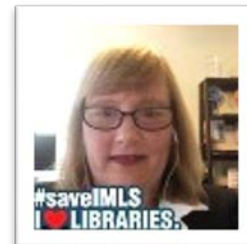
Profiles from Forsyth County Public Library
Cumming, GA

Hosted by



www.tutor.com/libraries

WE'RE PLEASED TO MEET YOU.



HELLO
My name is
Paula



HELLO
My name is
Tracy



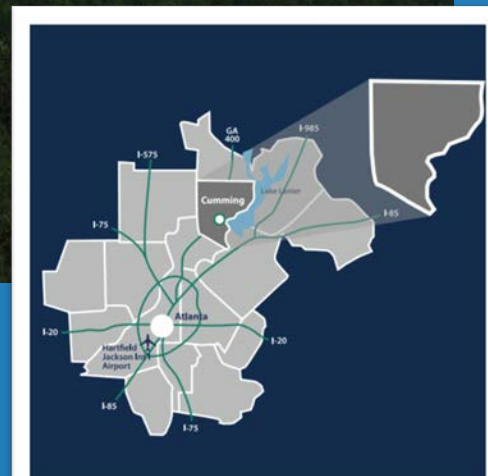
HELLO
My name is
Sarah



WHY PARTNER?



P
A
U
L
A



Library Goals:

Serve entire community of 221,000 residents over 247 sq. miles

Deliver a transformational experience

Champion literacy and lifelong learning

Image Credit: Cumming-Forsyth County Chamber of Commerce

REKINDLING A SPARK WITH LOCAL SCHOOLS



PAULA



The Challenge:

Reaching students, parents, and teachers with new and valuable services

How We Did It:

Make library cards free and appealing

Free tutoring

MY FIRST LIBRARY CARD



P
A
U
L
A



Steps & Strategies:

- Policy change
- Recruit a media partner
- My First Library Card Art Contest

Lessons Learned:

- Technical Limitations
- Data Privacy & Security
- Promotional Efforts

FREE TUTORING



P
A
U
L
A



Steps & Strategies:

Accelerated promotional plan

Grassroots outreach to teachers, counselors, and parents

Lessons Learned:

Stay top-of-mind

Leap over the language barrier

Keep up with SAT/ACT testing calendar

HIGHER EDUCATION & ADULT PROGRAMMING PARTNERSHIPS



P
A
U
L
A



The Challenge:

Get adults to use the library for learning and for pleasure

How We Did It:

Present joint programs on trending topics

Make library cards accessible & desirable

Lessons Learned:

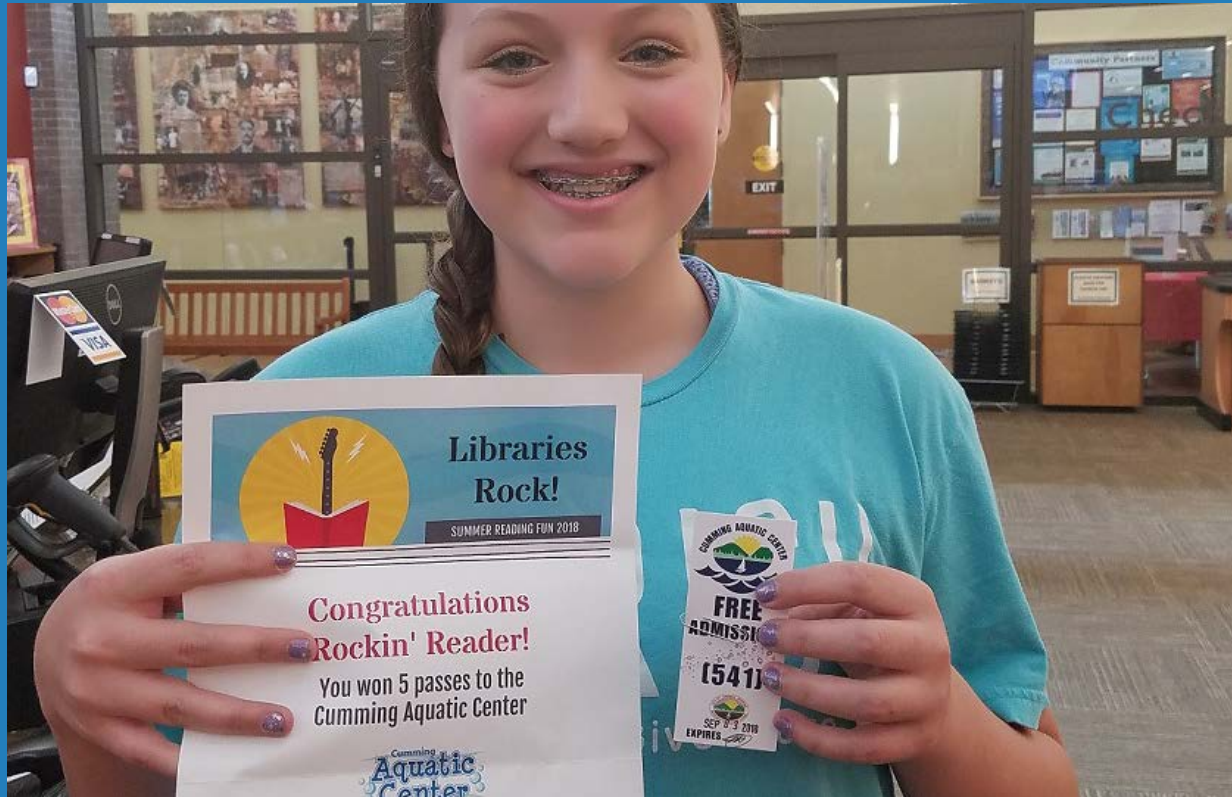
Plan ahead to avoid review board pitfalls

Issue MOUs for shared costs or responsibilities

SUMMER READING



T
R
A
C
Y



The Challenge:

Prevent “summer slide” in students and create incentives for whole community to read

How We Did It:

Restructured program with new software

Super-charged prize menu with help from 35 local business partners

SUMMER READING



T
R
A
C
Y



Steps & Strategies

- Approach donors & partners
- Promotional Plan
- Measure success

Lessons Learned

- Start early
- Approach donors with specific requests
- Include donors and partners in promotional efforts

LEAP INTO LITERACY



T
R
A
C
Y



The Challenge:

An increasing number of students, particularly from low-income homes, were unprepared to enter Kindergarten

How We Did It:

Find partners who can reach target audience

Develop materials & programs

Promotional Efforts

LEAP INTO LITERACY



T
R
A
C
Y



Lessons Learned:

Choose program location carefully

Seek out donors to offer meals

Recruit volunteers

OUTREACH PARTNERSHIPS



The Challenge:

Put the Library's Strategic Plan into action across the community

How We Did It:

Identify barriers to using the library

Find long- and short-term partners who can help us reach underserved portions of the community

Pop•Up Library

Image Credit: Forsyth County Sheriff's Office

LONG-TERM PARTNERS



Steps & Strategies

Reach residents at all ages and stages inside and outside the library

Secure resources as needed

Lessons Learned

Cultivate a strong Friends organization

Special considerations for detention facilities

SHORT-TERM PARTNERS & EVENTS



Steps & Strategies

Expand awareness of library services with outreach at preschools & elementary schools

Join civic clubs, expos, and community events

Lessons Learned

Track efforts & measure success

POP•UP LIBRARY



Steps & Strategies

Select supplies and materials for variety of audiences

Find events and locations

Lessons Learned

Soft launch and equipment testing

Solicit help from colleagues

FUNDING PARTNERS



Image Credit: Forsyth County Government

The Challenge:

Continually demonstrate the value of library services to tax payers to maximize funding

How We Did It:

Manage your budget

Attend municipal meetings

Compete for special funds

FUNDING PARTNERS



P
A
U
L
A



Lessons Learned:

Over-prepare

Communicate, even when you're not seeking funds

Acknowledge contributions

Q & A



P
A
U
L
A



T
R
A
C
Y



S
A
R
A
H



Live long and partner...um, prosper.

For more information about how your library can partner with Tutor.com, please visit www.tutor.com/libraries or contact us at ClientSupport@tutor.com.

