Community Outreach and Relationship Building

A CLLS WEBINAR
Community Outreach & Relationship Building

Presented by

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I wish I would have known . . .

how important it is to go out into the community and build personal connections . . . right away.

that relationships matter – in your library system; your community; with your legislators; and other literacy providers.

the importance of the many community connections which have been established over the years. Although personnel may change at these agencies and organizations, it’s important to continue to forge connections and reintroduce our services to newcomers. This can be a labor-intensive task, but it’s worth the time.
CLLS Legislation Requirement 2a:

Seek community and local government awareness of and support for the program and develop a local commitment of resources for the program’s continuation.

Community Outreach

Collaboration & Partnership Building

Advocacy
First Things First

IT STARTS WITH YOU, PERSONALLY.

What’s your story?

What’s your experience?
How has literacy touched you?
Where is your passion?
PERSONAL REFLECTION MOMENT

WHAT IS YOUR STORY?

PLEASE PAUSE THE WEBINAR WHILE YOU REFER TO THE WORKSHEET IN YOUR PACKET.

WHEN YOU’RE READY, CONTINUE ON WITH THE NEXT SLIDE.
Let’s talk about your library, and your community.

How do your literacy services fit the library’s mission?

How does that fit into the community?

What makes your program special? Unique?
Yes, your program is unique.

How do you know?
PERSONAL REFLECTION MOMENT

WHAT IS YOUR PROGRAM’S NICHE? WHAT MAKES IT SPECIAL?

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Them who?

Education
Business
Service clubs
Political representatives
Health clinics – social determinants of health
And many more
Now let’s talk about “them.”

How can you get others to care about adult literacy?

You can’t.

Find out what they do care about. Show how adult literacy supports it, how it ties in.
Charlene Brown,
Jefferson County Public Schools, Louisville, Kentucky
Do Some Research

Newspapers
Websites
Talk with others
Observe, listen
Google
PERSONAL REFLECTION MOMENT

WITH WHOM DO YOU WANT TO CONNECT?

What do they care about? How can what you do support what they do?

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WHEN YOU’RE READY, CONTINUE ON WITH THE NEXT SLIDE.
Strategies to Connect

➢ Meetings
➢ Networking opportunities
➢ Invite to events
➢ Go to their events
➢ Make presentations
➢ Personal Visits – maybe coffee or lunch
➢ Ask for suggestions, introductions
A Word about Advocacy

It is a lot easier to engage people in advocacy if you’ve already made connections and developed relationships.

Make friends *before* you need them.
Thank you for your attention

“If you want to go fast, go alone. If you want to go far, go with others.”

~ -African proverb