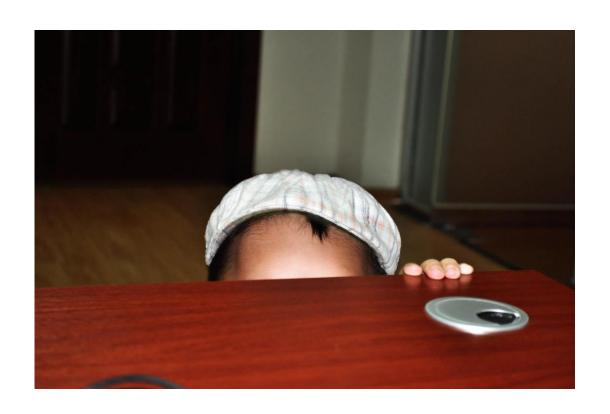
Connecting Locally: Small Libraries

MICHAEL MAZIEKIEN
KENILWORTH PUBLIC LIBRARY

Your Seat at the Table



Your Seat at the Table



← Me.

Four Years Ago...



Four Years Ago...



Meet and Greet





Meet and Greet

- ▶ Who was there:
 - ► Retired Library Staff
 - Friends of the Library
 - ► Active Library Patrons
 - ► Cool People Who Enjoy Free Cookies
 - = Library Supporters!

Meet and Greet

What I Wish I Knew

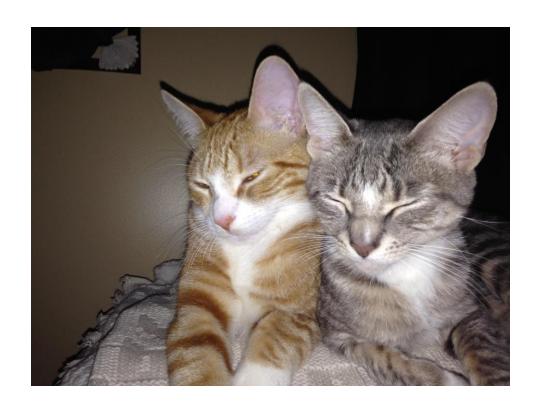
- ► Libraries are often isolated
- Outreach starts with you
- You need to forge connections
- You may not have much help

What I Wish I Knew

► Establish connections ASAP

Forging a positive relationship early on will help you navigate tough situations later

In Other Words...



Teaming up with your stakeholders now

In Other Words...



will be valuable in budget negotiations later.

- ► Elected Officials
 - ► Mayor/Council or Commission
 - ► County Freeholders/Executives
 - ► State Assembly and Senate Members
 - ► Federal Representatives

- ► Elected Officials
 - ► Attend council meetings and work sessions
 - Invite elected officials to library events
 - ► Take part in statewide advocacy initiatives

- Municipal Employees
 - ▶ Clerk
 - ▶ Business Administrator/CFO
 - ▶ Police Chief
 - ► Fire Marshal
 - ► Attorneys

- Municipal Employees
 - ► Engineer(ing Firm)
 - ▶ Department of Public Works
 - ► Recreation Department
 - ► Health Department

- Municipal Employees
 - ► First-name basis
 - ▶ Invitations to library events
 - ▶ Longer tenure than most elected officials

- School Representatives
 - ► Superintendent
 - ► Assistant Superintendent
 - ▶ Principals
 - ► Literacy Coordinators
 - ▶ Guidance/Counseling Staff
 - ▶ Department Heads

School Representatives

School Librarians

- ► School Representatives
 - ► Attend back-to-school nights
 - ► Ask to serve on committees
 - ▶ Set up cooperative activities
 - ► Ask for cross-promotion of services

- Journalism and Media
 - ► Local newspaper editors and reporters
 - ▶ Online local news resources
 - ► Parent advocacy groups

- Journalism and Media
 - ▶ Invite journalists to events
 - ► Advertise on social media
 - ► Follow local social media pages

- Other Organizations
 - ▶ Business Organizations
 - ► Chamber of Commerce
 - Jaycees
 - ► Civic Groups
 - ► Rotary Club
 - ▶ Lions Club

- ▶ Other Organizations
 - ► Historical Societies
 - ► Local Authors
 - Senior Center
 - ► Youth Programs
 - **S**couts
 - ▶4H

- Other Organizations
 - ▶ Set up speaking engagements
 - ▶ Seek sponsorship and cross-promotion
 - ► Most importantly:

- Other Organizations
 - ▶ Set up speaking engagements
 - ▶ Seek sponsorship and cross-promotion
 - ► Most importantly:

What (Who) Comes Next?

- Keep your own list of contacts
 - ▶ Update with new officials
 - ► Maintain regular contact
 - ▶ Use for succession planning

What (Who) Comes Next?

- ▶ If you leave:
 - ► A new, first-time director will not know this
 - ▶ Your Board may not be prepared to assist them
 - Only you can make a difference!