Outreach Worksheet

Step 1: Identify your under-served group
What are some Latino and/or Spanish-speaking communities you and your library are already working with?

Are there some communities you are not working with? Where are some gaps in your library services?

Pick one of the sub-groups you’ve identified to work with today and share it with your group.

Step 2: Form relationships
Who are some key people or groups you might reach out to within your sub-group? Are there any individuals, community groups or other leaders you might reach out to? Who is working with this community now?

List three ways you can reach out to this group:
1.

2.

3.

Write your three examples on the poster
List three specific, open-ended questions you could ask to get to an understanding of the needs of the group, and how you can make a program to help address their needs.
1.

2.

3.
**Next steps**

Based on your current understanding, what are some program ideas you could put on the table to start the conversation?

*Tip: Keep in mind that this is only a conversation starter, and will morph and change (and may be entirely scrapped) after you get to know your under-served community better.*

Work with your community to create goals for a library program or service.

*Tip: Goals are broad statements that indicates what you hope to accomplish and focuses on how a situation will be changed by your project, not on what the project will do.*

**Ask first, then make**

Steps for a better model for under-served communities

1. Identify under-served group

2. Form relationships

3. Identify specific needs

4. Build the program WITH the community

5. Market the program

6. Evaluation