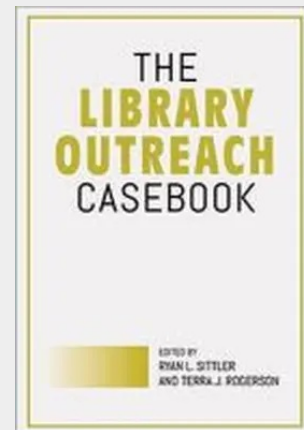


The Library Outreach Casebook

Library outreach can be tough: There's no standard definition of outreach among libraries, and what it consists of differs from institution to institution. Some libraries focus on marketing and advertising services, while others concentrate on relationship building with their constituents. Some focus on fun events to coax people into their facility. The cases in The Library Outreach Casebook provide creative and reproducible formats, ideas, and inspirations, from engaging social media to hosting performances to creating exhibits. Expert chapter authors take you from the beginning steps—determining which tools and resources you need for your outreach efforts—all the way through implementation of a variety of outreach initiatives, and every step in-between. Divided into three sections—Starting Strategies, Programing and Event Planning, and Outreach to Select Populations—this casebook is designed for librarians working in all types of libraries to use as a tool to start or further their current outreach efforts. The Library Outreach Casebook provides readers with many different approaches, formats, and solutions that lead to successful outreach.



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