



# MHLS Early Literacy Cohort

## Successful Partnerships & Outreach to Families with Young Children

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<https://midhudson.org/mhls-early-literacy-cohort-2022/>





# Today:

- Intro
- Community Asset Analysis Review
- Partnerships & Outreach with Special Guest Amy Smith
- Next Steps



A decorative background featuring a network diagram with interconnected nodes and lines, primarily in shades of gray and blue, extending across the top and bottom of the slide.

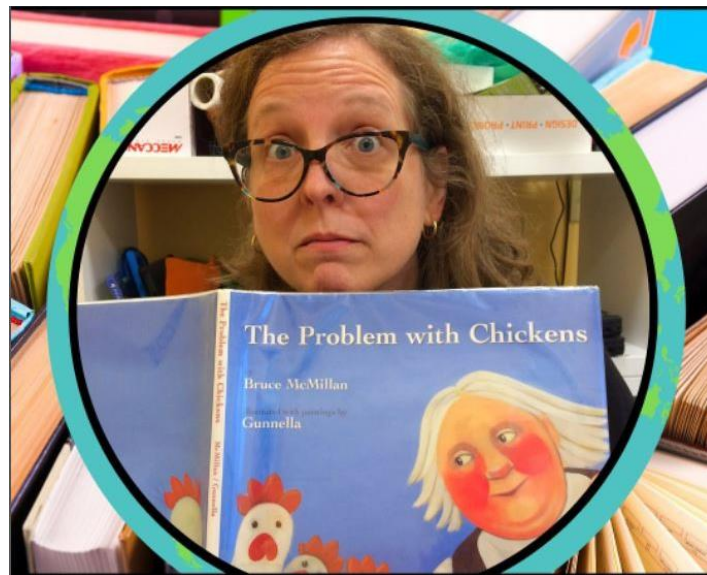
# Benefits of Partnerships

- Leverage Resources
- Broaden Impact
- Increase Awareness & Visibility

**Amy Smith**

**Head of Programs & Youth Services**

**Red Hook Public Library**



# Benefits of Partnerships & Outreach



A background network diagram consisting of interconnected nodes and lines, with some nodes highlighted in blue. The nodes are arranged in a complex, non-linear pattern, suggesting a collaborative or interconnected structure.

# Working Together: 5 Steps to Collaboration

1. Identify potential partners & get together
2. Develop a shared vision
3. Plan & take action
4. Evaluate
5. Continue the collaboration?

A background network diagram consisting of various sized grey circles (nodes) connected by thin grey lines (edges). The nodes are scattered across the slide, with a higher density on the left side. Some nodes have a double-circle effect, and some are highlighted with a light blue glow. The overall aesthetic is clean and modern, representing a collaborative or interconnected environment.

# Working Together: 5 Steps to Collaboration

## 1. Identify Potential Partners & Get Together

- Look for traditional & non-traditional partners
- Communication



# Working Together: 5 Steps to Collaboration

## Possible Partners:

Preschools

Schools

Headstart

Food Pantries

Home school groups

Doctors' offices

Community Centers

Daycare centers

Shelters / domestic violence

Town Recreation Department

Intervention agencies

Health care organizations

WIC

Hospitals

4-H

School districts

Faith based groups

Colleges with education programs

Cultural, language-based groups

# Working Together: 5 Steps to Collaboration

A decorative network diagram in the top right corner, consisting of various sized grey circles connected by thin grey lines, forming a complex web-like structure.

## 2. Develop a shared vision


- What are the goals for each organization?
- What does each organization have to offer?



# Working Together: 5 Steps to Collaboration

A decorative network diagram in the top right corner, consisting of various sized circles (nodes) connected by thin lines (edges). Some nodes are solid grey, while others are hollow white with a grey border. The connections form a complex, interconnected web.

## 3. Plan & Take Action

- Plan with your partner
  - Allow for other viewpoints
  - What activities & tasks are necessary?
  - What are the roles & responsibilities of each partner?
  - Document your plan & refer to it
- 
- A decorative network diagram in the bottom left corner, similar to the one in the top right, showing a cluster of nodes and connecting lines.

# Working Together: 5 Steps to Collaboration

A decorative network diagram in the top right corner, consisting of various sized grey circles connected by thin grey lines, forming a complex web-like structure.

## 4. Evaluate


- Did your project work?
- What can you report to stakeholders?
- Will you do it again?
- Can it be better?



# Working Together: 5 Steps to Collaboration

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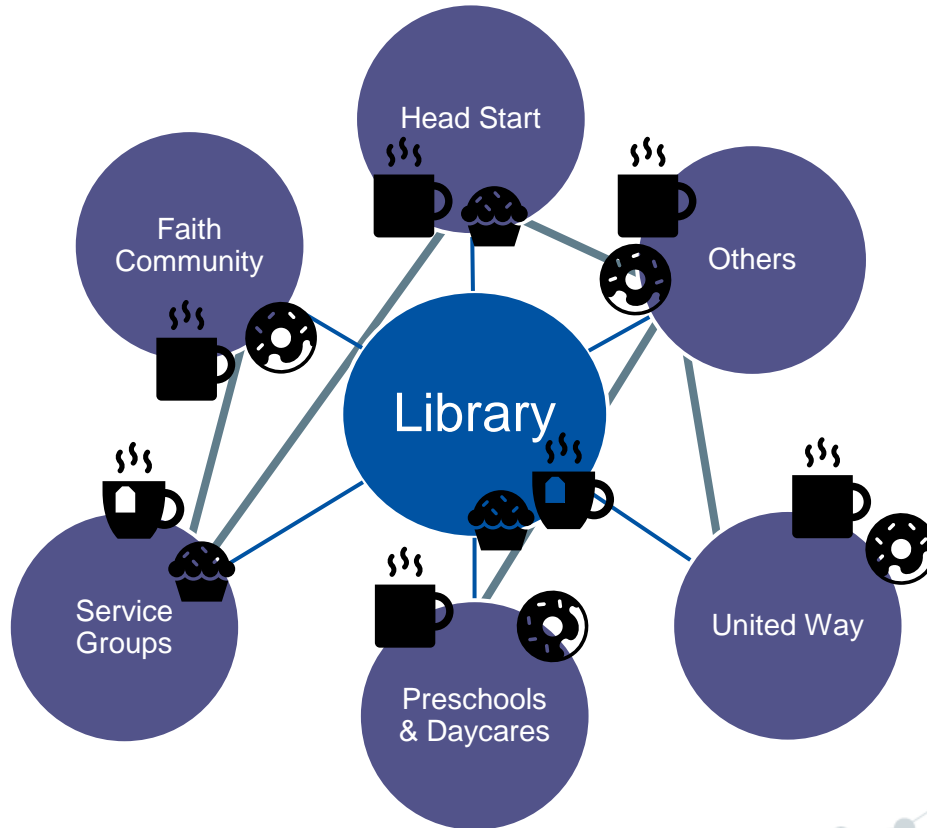
## 5. Continue the Collaboration (or Not)

- Was the project beneficial?
  - Is it sustainable?
  - Maintain communications & relationships
- 
- A decorative network diagram in the bottom left corner, similar to the one in the top right, with grey circles and connecting lines.

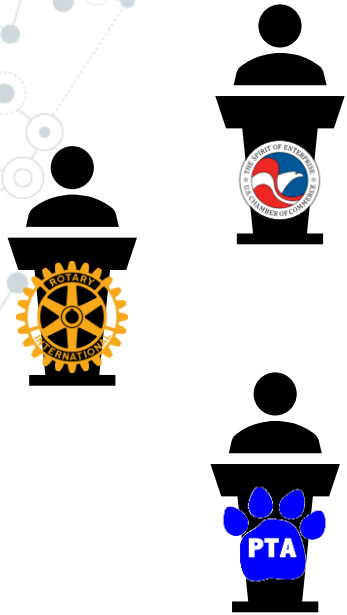
# Partnerships



# Partnerships

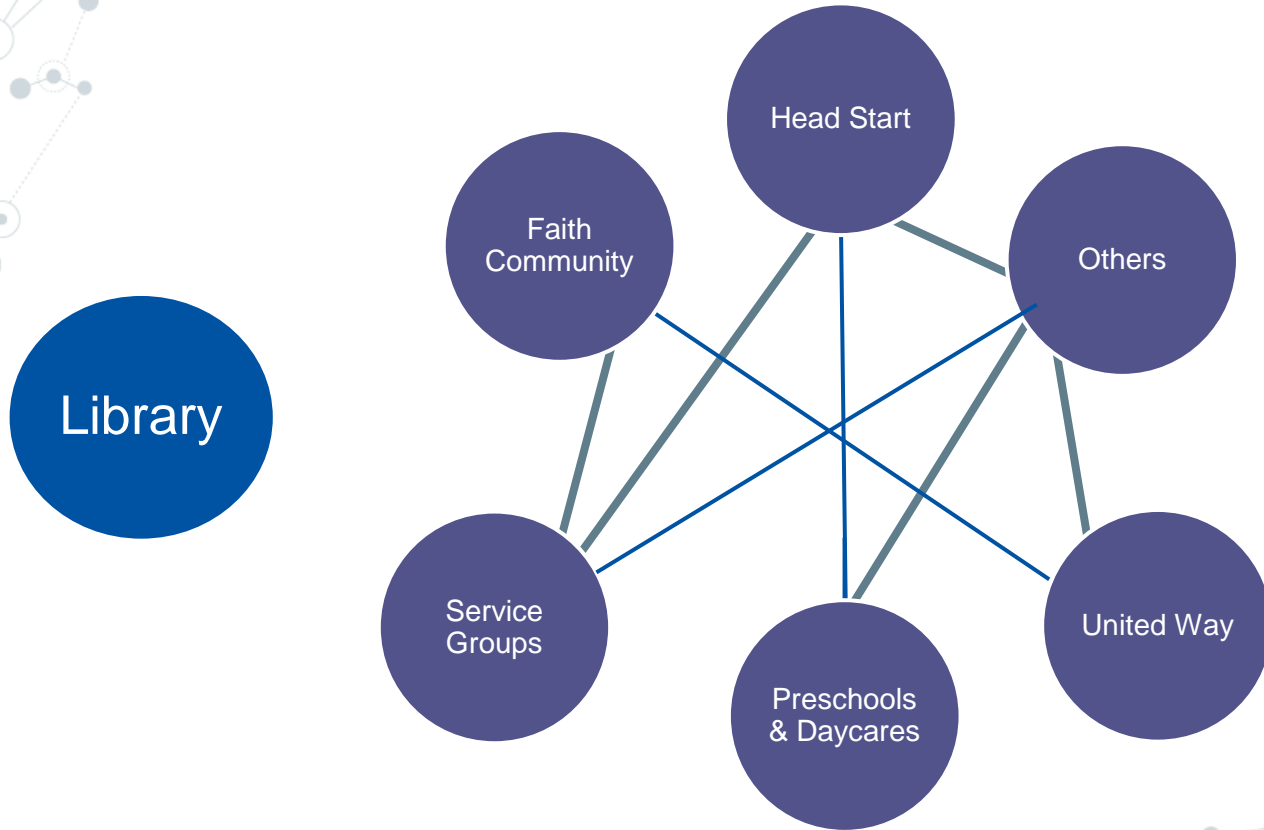


# Partnerships





# Partnerships



# Partnerships



Library

Faith  
Community

Head Start

Others

Service  
Groups

Preschools  
& Daycares

United Way

# Partnerships



# Partnerships



# Reaching Out to Families

## Channels for Connection

- Pushing out on social media / library communications
- Reaching out on social media
- Phone calls
- Connect with new partners / Go where people are
  - Connecting with live & asynchronous groups
- Fliers outside the library
- Talking points for frontline staff
- Word of mouth

# Accessible Programming

- People with disabilities
- Large print promo materials
- Spanish-language materials
- Connectivity
- Geography

*\*TBBL (Talking Book & Braille Library)*

- [Summer Reading Resources for Younger Readers with Print Disabilities](#)

# Outreach Plan

## *21. Early Literacy Partnership & Outreach Plan Worksheet*

Why Statement/Vision Statement (from the Crafting Your Message handout):

Goals:

Objectives:

Evaluation:

Activities and Timeline:

Activities	Date	Who

# Outreach Plan

Activities	Date
Design flyers/brochures/bookmarks about library early literacy programs	Monthly
Print materials to give to partner organizations	Monthly after February
Give materials to partners	Monthly after February
Receive materials from partners and display them in the library	February onward
Get input from youth services staff about Facebook page	January
Create Facebook page	February
Post to Facebook	At least 3 times per week after February
Contact local organizations – early literacy and Spanish focused organizations – about working together	January
Follow up with interested organizations to start discussing how we will work together	February
Plan an early literacy program with at least 1 partner organization for Spanish-speaking families with young children	March
Arrange for space and bilingual materials for program	March
Advertise program – on Facebook and with flyers (bilingual)	March & April
Carry out program	May
Conduct follow up with program participants and partner organization(s)	May
Include early literacy programs in summer reading programming	June-August
Plan Early Literacy Open House	September



# Next Steps:

- Develop Your Outreach Plan
- Identify Your Partner Organization
- **Next Cohort Session:** Planning/Mechanics of Early Literacy Programs - May 18<sup>th</sup>
- **EDI in Libraries Series** - From Diversity to Inclusion: How to Audit Your Collection and Why  
May 19<sup>th</sup> | 2:00 pm - 3:30 pm

[Register](#)



**Contact:**

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**References:**

[Handbook for Strategies for Successful Partnerships and Outreach to Families with Young Children](#)

**Presentation Template Credits:**

[Blue Connections from SlidesCarnival](#)