

## ***20. 1-Year Early Literacy Partnership & Outreach Plan Sample***

When families with young children are supported in getting ready to read, the children achieve superior outcomes in school and in life, which has community-wide benefits. About 1,700 young children in Ourtown are approaching school age – yet our community offers too few programs and services that support early literacy. Twenty-five percent of these young children are from Spanish-speaking households, but no services are offered specifically for the Spanish-speakers in our community. This Early Literacy Partnership & Outreach Plan will help guide the Ourtown Public Library in enhancing our early literacy efforts for the next year.

Ourtown Public Library Mission Statement: The Ourtown Public Library enhances the quality of life in our diverse community by providing opportunities for lifelong learning, by creating spaces and opportunities to connect and engage, and by fostering a love of reading and commitment to literacy.

The goals for the Ourtown Public Library’s early literacy outreach efforts this year are:

1. For families with young children in Ourtown to increase their awareness of the importance of early literacy development;
2. To develop partnerships with early literacy organizations that reach the Spanish-speaking portion of our community; and
3. To increase the participation of families with young children in early literacy programs at Ourtown Public Library.

To accomplish these goals, Ourtown Public Library has the following objectives.

For Goal 1:

- Create and maintain a Facebook page for the library’s youth services department that highlights early literacy and the library’s partners; and
- Provide materials to local organizations about the library’s early literacy programs and make partner organizations’ materials available at the library.

For Goal 2:

- Contact and collaborate with several local organizations that work with families with young children and the Spanish-speaking community to find ways to better serve these target audiences; and
- Hold a program for Spanish-speaking families with young children in conjunction with partner organization(s).

For Goal 3:

- Provide materials to local organizations about the library’s early literacy programs and make partner organizations’ materials available at the library; and
- Hold an Early Literacy Open House with partner organizations for families with young children to see what the library and the library’s partners have to offer.

In order to determine the success of our outreach efforts during the timeframe of this plan, an evaluation tool will be developed that measures:

- The number of likes for the Facebook page;
- The number of partnerships developed with local organizations;
- The number of early literacy programs the Ourtown Public Library offered, including the Early Literacy Open House and the program for Spanish-speaking families with young children;
- The attendance at these programs;
- The satisfaction of the participants with these programs;
- The amount of materials given to partners; and
- The amount of partner materials distributed.

The one year timeline of activities to accomplish the objectives:

<b>Activities</b>	<b>Date</b>
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
Arrange for space and materials for Open House	October
Advertise program – on Facebook and with flyers (bilingual)	October
Early Literacy Open House with booths for partners, invite local families with young children	Late October/ Early November
Conduct follow up with program participants and partner organization(s)	November
Assess the year’s outreach efforts and plan for next year	December

This plan has been informed by an Early Literacy Community Asset Analysis for Ourtown conducted by Jane Doe, Youth Services Librarian, in January of 2016. The Asset Analysis identified target audiences, including Spanish-speakers, that the library underserves and several potential early literacy partner organizations. For a more complete picture of the Ourtown early literacy community, please refer to the Ourtown Early Literacy Community Asset Analysis.

Submitted: 1/1/2016 by Jane Doe, Youth Services Librarian

## 21. Early Literacy Partnership & Outreach Plan Worksheet

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

Goals:

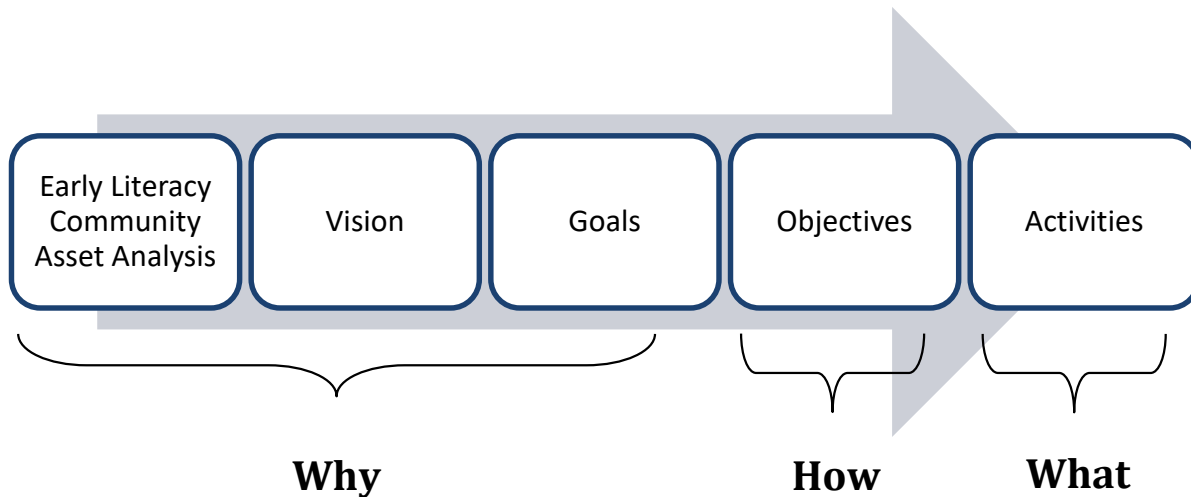
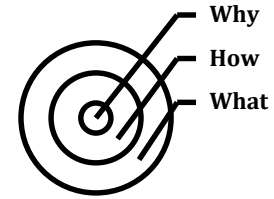
Objectives:

Evaluation:

Activities and Timeline:

<b>Activities</b>	<b>Date</b>	<b>Who</b>

## 22. Early Literacy Outreach Plan: Process and Examples



### 1) *Early Literacy Community Asset Analysis:*

- a) Example: About 1,700 young children in Ourtown are approaching school age – yet our community offers too few programs and services that support early literacy.

### 2) *Vision stems from Early Literacy Community Asset Analysis (should be target-audience centric)*

- a) Example: All families with young children in Ourtown have access to information, education, programs and services needed for the children to be successful in the school years ahead.

### 3) *Goals stem from Vision (desired changes in target audience: knowledge, skills, behavior, etc...)*

- a) Examples: Families with young children in Ourtown **will** increase their awareness of the importance of early literacy development; Families with young children in Ourtown **will** know where to find resources to support early literacy development; Young children in Ourtown **will** increase their participation in early literacy programs.

#### **4) Objectives stem from Goals (program services needed to reach goals)**

- a) When choosing objectives, consider:
  - i) **Effectiveness:** Which objectives are most likely to accomplish the goal?
  - ii) **Resources:** Do we have what is required to accomplish?
  - iii) **Intangibles:** Will it excite the public? Is outside funding available?
  - iv) **Order:** What should come first?
- b) Examples: Hold community discussion/forums about early literacy development; Create welcoming physical and virtual space for young children; Partner with an organization that reaches a target community identified through an Early Literacy Community Asset Analysis.

#### **5) Activities stem from Objectives (include the who and by when)**

- a) Example: Youth Services Librarian and members of the Early Literacy Council will meet to discuss potential topics and speakers by November; Jane will line up speakers, set dates, reserve rooms and equipment by January.
- b) Example: Youth Services Librarian will meet with the head of the local Head Start to discuss programs they can collaborate on.

#### **6) Evaluation: A process to measure if you are reaching your goals**

- a) How have programs/services impacted the target audience?
- b) Which aspects of your programs/services are effective and which are not?
- c) Example: A survey given to local Head Start parents asking if they have a library card.

*Adapted from Libraries for the Future, EqualAcces Libraries project, and The Golden Circle from 'Start with Why' by Simon Sinek for use at the 2015 Ready to Read at New York Libraries: Early Childhood Public Library Staff Development Program.*