The WELCOME Toolkit

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What is it?
Background

- SLQ Library Leadership Program 2015
- 5 libraries from across the State
- Process of trialing and adapting
What is it?

- Tool for outreach and engagement strategies for hard-to-reach groups
- Help Libraries to develop I.D.E.A.S:
  - Identify
  - Design
  - Evaluate
  - Adapt
  - Share
Why use it?

- Simple framework
- Make the most of your expertise
- Supports innovation
- Standardised
- Organisational memory
- Reach non-members
How to use it

THE WELCOME TOOLKIT
Getting Started

WHO?
- Who do you want to engage?
  - Why?
- Who are the stakeholders?
  - Why?
- Identify internal skills & assets of staff & volunteers.

WHAT?
- What will your program look like?
  - Why?
- What resources do you need?
  - Why?
- What are the possible barriers, obstacles & challenges?
  - Why?

WHERE?
- Where is your target group now?
  - Why?
- Where will you engage with them?
  - Why?
- Where will the program be?
  - Why?

WHEN?
- When will the program take place?
  - Why?
- Frequency
  - Is it ongoing?
  - Single event?
  - Why?
- When will you start/ end & review the program?
  - Why?

HOW?
- How will you engage them?
  - (think marketing)
  - Why?
- How will you get feedback & measure results?
  - Why?
- How will you share results with stakeholders?
How to use it – Where?

1. Primary Questions
   • (e.g. Who, What, Where?)
2. Secondary Questions
   • Intended to identify issues that may have been overlooked
Smart Money Logan
Outcomes

• Programming and outreach focuses on responding to the actual needs of the community, rather than on what we think they need and want
• Getting out into the community and going beyond the library walls
• Reflection is a key component of any programming or outreach activity and provides an opportunity to evaluate the successes and failures
• Remember, a FAIL is just the First Attempt In Learning, and there is always the Next Opportunity!
Further information

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