**Summer Reading 2021 Outreach Goal Planning Document**

Please save this form to your local SharePoint so that your full team can participate in this brainstorm process. Branches will not be able to reach out to all listed possibilities; instead a goal will be set based on local branch conditions.

Strengths and Challenges going into Summer 2021:

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| Ex. Strong Curbside pick-ups, on-going partnerships, staffing issues, etc  |
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Schools: All libraries will be expected to reach out to their assigned schools, once in April and once in May. Email templates will be provided to help with this goal. School assignments can be found in Tableau and in the Summer Reading Toolkit.

Local Government Outreach: You are encouraged to ask your government leader to participate and to help market the summer reading program. Find government leaders that serve your branch [here](https://my.metrolibrary.info/drupal/summer-reading/toolkit/influencer-outreach). Brainstorm additional local leaders below. Include contact info when known.

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| Leader Name  | Contact Info  |
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Local Business/ Community Groups Outreach: Business outreach could be as simple as a poster in a break room, fliers by the cash register, or all the way to a company sponsored wellness initiative. Include contact info when known. Daycares and other community groups may sign-up as a group or encourage their members to sign-up individually.

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| Company  | Contact Info  | Type of Outreach  |
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Goal Setting: Write out a goal that fits your branches unique situation. The goal could include number of contacts, number of partnerships formed, or even outcome sought. The goal should be attainable, but also challenging. Branch or Engagement manager should submit the final goal [here](https://metrolibrary.wufoo.com/forms/s6u0cnt02rn65l/).

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