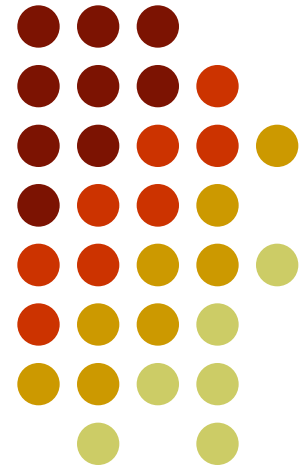


# Hand-In-Hand Outreach: Ideas for BCCLS Friends

13<sup>th</sup> Annual BCCLS Friends Breakfast  
October 22, 2013

Presented by Mimi Lee  
*Adult, Urban and Diversity Specialist*  
New Jersey State Library





# Community Profile:

- New Jersey is **growing grayer**: baby boomers, the post-World War II generation born between 1946 and 1964, account for nearly 30 percent of New Jersey's population.
- **Immigrants** make up 19.9 percent of the population in New Jersey, whereas they make up 12.5 percent of the total U.S. Population.
- New Jersey **ranks fifth** in the nation in the number of **foreign-born** residents. States ranked: #1 CA, #2 NY, #3 TX, #4 FL.
- Bergen, Essex, Hudson, Middlesex, Passaic and Union are the counties with the highest immigrant populations.



# Community Profile:

- **Hispanics** now account for almost 18% of the population, up from 13% 10 years ago, and form the state's largest minority group
- City of **Passaic** is 71 percent **Hispanic**.
- More than 60 percent of New Jersey's **Korean** population resided in Bergen County. The top five ranking municipalities for Korean population: **Palisade Park**, Fort Lee, Ridgefield, Leonia, Jersey City.
- **Jersey City** has the **largest Filipino** population, followed by Bergen and Union.



# Community Profile:

- **Middlesex County** has the most **Chinese** residents, followed by Bergen and Somerset.
- 40.3 percent of New Jersey's total Asian population is **Asian Indian** surpassing Chinese. The county with the largest Asian Indian population is Middlesex County followed by Hudson, Bergen and Somerset.
- Major Asian groups in New Jersey:  
Asian Indian, Chinese, Filipino, Korean, Pakistani, Vietnamese and Japanese.

# Effective Community Outreach- Strategy #1



Designate funding that is embarked for a specific purpose.



# Examples of Fund Uses:

- **Literacy Programs and Collections**
  - Bilingual Children's Picture Books
  - Collections for ESL, Adult Literacy, Tests/Citizenship Prep, etc.
- **For Cultural Programs and Special Events**
  - International music series
  - Latino Film Festival
- **For Marketing/PR**
  - Signage, library services brochures, etc. in languages spoken in your community that is not English

# Effective Community Outreach- Strategy #2



Out the Door!

Library Friends On the Go!



# Examples of Best Practices

## **Tulsa City-County (Tulsa, OK) Libraries Ambassador Program Visits**

- Bring book reviews and special interest topics to seniors who cannot visit the library
- The Ambassadors visit local assisted living and retirement centers, church groups and retiree clubs.
- The program needs a variety of volunteers from different backgrounds to remain successful.





# Examples of Best Practices

## **The Friends of the Boone County Library (Harrison, AK) Teacher Appreciation Event**

- The Friends provided \$5 certificates to be distributed to all teachers in the county.
- The certificates read, “This \$5.00 certificate is good for the purchase of books at any Friends of the Library book sale through-.
- The Friends not only provide teachers with some extra books for the classroom, but also to make the Friends known to more people and let the teachers know the Friends appreciate them.

# Effective Community Outreach- Strategy #3



Make Community Connections-  
Partnerships and Collaboration.



# Example of Best Practices

The Wethersfield Library's (Wethersfield, CT) holiday "Mitten Tree"

- The library puts up a tree each year and members of the community decorate it with mittens, socks, mufflers, hats, and other cold weather items.
- The Social and Youth Services Department distributes the donated items to needy individuals and families in town.
- This neighbor-to- neighbor project benefits residents of any age, and residents of any age can contribute.



# Potential Partners

- K-12 Schools, Trade/Vocational Schools, County Office of Education, ethnic schools (Saturday bilingual immersion schools such as Korean, Chinese, Indian, etc.)
- Police Dept. Fire Dept. Parks and Recreation Dept.
- Churches, temples and spiritual groups, civics groups, local family service agencies, ethnic and cultural organizations, Community service groups such as Elks, Lions, Kiwanis and Rotary, Foreign War Veterans Associations,
- Bank, Savings and Loans Credit Unions
- Business: Merchants, Marketing Firms, Restaurants
- Local media: Radio, TV, Newspapers, Newsletters- don't forget local ethnic media!

# Libraries need Friends- it's just that simple!



"A library outranks any other one thing a community can do to benefit its people. It is a never failing spring in the desert."

**Andrew Carnegie** (1835-1919)  
Industrialist, Businessman, Entrepreneur and Philanthropist

# THANK YOU!

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## Questions?

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