**Library Outreach Best Practices**

**In Library Marketing**

* Place posters, brochures, and bookmarks throughout your main library and branches.
* Your staff is a great marketing resource. Ensure they’re knowledgeable about the program.
* Utilize indoor/outdoor flat screen or digital signage to promote the program.
* Send an email blast to your patrons with details about the program. Gale can provide an email banner to your dimension specifications.
* Include a program blurb or article in your print/electronic library newsletter.
* Develop a short feature about a new Excel Adult High School student. Many have very compelling stories that can inspire and encourage others to consider the program. This content can be used on your website or in other library communications.
* Be sure to capture student testimonials as they progress through the program and especially after they graduate from the program. Periodically follow-up with graduates to see how they have put their diploma and career skills to use.

**Marketing to Non-patrons**

* Gale can provide you with 30 and 60-second Public Service Announcements (PSAs). Consider reaching out to your local radio/tv stations/cable providers to see if they will partner in recording and deploying them.
* Consider public transit ads (bus and/or train).
* Outdoor advertising in the form of billboards and lawn signs.
* Onscreen advertising at local movie theatres.
* Place ads in the employment section of your local newspaper.
* Attend education and job fairs in your community.

**Outreach to Your Community Partners**

* Send email to community stakeholders (non-profits, job centers, local government agencies, and education and career-oriented organizations) announcing the program. Offer to speak to organizations about the program and be sure to ask for student referrals. Gale has a customizable outreach flyer perfect for this.
* Consider hosting a Lunch and Learn or some type of presentation at your library to share details about Excel Adult High School.
* Be sure to distribute posters, bookmarks, and brochures to community partners and encourage them to make them available to those who can benefit from Excel Adult High School.

**Social Media**

* Use Facebook, Twitter, and Instagram social media content provided by Gale to generate interest in the program.
* Long Beach (CA) asked their mayor to retweet their post and received the many leads
* Post an image of a new Excel Adult High School “class” of students on Facebook
* Share a local news story about Excel Adult High School on Facebook to generate leads
* Cincinnati (OH) and several other libraries have live-streamed their graduation on Facebook

**Outreach to Schools Systems**

Use local school connections to reach adults who may have minimal options to work toward a high school diploma due to work schedules, etc.

* Lake County (FL) connected with school guidance counselors
* Fresno (CA) connected with school PTA
* Pima County (AZ) connected with schools to promote library services to recent high school dropouts

Partnership with Career-Tech schools—most require a high school diploma to enroll in their programs

**Outreach to Local Government**

* email blast to county and/or city employees
* Include program information in local city mailers
	+ San Diego Public Library had a flyer stuffed in with a water bill
* literacy programs within the county jail
	+ Connect with parole officers
	+ Literacy Kansas City (MO) and Amador County (CA) connected with social workers
* Check with local DMV sites to see if the program can be advertised on their flat-screen TVs
* Office of Education
	+ Yolo County (CA) received funding from the office for scholarships
* Connect with local city council government, mayors, governors, etc.
	+ Long Beach (CA) mayor put the announcement on his Facebook! They were inundated with student leads.

**Partner with Local Businesses**

* Connect with local businesses to offer graduates internships/jobs
	+ Phoenix PL partnered with local businesses to get internships set up for graduates
	+ Hendry PL (FL) invited businesses that aligned with the career tracks to attend graduation to meet with graduates and discuss future
* Connect with local big business headquarters
	+ San Mateo County (CA) is connecting with Ikea which hires a lot of community members
* Leave brochures at coffee shops, laundry mats, etc.
	+ Lake County (FL) connected with local Chick-fil-A and used the paper on the serving trays to promote COHS
* Bulletin Boards at businesses
	+ Orange County (CA) left pull tab documents at local stores, Walmart, etc.

**For more ideas on how to promote or manage your library’s *Excel Adult High School* program, contact:**

**Allie Everett, Customer Success Manager**

**PHONE: 800.877.4253 ex. 18631**

**EMAIL:** **allie.everett@cengage.com**