

Pop-Up Libraries: Outreach

Web Resources: <http://evancedsolutions.com/popularizing-pop-up-libraries/>
http://www.plvn.net.au/sites/default/files/pop_up_libraries_2014_0.pdf
<https://infopeople.org/civicrm/event/info?id=491&reset=1> (webinar with slides!)

What's this Pop-Up thing?

Pop-Up is a worldwide trend. A Pop-Up has three parts:

1. A person, group, business or organization
2. Temporarily activates a space or place
3. For a purpose - usually promotion, trial, or resource sharing.

In our case, it's:

1. The Library
2. Using a space in the community
3. To deliver programming

The Pop-Up Library might use a public space, a business, or wherever people gather. It can be a one-time program or a series. If it's a series, each segment might be in a different spot.

"More than anything, it's a way of thinking about outreach and library services. The main idea is to take the library to the people, not expect them to come to you. Even if you just adapt one in-house program and find a place to do that program offsite, it's a step in the right direction." Susan Brackney, Suffolk Public Library, Virginia

Here are some questions to get started on focusing ways to Pop Up children's, tween, teen, and family library programs into our own communities this summer.

What types of children's, tween, teen, and family programs might work as Pop Up Programs?

What possible locations in your community might be willing to be infiltrated for a library program?

What logistics would need to be considered?

How would you market and advertise your library program?

What benefits do you see, from the standpoint of the library, the site, and the patrons.