



**Chapter Council Presents
Sharing Roundtables
MLA Annual Meeting
San Antonio, TX
Monday, May 16, 2005**

Table 21A: Outreach – Rural and Community

Facilitator: Gretchen Arnold

Recorder: Velora Jernigan-Pedrick

Additional Participants: Ulrike Dieterle, Ann Duesing, Teresa Houck, Beth Ketterman

Discussion:

The facilitator introduced herself and asked each participant to introduce themselves and talk about their interest in outreach, the projects they were currently involved in and their most unusual outreach group. The group seemed to be evenly divided as to who was new to outreach and who had had been involved in outreach projects for a number of years. Various aspects of outreach were shared.

The overall topics discussed were:

- Target populations- how to find them, the best way to connect with them
- Funding - what to do when the grant runs out
- Needs assessment
- Sharing needs & resources with other groups
- Overcoming basic computer illiteracy

Ideas that came out of the session included:

- Capitalize on real information needs of group
- Go out to where the group meets, beyond traditional setting of library
- Collaborate with established groups and resources
- Become a participant
- Establish role as a provider of information
- Look in local newspaper to identify groups & where they meet
- Consider schools, gifted & talented programs, school nurses, counselors, psychologists
- Tech Riders can help with overcoming lack of basic computer skills of targeted group

Most unusual outreach group: Employee Trust