

Think Outside the Books

Identifying and Promoting Non-Traditional Library Offerings



Services & Resources, Programs, Outreach

Traditional vs Modern

Then: Libraries

No



St. Gall Library, Switzerland. Circa 719 AD



Addressing

Discontinuity



"I don't go to the library because I don't

"



What are “non-traditional” offerings?

Resources and
Services



Program
ming

Outreach/Comm
Engage
unity
ment



You're already offering these things- can you

Resources and Services:

From Libby, to Social Workers;
resources and services are an integral
part of library offerings, designed with
connection in mind.



Resources vs Services:

Resources are
THINGS



Services are
Actions



Some offerings are
both



Thinking Outside the Books: Resources:

Resources are

Things

Information:



Technology:

Space



Misc



Accessibility:



Thinking Outside the Books: Services

services are

Actions

Enoch-Pratt Free Library



Technology:

Information &
Access:

Programming



Programs



How to get the word out and the people in?

Types of Programs



At the library

In person doing Crafts, Events,
Games, Lectures, Book Clubs,
Seminars, Chair Yoga.....



On Line/ Virtual

Zoom workshops, Digital
Storytelling, Live Stream



Out there! (Outreach)

Bringing programs/ events
to the community

Examples of Successful Programs at the Library



A COURSE IN DISCOVERING AND RECOVERING YOUR CREATIVE SELF

30th
ANNIVERSARY
EDITION

the ARTIST'S WAY

A Spiritual Path
to Higher Creativity

Online writing classes

Internationally bestselling author

JULIA CAMERON

INCLUDES A NEW PREFACE FROM THE AUTHOR

saranac lake free library

collage collective

at Hex & Hop
MAY 3 2-5PM
FREE - SUPPLIES SUPPLIED



HEX & HOP SARANAC LAKE FREE LIBRARY

Travelling Collage workshop

VISIONS OF SUDAN BEFORE CIVIL WAR

PHOTOGRAPHS OF A TIME & PLACE LOST TO CONFLICT

Featuring images by Denise Silfee

FEB. 17 - MARCH 27, 2026

OPENING RECEPTION FRIDAY, MARCH 6 : 5:30 - 7 PM

In the Cantwell Room at the Saranac Free Library, Saranac Lake, NY



ALCA
ADIRONDACK LAKES
CENTER FOR THE ARTS

This project is made possible with funds from the Statewide Community Re-grants program, a regrant program of the New York State Council on the Arts with the support of the Office of the Governor and the New York State Legislature and administered by the Adirondack Lakes Center for the Arts.

Exhibits + Opening Presentations



OutReach @MudFest

**Library
Lunch**



THE TREES IN OUR VILLAGE

April 22
12 pm
Cantwell Room

With:
Megan Gorss



Bi-monthly Learn & Lunch



BBMusic (on Halloween)

Programs selection/creation/review

- **Who?** For whom & by whom
- **What?** Describe program
- **When?** Best time/ Day/ Season
- **Where?** Library, Outreach or Online
- **How?** \$\$\$, Marketing & Promotion



4W + H



MONTH	TITLE/ THEME	ARTIST/AUTHOR	Set up/Break Down Day& Time	SHOW DATES	Opening/Closing night/ Crafting
SANTA					
Mid-Dec 2025 - Mid Jan 2026	Construction in Cantwell				
Craft of the month					
Mid- Jan 2026 to					
Feb 15 Winter Carnival 2026 included	Collage Collective + Show	Collage Collective	up 01/15 down on 02/14		
Feb Craft of the month	Paper Art Workshop/ love bug needle felting	Sue Anne Walton/ Peggy	02/11 2-4pm/ 02/10 2-4pm		
Feb 17-March 27	Pictures of Sudan	Denise Silfee	Up: 02/14 Down 03/27-28		March 06 6:00
March Craft of the month	Felted Birds	Peggy	March 18 2-4:30pm		
April 1	Beading with Wanda	Wanda Knapik	04/01 1-4pm Max 12pp		
April craft of the month	Watercolor workshop "The Birds"	Bryan Briscoe 518-572-2337	04/10 1 to 4.30pm 12pp		Watercolor class with Bryan Briscoe
April 01-30-2026	Birds of a Feather	Community Show	Up on 3/28, down 04/30	pick up 04/30- 05/01	closing 04/24 w Loon Env.Sentinels
add. April craft of the month	Spring Needlefelting	Peggy	2 sessions Wed. 4/29 2-4:30pm and 5-7:30pm		
May 01 to June 27, 2026	Moving Mountains	Ren &Pete Seward	Install 05/01, down 06/29,		Opening 05/01 +80p
Craft of the month	Gail Brill's Nature Crown	Gail Brill		May 03, 2026 1-4pm	
June is PADDLE MONTH					Reading#2 06/12 5.30
craft of the month	Making a rug	Barbara Curtis		Sat May 30, 10-12	
JULY	"Places We Know"	Susan Whiteman	Install 06/30pm, down 07/30	July01-30 2026	July 10th, 5pm
craft of the month	Stamp to Fabric, 2 workshops	Maria Cicarelli		July14 kids 3-5; July 9th Adults 4-6pm	
AUGUST	Book Sale				



Craft Library

Workshops &
Skillshares

@



SARANAC LAKE
FREE LIBRARY

Upcoming April Offerings



April 10: Watercolor Painting with Bryan Briscoe

Come paint birds with Bryan, 1-4:30pm

Sign up at the link here,
or email Emma at
emma@slfl.org with any
questions!



<https://forms.gle/fzjzXy9TBLU567247>



April 29: Needle Felting with Peggy Orman

Create a little critter friend while getting out some
frustration by stabbing wool repeatedly! There will be two
session options for this workshop:

Afternoon Session
from 2-4:30



Sign up at the links or email
info@slfl.org
for more information

<https://forms.gle/T6CGcgwfjQTL9g5B8>

Evening Session
from 5-7:30



<https://forms.gle/GJ549EzFG1Z2gbrW8>



Craft Library

Workshops &
Skillshares

@



SARANAC LAKE
FREE LIBRARY

Recurring Fiber Arts Programs



Knitterondackers

Thursdays 1:30pm

Open yarnwork group,
beginners welcome



Spinnerondackers

Tuesdays 1:30

Learn more about
spinning fiber with local
spinners



Weaverondackers

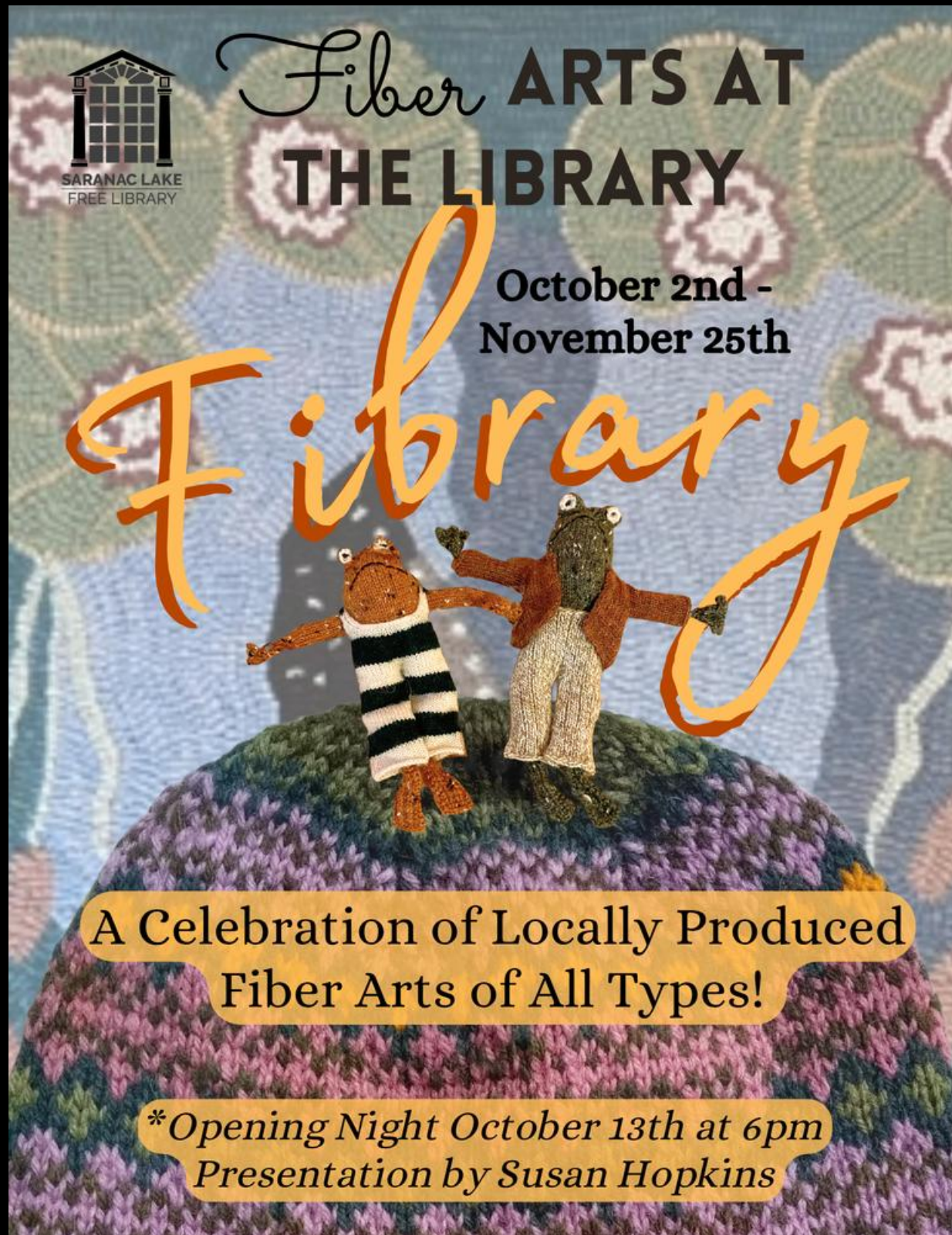
Third Saturdays 10-2 pm

Open weaving group
come chat and learn
about warps and wefts



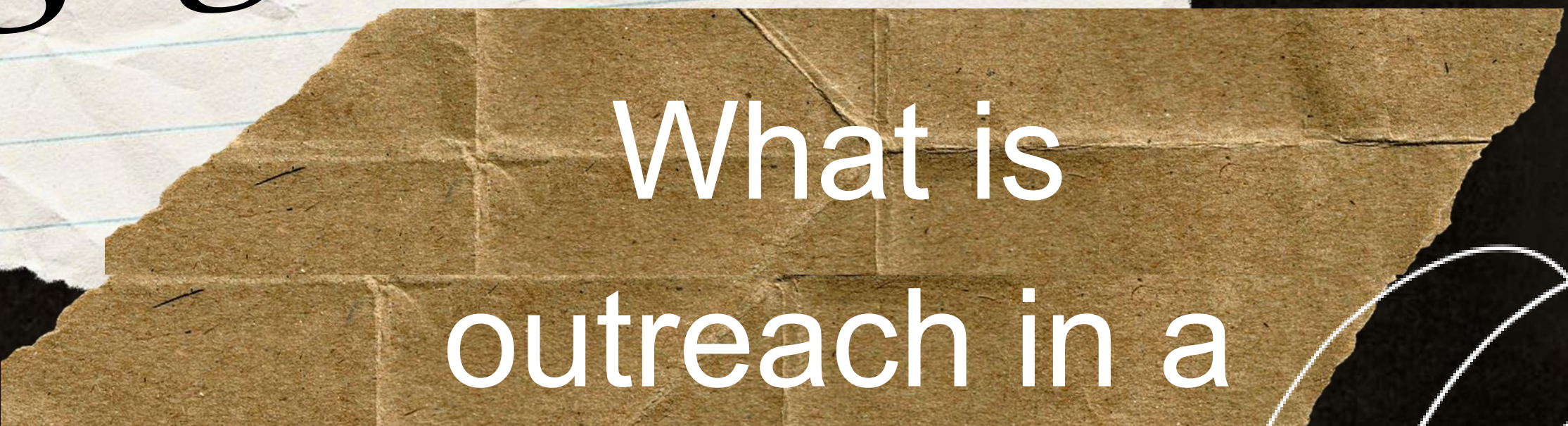
FIBER ARTS@SLFL
The Knitterondackers
The Stitchers
The Spinners
The Weavers
Sewing & Fiber Arts
workshops year round







Outreach & Community Engagement



What is
outreach in a
library setting?

Outreach & Community Engagement:

What does this look like?

What forms of outreach are
there?

Organizing community
events

Bookmobiles

Hanging promotional
materials in the
community

Visiting
schools,
Senior
centers

Hosting Resource
Fairs

Traveling Programs

Tabling at local events

Outreach itself is a Promotion of library

Getting Started:

Wh

Wher

o?

Wha

e?

When

to

o

Making Plans:

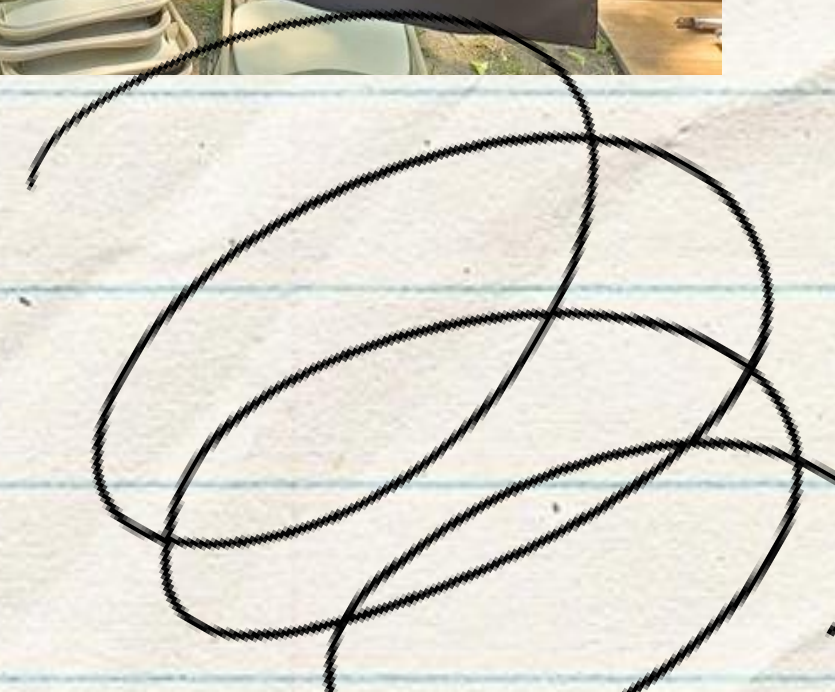
1) Consider your staff.

2) Evaluate your resources.

3) Location, Location, Location

When a person thinks of their
community,

Examples in Action:



Universities and Colleges



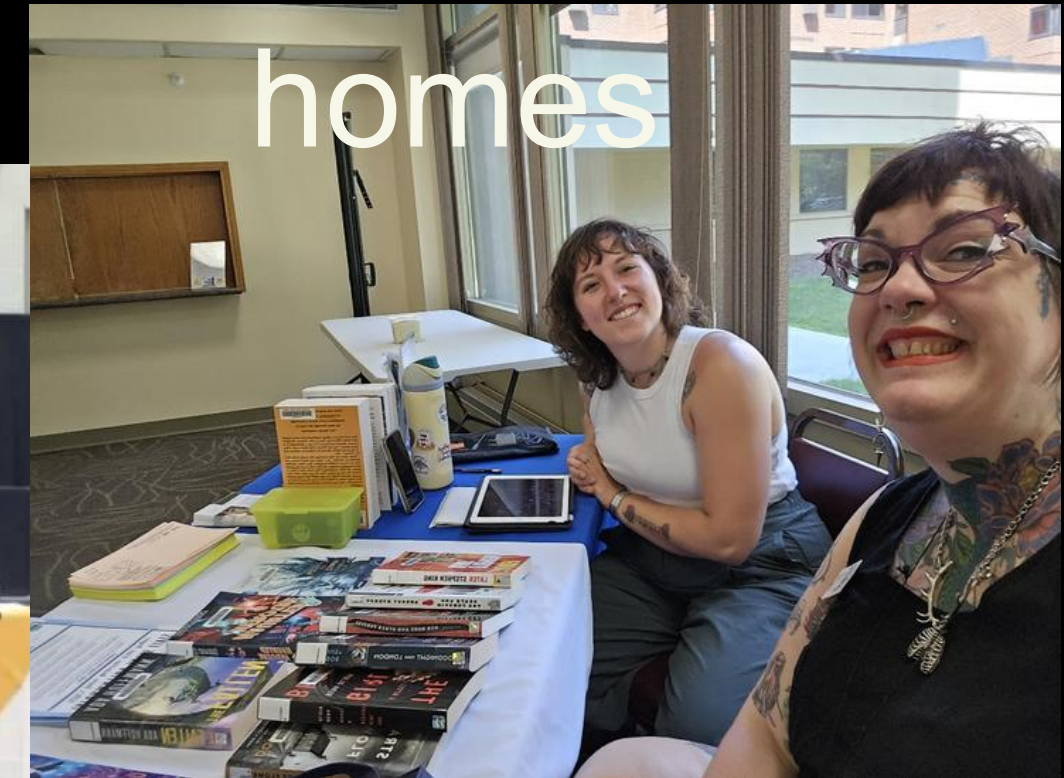
Community Events



Partnering with
local
businesses



Tabling and offering
classes at residential
homes



Competing as teams
in local fundraisers
and games



Outreach Tips:

Where will

you be?

Prepare your

have a “bug-

out bag”

Ask the

pitch

SWAG

public

Hydrate

Audience

Marketing



Promotion

Aesthetic
g
and

Understanding

The act of getting the word
n
out

“the practice of...
communicating the value
and

benefits of a library's

offerings to its diverse

Many members of the community are
unaware of what the library offers

So, who are they and
how do we reach them?

Practical Tips & i.e. what can I do Tricks today?

Create Accessible Materials

Choose the Right Channel

Know Your Audience

Segmentation

Tee

E

Seniors

Asabi

College

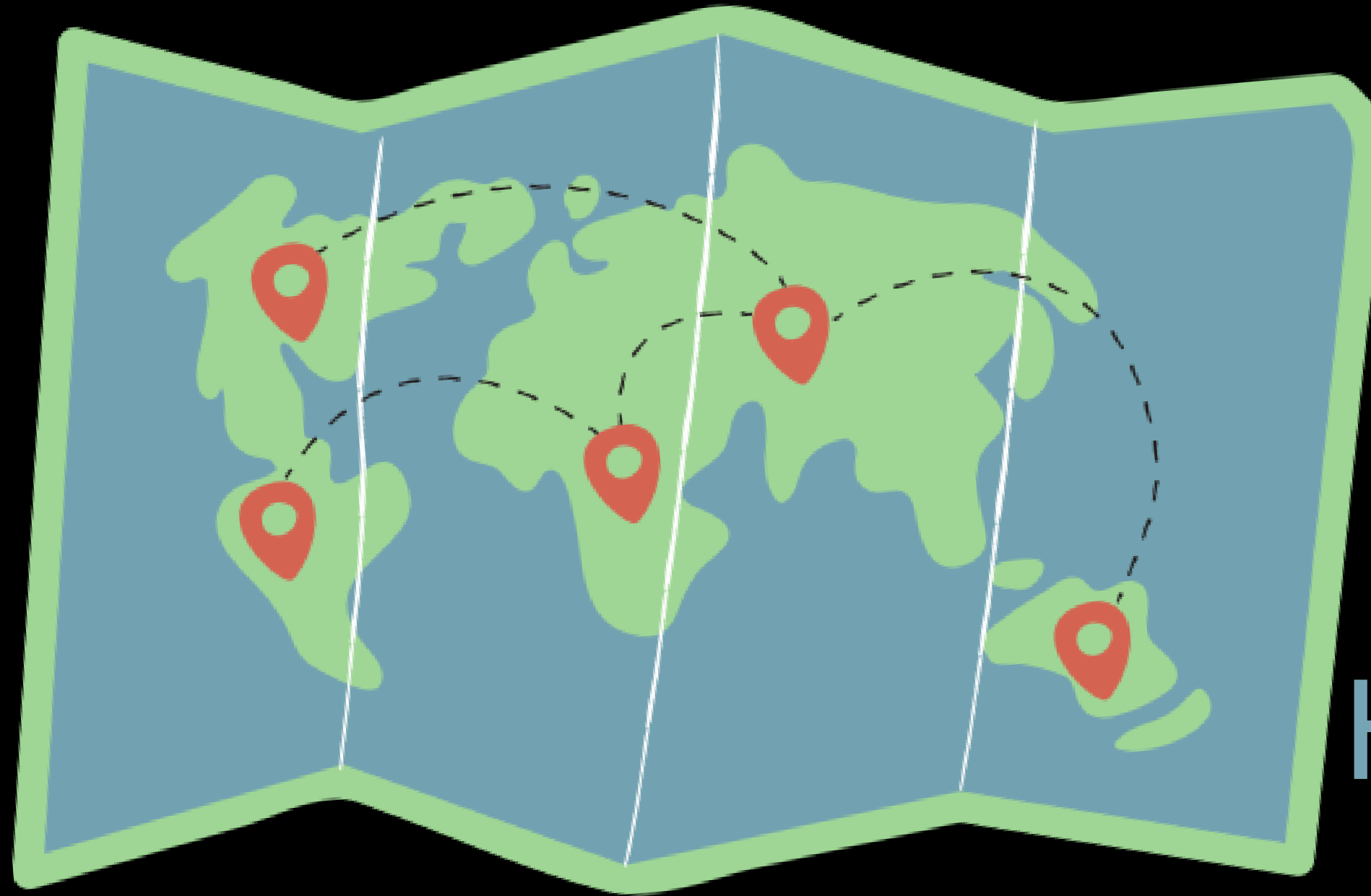
Lead
Parents

High-
school
students

Home-schoolers

Users

Different groups need different

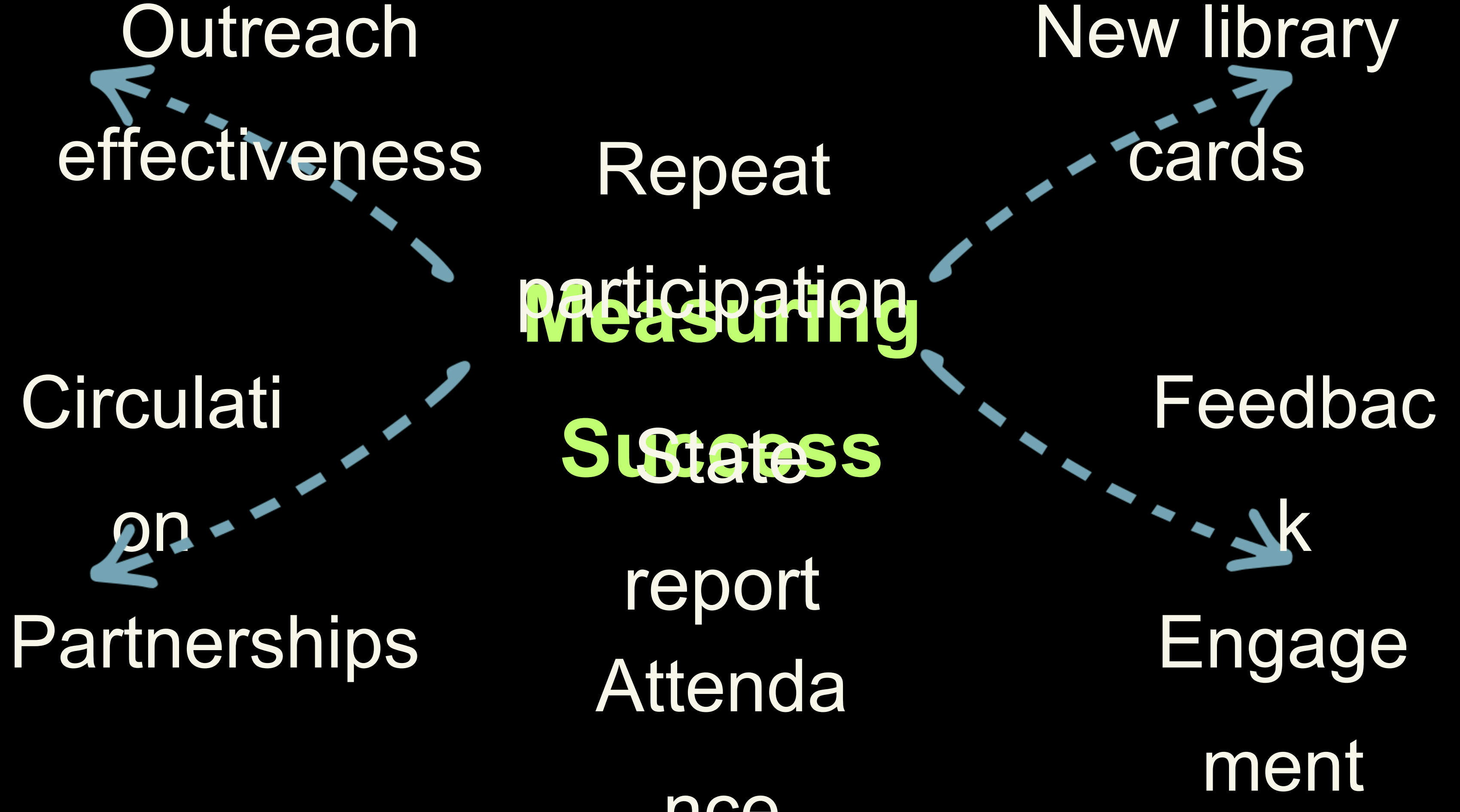


Branding & Perception



Branding:







Test it out!
Think of an offering you'd like to promote,
and use the toolkit!

Thank

you!!!



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