



**THE POP-UP LIBRARY:  
MEETING THE COMMUNITY WHERE THEY ARE**

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Suffolk Public Library



Does your library do outreach?



What does it look like?





*BOOKMOBILE*

PROVIDENCE PUBLIC LIBRARY

BOOKMOBILE



Why do you do it?



What are the missing pieces?

# NOT ROCKET SCIENCE, LIBRARY SCIENCE

- Key elements of a Pop-Up Library
- Ideas for equipment and ways to get started
- Stories from the field
- Playtime and Questions







Our Story: the Suffolk Public Library



BOOK MO

5800

*Suffolk Public Library System*  
**BOOKMOBILE**

**CHUCKATUCK**

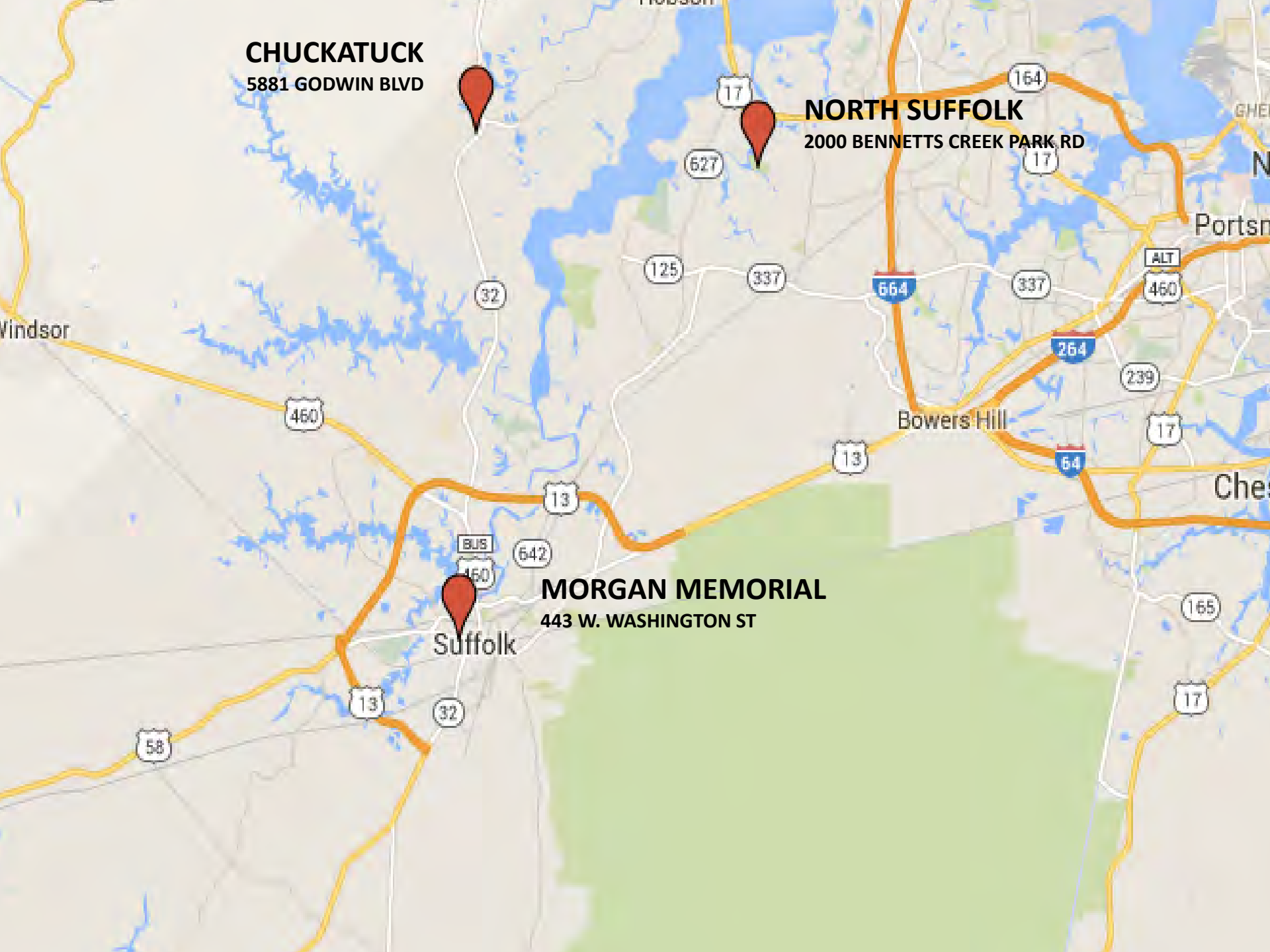
5881 GODWIN BLVD

**NORTH SUFFOLK**

2000 BENNETTS CREEK PARK RD

**MORGAN MEMORIAL**

443 W. WASHINGTON ST



# **WE HAD CHALLENGES.**

Limited resources

Limited staff

Lots of needs

# THE PITCH



WELCOME  
TO THE  
LIBRARY!





**A LIBRARY IN A 10X10 TENT**

LIBRARY CARDS | STAFF | STUFF | PROGRAMS

**WHEREVER ANYONE WOULD SAY “YES”**

**USING WHAT WE ALREADY HAD**



yes

may-  
be

no



LET ME BREAK IT DOWN FOR YOU





# THE STUFF



# THE STUFF

1. LIBRARY CARD SIGN-UPS
2. ACCESS TO STAFF
3. CHECK-OUTS
4. ACCESS TO DIGITAL RESOURCES & HELP
5. LIBRARY INFO
6. STUFF FOR THE KIDS
7. FORMAL PROGRAMMING
8. SEATING/HANG OUT



## **KEY ELEMENTS OF A POP-UP:**

1. Getting them started
2. Giving them something to do right away
3. Getting them engaged long-term

SUFFOLK  
PUBLIC LIBRARY

SUFFOLK  
PUBLIC LIBRARY










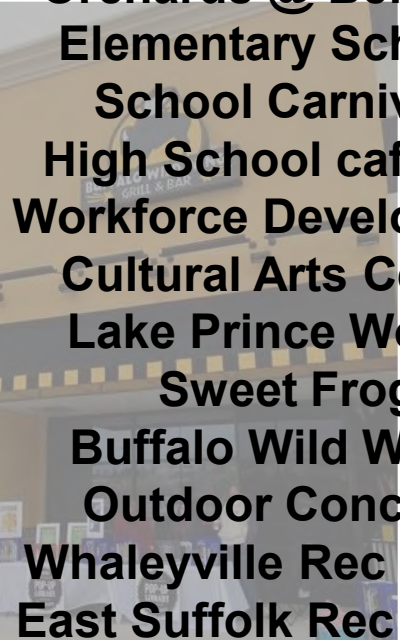




**Head Start  
Children's Center  
YMCA  
Walmart  
Lake Meade Park  
Bennetts Creek Park  
Eggstravaganza  
Harris Teeter  
Farmers' Market  
KidsFest  
Public Housing**



**National Night Out  
Obici Hospital  
Volunteer Fire Stations  
Goodwill  
Churches  
Taste of Suffolk Festival  
Peanut Festival  
Homearama  
Mystery Writers Festival  
Tidewater Comicon  
Parent Teacher Conferences  
Parent University**



**Orchards @ Belleville  
Elementary Schools  
School Carnivals  
High School cafeteria  
Workforce Development  
Cultural Arts Center  
Lake Prince Woods  
Sweet Frog  
Buffalo Wild Wings  
Outdoor Concerts  
Whaleyville Rec Center  
East Suffolk Rec Center**



**Preschool Gym Time  
PTA Reading Fairs  
History Days  
Career Days  
Kroger  
Walgreens  
Outdoor Adventure Expo  
Gifted Student Fair  
Health & Wellness Fair  
Chick-Fil-A  
Senior communities**

# STREET SMARTS



DO SOME  
ADVOCACY  
TRAINING WITH  
YOUR STAFF.

DON'T ASSUME  
THEY KNOW HOW  
TO SELL THE  
LIBRARY OUT IN  
THE FIELD.





DO MAKE IT EASY FOR CUSTOMERS TO USE YOUR SERVICES.

DON'T REQUIRE FIVE FORMS OF ID AND THEIR FIRST BORN TO GET A LIBRARY CARD.

DO TAKE  
ADVANTAGE  
OF BEING THE  
VISIBLE FACE  
OF THE  
LIBRARY.

DON'T BE SHY  
ABOUT  
NETWORKING.





DO PUT SOME ENERGY IN TO BRANDING YOURSELVES AS FUN AND RELEVANT.

DON'T BE JUST ANOTHER INFO TABLE.

DO SWITCH UP  
YOUR  
LOCATIONS.

DON'T BE  
AFRAID TO GIVE  
UP ON A  
LOCATION THAT  
ISN'T WORKING.





DO THINK OF WAYS  
PEOPLE CAN  
ENGAGE WITH THE  
LIBRARY RIGHT  
THERE AND NOW.

DON'T JUST BE A  
PLACE TO PASS  
OUT FLYERS.



DO BE  
APPROACHABLE.

DON'T PUT YOUR  
GROUCHIEST  
STAFF MEMBER  
OUT THERE IN A  
SUIT AND TIE.





DO LISTEN TO  
YOUR COMMUNITY.

DON'T BE AFRAID  
TO ADAPT WHAT  
YOU DO BASED ON  
WHAT YOU ARE  
HEARING.

AND SO?



# #iheartSPL

Go ahead; tell us why you love Suffolk Public Library:

I love SPL bc of  
the friendly staff &  
great fun kids activities!  
close to walking distance  
in walking distance  
many assistants are  
helpful.

I WANT TO LIVE IN A COMMUNITY THAT...

is youthful  
and  
Crime Free!!  
Our youth need  
Love!!





DO USE WHAT YOU  
ALREADY HAVE.

DON'T BE AFRAID  
TO GET STARTED  
BECAUSE OF  
LIMITED  
RESOURCES.



# QUESTIONS?

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