Engagement Strategies: Different Problems, Similar Approaches

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SPLAT - Special Projects Library Action Team

- Searching for innovation
- Proposing and leading pilot projects
- Discovering and sharing new opportunities
- 3 year term
- Library staff from public schools, academia, and public libraries
Road Tripping
Summer Adventures

2013 - Blue, 5 libraries

2014 - Orange, 13 libraries

2015 - Green, 12 libraries

2016 - Purple, 6 libraries

Furthest north - Plummer Public Library
to furthest south - Lava Public Library = 600mi.
Bridging the gap with conversations
@ Valley of the Tetons - Victor

- No expectations
- Outcomes may vary
- Recruitment
Bridging the gap with conversations
@ the Coeur d’Alene Public Library
Bridging the gap with conversations
@ Salmon Public Library, Salmon ID

- Context is key
- Listen for hidden needs
One Conversation at a Time

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