

# COFFEE, CRAFTING & COLLABORATION: EMPOWERING OUTREACH THROUGH YOUR INTERESTS

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# AGENDA

-  Welcome & Icebreaker
-  Why Passion-Driven Programming?
-  Personal Interests Map
-  Community Needs Match-Up
-  Program Framework Design
-  Wrap-Up & Action Steps

# PARTNER ACTIVITY

Meet someone new in the room, introduce yourself and answer the following question

If you had an unlimited budget and full support from your institution, what's a dream program you would like to run?

# WHY PASSION-DRIVEN PROGRAMMING?

Involves approaching programming  
not JUST as a job or task,  
but as a deeply personal and fulfilling pursuit.

Authenticity: more passion for the topic = more passion while performing


Diversity: new and different is exciting, so think outside the box

Sustainability: you are excited to do your job

# PERSONAL INTERESTS MAP

Connect your passions and strengths that could inspire programs in your library

Take 10 minutes to use the Toolkit to complete the personal interests map activity



What are  
you  
interested  
in?



# COMMUNITY NEEDS MATCH-UP

Explore how your passions can meet the needs of your students and institutional/community needs.

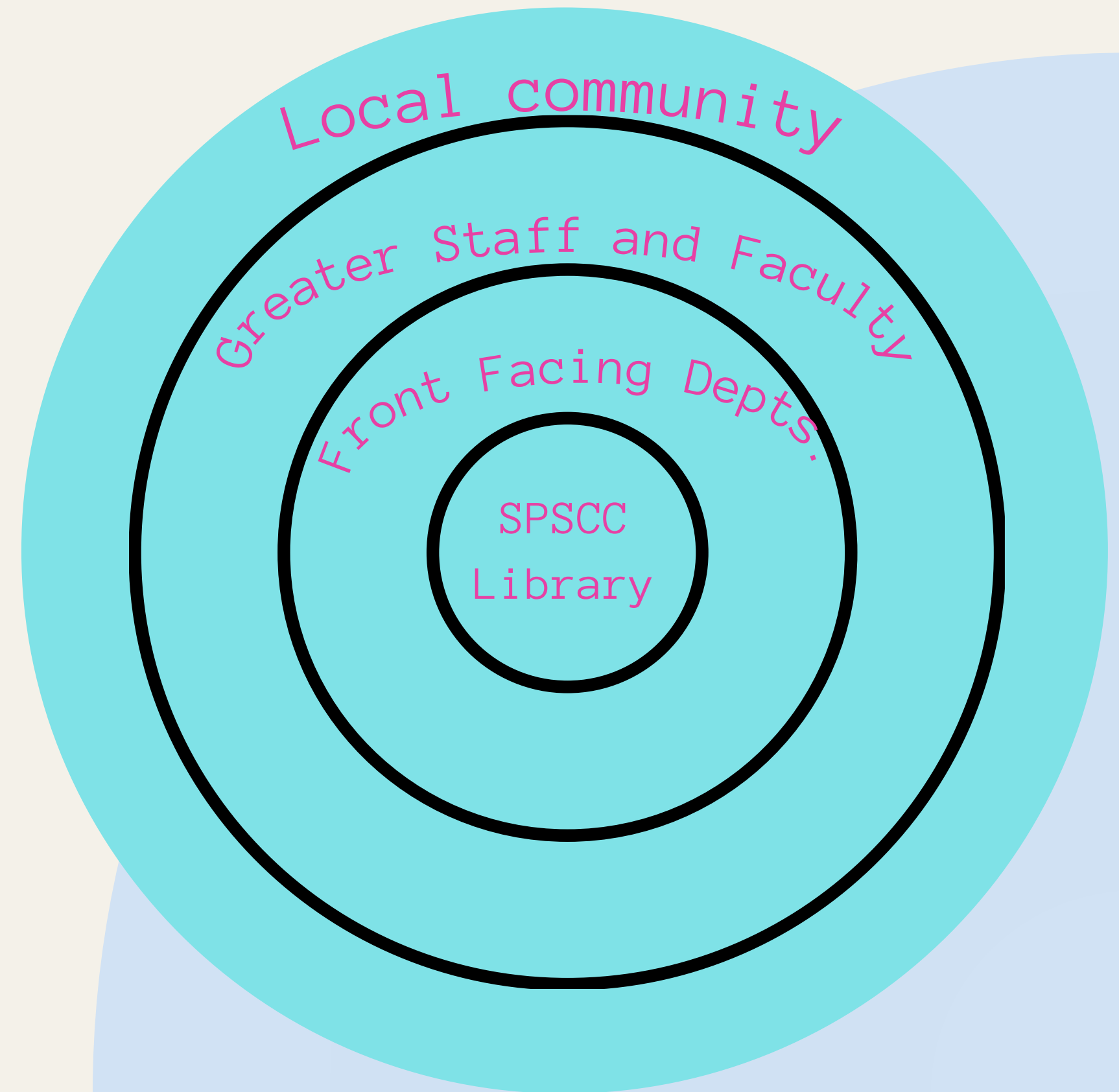
Let's bring your passions to life! Connect your interest/skill to community need to a program idea.

Take 5 minutes to complete Activity 2 in your Toolkit. Now move into small groups with new people to share how could bring your interests/skills into a fun program.

# CONNECTING TO YOUR COMMUNITY

How can you lean into your  
connections?

What are some groups or people you  
think you can connect with  
immediately?



SPSCC Bullseye of Outreach

# BRANDING & ADVERTISING

Create your brand and put it on  
EVERYTHING.

Stick to a color scheme/brand for linked  
events

Start with one design and adjust it for all  
advertising: print and digital.



Location is everything! Think about hot spots on  
your campus where students hang out or using  
screens/social media to share what is going on in  
your Library!

# PROGRAM FRAMEWORK DESIGN

Now, let's brainstorm how you can bring your program to life! Follow the Program To-Do List in your Toolkit!

Remember, you don't need to reinvent the wheel just adapt it to your needs.

If you have limited resources, consider doing a pilot program so you can start small and then expand!

## Group Share:

Share with group a program concept you wrote down.

## Wrap-Up

- DATA DATA DATA - take data of every single program you do
- Passive programming is okay!
  - You want to do it again = a successful program!
  - You'd rather jump off a cliff = try something else
- Sometimes a successful program can become unsuccessful because you no longer want to do it. That's OKAY!

# THANK YOU FOR ATTENDING OUR SESSION!



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Questions? Contact Us!



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