WLS Outreach: A service lifeline

Elena Falcone
Director, Public Innovation & Engagement

Krishna Horrigan
Outreach Services Programmer
Why Outreach?

Because...

- The opportunity created by NYS law
- Ethics of the profession
- Making resources available is not the same as making access equitable
Coordinated outreach services. Each public library system which provides coordinated outreach services, as defined by regulations to be promulgated by the commissioner, to persons who are educationally disadvantaged or who are members of ethnic or minority groups in need of special library services, or who are unemployed and in need of job placement assistance, or who live in areas underserved by a library, or who are blind, physically disabled, have developmental or learning disabilities, or who are aged or confined in institutions, ....

=> access to funding for outreach, adult and family literacy, correctional services
### Core Values

<table>
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<tr>
<th>Access</th>
<th>Preservation</th>
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<tr>
<td>Confidentiality/Privacy</td>
<td>The Public Good</td>
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<td>Democracy</td>
<td>Professionalism</td>
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<td>Diversity</td>
<td>Service</td>
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<td>Education and Lifelong Learning</td>
<td>Social Responsibility</td>
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<td>Intellectual Freedom</td>
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“...all libraries are forums for information and ideas, and that ...books and other library resources should be provided for the interest, information, and enlightenment of all people of the community the library serves.” - ALA’s Library Bill of Rights
Equity of access cannot be achieved without equity of service delivery, i.e., (1) Developing what we have with input from all elements of our service population, (2) Evaluating those resources with fair and balanced criteria appropriate to those populations and resources, (3) Delivering the resources in a way that assures effective use. - *Outreach to Equity: Innovative Models of Library Policy and Practice, ed. Robin Osborne.*
Why Public Innovation and Engagement?

Because...

- **Innovation** thrives on relationships - partners, patrons, community members
- **Engagement** demands an outward orientation; focused on relationship
Outreach is... 

...a disciplined focus on equitable development, access and delivery of library services that impacts all members of our communities.
NY State Library Systems
WLS model

- Direct service
- Content creation (web-based and print tools)
- Leverage this work to support professional development and capacity building for member libraries
- Opportunistic and Collaborative
Illustrative Sources of Funding (2018–2020)

**Private:**
Bezos Family Foundation  
Con Edison  
Entergy  
HW Wilson Foundation  
The Field Hall Foundation  
Hope for Youth Foundation  
The Max and Victoria Dreyfus Foundation  
M&T Bank  
Phyllis Rosen Fund for Senior Services  
TD Charitable Foundation  
The Thomas and Agnes Carvel Foundation  
The Westchester Bank  
Westchester Community Foundation

**Government:**
Adult Literacy (NYS)  
Coordinated Outreach (NYS)  
County Correctional (NYS)  
Family Literacy (NYS)  
FEMA  
IMLS National Library of Medicine  
NYS Grant in Aid, State Senator Andrea  
State Correctional (NYS)  
Stewart-Cousins  
Westchester County
Program Assessment:

Metrics: Traffic, Service, Events
Surveys: Satisfaction and Needs
Stories

We’ll be diving into...

Westchester Seniors Out Speaking
Adult Learning Services
Reentry Services
Project Hope

* Each project/program strengthens our network of community relationships.
Senior Services

Westchester Seniors
Out Speaking
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WSOS - What is it?

A volunteer-fueled program led by WLS staff that leverages library resources and reputation to share Medicare and senior benefits information:

- Community education
  - Medicare Minute
  - Demystifying Medicare; Healthcare Considerations on the Way to Retirements
  - Authoritative guest speakers
- 1-on-1 counseling

Pandemic Pivot:

- SBIC Helpline: services by email, phone, and video conferencing
- Online programming, collaboration with Senior Law Day
- Demystifying Medicare converted to audio format
The Library is a source for information that is authoritative, objective, and noncommercial.

WSOS - Why does it matter?

- Bringing families and new patrons into the libraries; making them aware of what we have
- Peer volunteers, trusted voices
- Social capital - relationships with clients and with community partners

Alan Houston
Coordinator of Services for Special Populations
Yonkers Grinton I. Will Library
Music and Memory at the Library

Being a home caregiver for a friend or a family member with dementia or Alzheimer’s is challenging. Experiencing a loss of connection during care can be heart breaking. There is something you can do to reconnect... and it starts with music.

With the use of a personal music player and over the ear headphones, you can incorporate music into daily care. Research shows that by regularly offering a personalized playlist to someone struggling with memory problems, new opportunities for connection can happen, along with an increase in participation in the activities of daily living.

Westchester Library System offers a free music workshop explaining the program, which reviews the impact of music on those with dementia or Alzheimer’s, explains the key principles for music selection, provides a hands-on with the recommended equipment (Apple Shuffle and over the ear headphones), and offers a tutorial on how to import music into the music player through iTunes and Freesgl. To find out about workshops in your area, send us an email at MusicandMemory@wsplmail.org. You can also go directly to our Program Guide (Google Doc). Try it yourself, and email us with questions or feedback.

"The Music and Memory at the Library program is amazing! I like to play th customized musical selections for my dad all the time. I like to play it while he is relaxing, eating his meals or engaging with others. He responds very well to the music and even enjoys singing along to his favorite tunes. In fact, listening to music has renewed his interest in playing the piano. He now plays the piano every day. The Music and Memory at the Library program proves..."
Adult Learning Services

High School Equivalence and Read Better
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<th>Under / Unemployed</th>
<th>Educational Disadvantage (Core Literacies)</th>
<th>Institutional Settings</th>
<th>Disability (Physical or Cognitive)</th>
<th>Seniors</th>
<th>Families / Caregivers</th>
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A volunteer-fueled program led by WLS Staff that assists adult learners to meet their goals:

- Core literacies: Reading, Math, and Digital
- High school equivalency and college prep
- Job search and work skills

Pandemic Pivot:

- Online tutoring and information sessions
- Client follow-up and extended tutor support
- Revised web/video content
The Library is a place for answers and support

Bringing families into the libraries, making them aware of what we have

Relational service, providing guidance, a roadmap, and encouragement

Libraries have a unique role in assisting patrons to cross the digital divide and participate fully in our community

Pam Hoffman
Program Coordinator - Read Better/HSE Connect
Westchester Library System
Resources that can help adults and families move toward their learning goals. If you don’t find what you’re looking for, just Ask Us.

Jobs and Careers
Personalized guidance and resources. Read more.

Adult Education
Learn English, earn your high school equivalency diploma, and go to college. Read more.

Digital Learning
Find tools that meet you at your skill level. Read more.

Family Resources
Guidance for parents who want to help their children learn. Read more.

Español
Recursos en español. Read more.

About Us
Read our blog or register a temporary card. Read more.

FirstFind.org - Relaunched January 2021
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This publication was written by Rebecca Mulin of Recruit Right and, edited by Elena Falcone of the Westchester Library System. Funding for this publication was from the NYS Library’s Adult Literacy Services Program and the Westchester Library System. (2021-01)
## WLS Public Innovation and Engagement Outreach Programs (December 2020)

### Key
- 🔄 In Progress
- 🕒 Website Traffic
- 📚 1-to-1 Service
- 🔊 Outreach programs
- ☑ Network*

### General Services (Partner Outreach)

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<th>Under / Unemployed</th>
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The **Westchester Reentry Task Force Resource Guide** is made available to those currently incarcerated in state or county correctional facilities. It highlights agencies that can:

- Connect with basic needs (food, shelter, etc.)
- Support educational and career goals
- Connect with information to support their ongoing journey through the legal system
- Set them up with library cards

Upon reentry, returning citizens can access the **Westchester Connections Guide** an online resource addressing needs while on probation or parole.

Information is available by email, chat, and text.
OPEN DOORS WITH A LIBRARY CARD

With a library card you can borrow books and DVDs, download music, login to databases that have information not found for free on the Internet, and reserve time to use a computer.

Just walking through our doors, you can connect to many useful programs. You can work with professionals that can help with a resume or job search, participate in on-site classes and web-based programs to learn computer, software, and business skills. You can even get one-on-one tutoring to help you pass the exam for a high school equivalency diploma or simply improve your reading skills.

At westchesterlibraries.org you’ll find free New York State Driver Permit practice tests, interactive resources to learn a new language, videos to understand how to avoid or manage health conditions, and self-study programs on everything from sewing to computer programming.

Libraries are community-funded, free resources. They exist to provide individuals and families with information, services, and a place to learn, create, and connect.

Libraries are open throughout the year. Check the calendar of your local library or ask at the reference desk to discover what is available to you. A list of all local libraries and their phone numbers can be found on the back of this brochure.

WLS WELCOME CARD

As you launch into this next part of your life you may not yet have a library card in hand; we do not want this to be an obstacle. For that reason, enclosed is a temporary library card. You can begin using this card within two business days of registration. The card must be activated by a probation officer, case manager, or other service provider. This six-month card can be replaced with a permanent card at any library for which you can provide the required identification. Cards can be registered at connections.westchesterlibraries.org/about

WESTCHESTER CONNECTIONS

A guide for persons formerly incarcerated, those working through probation or parole, and their families

Westchester Connections is available at: connections.westchesterlibraries.org

Westchester Connections provides information and inspiration for important topics such as getting your records in order, knowing your legal rights, and finding essential supports for food, shelter, education and housing. Questions can be answered by live chat, text messaging, and email. Go to the nearest public library if you do not have access to the internet.

START HERE

• FirstFind.org
• connections.westchesterlibraries.org
• westchesterlibraries.org

Library cards usually must be renewed every three years at your local library. If you have questions about this card or a guest card, email us at connections@wslmail.org.

Get it done... at the library!
westchesterlibraries.org

The Westchester Library System (WLS), representing 18 libraries in the county, wants you to be aware of tools and services available to support your reentry into the community after prison or jail, or while you are on probation or parole.

Libraries have materials and services dedicated to topics and activities that may be especially important to you right now.

For example:
• Resume preparation
• Tutoring for the high school equivalency exam
• Guides to college options and financing
• Career seminars
• Computer classes and self-study programs
• Language learning classes and other courses

Available in print: Westchester Reentry Task Force Resource Guide. Call or write for a copy: contact information on the back panel.

Welcome Back Card / Brochure
Reentry Services - What’s our stake?

The Library is always there to support you

- Provide a welcoming sense of community and support
- A chance to find needed help in a scattered (hostile) environment
- Position the libraries as a central tool for their growth and development

Janet Donat
Program Coordinator
Family Services of Westchester
<table>
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<th>AUDIENCES SERVED</th>
<th>UNDER / UNEMPLOYED EDUCATIONAL DISADVANTAGE (CORE LITERACIES)</th>
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<td>Website Traffic</td>
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**GENERAL SERVICES (PARTNER OUTREACH)**

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JOIN THE CONVERSATION!

Community Conversations is a project of Westchester Library System that fosters dialog and action on topics of importance to communities throughout Westchester County. Our current programs are listed below. Peruse and contact us to find out more. Use the ASK US button for live chat and email.
NY Project HOPE: Westchester Crisis Counseling

- Develop and deliver educational materials and forums that help individuals and communities to learn about and discuss the impact of the pandemic on individual and community health and wellbeing.
- Provide supportive crisis counseling to assist community members.

Pandemic Pivot

- Serving as a nontraditional provider
- Programs offered via phone, chat, video conferencing
- Leveraging social media and a “traditional” mail campaign
The Westchester Library System is proud to be a provider in NY State's Project Hope COVID-19 program. Contact our trained crisis counselors to find resources that can help address the challenges brought by COVID-19 and to connect with emotional support. We are available Monday through Friday, 9am-5pm.

- Call: (914) 361-5252
- Chat: Click here.
- Email: nphwestchester@wismail.org

NY Project Hope is the statewide crisis counseling response to COVID-19. Helpline callers can reach a trained crisis counselor seven days a week from 8am to 10pm. The calls are free, confidential, and anonymous.

COVID-19: What to do, and where to learn more.

Westchester Vaccine Information

- How do I register for a vaccine appointment?
- What considerations should I make?
- Where can I find more information?
- If you are eligible for the vaccine:

Free, authoritative, current resources

Hotline phone numbers

- Mental health and emotional support

What is COVID?

- What do I need to know?
  - Plain language explanation of COVID-19 from X-Plain Patient Education (May 2020)
  - MedlinePlus: Coronavirus Infections
  - What You Need to Know About
Project Hope - What can libraries provide?

This crisis is different

Linda Smith
Program Coordinator
Westchester Library System

- Trusted information provider
- Many ways to connect with relevance during a prolonged pandemic
- Mental health information without the stigma
<table>
<thead>
<tr>
<th>Name</th>
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<tr>
<td>Megan Brown</td>
<td>Outreach Services</td>
</tr>
<tr>
<td>Dana Hysell-Alongi</td>
<td>Youth Connections</td>
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<td>Pam Hoffman</td>
<td>Read Better / HSE Connect</td>
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<tr>
<td>Mary Ann Larkin</td>
<td>WSOS Program Coordinator</td>
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<td>Paul Gunther-Mohr</td>
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<td>Betsy Prokop</td>
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<td>Molly Tobin</td>
<td>Interlibrary Loan, Outreach Services</td>
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<td>Francine Vernon</td>
<td>Outreach Services; Youth Connections</td>
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AND...
Development
IT
Cataloging
Marketing
Admin
Ideas wanted: How can we spread the word about these programs in your communities?