



**OUTREACH TEAM
AND
ALL CHILDREN EXCEL - ACE**

STRATEGICALLY MOVING FORWARD

OUTREACH TEAM



SERVICE BEYOND OUR WALLS

OUTREACH TEAM

Audience

Residents living in
Montgomery County
that are not aware of
or using
MCPL services and resources



OUTREACH TEAM

Seven (7) full time Outreach Staff Team members

- **Six (6) full time outreach staff members**

One in each Tier 1 branch – Bethesda (BE), Gaithersburg (GB), Germantown (GT), Rockville Memorial (RVM), Quince Orchard (QO) and Wheaton (WH) to serve their branch and the local branches in their program circle.

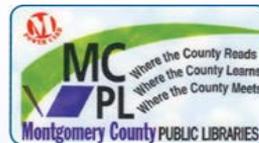
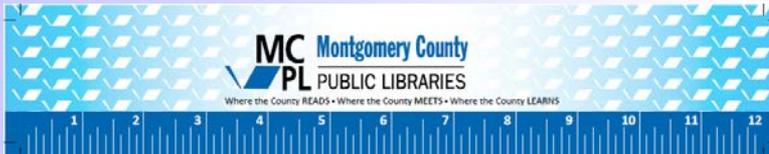
- **One (1) full time outreach team member at Long Branch (LB)**

Dedicated exclusively to serve the Long Branch community, with the many local organizations and County departments to meet the unique needs to this community.

OUTREACH TEAM

WHERE WE HAVE BEEN...

- Now, after one year...we have trained and supplied the Outreach Team with:
 - the knowledge of MCPL's programs and services they must have, and
 - the tools, equipment and handouts that will make outreach visits successful.



- Their first year was spent representing MCPL at community festivals, parent nights, County events, farmers' markets and to local community audiences.

- ✓ Homeless Resource Day
- ✓ Latino Health Festival
- ✓ 50 + Expo
- ✓ Housing Fair and Financial Fitness Day
- ✓ Gaithersburg Book Fair
- ✓ Gaithersburg Farmers' Market
- ✓ MCPS Back to School Fair
- ✓ Police Open House

OUTREACH TEAM

IN ADDITION TO WHERE WE HAVE BEEN, WE WILL BE...

- This second year the Outreach Team will go to new places:
 - ✓ WIC Centers
 - ✓ Hospitals
 - ✓ Malls
 - ✓ Metro stations
 - ✓ Health clinics
 - ✓ Parent Academies
 - ✓ Linkages to Learning sites
 - ✓ MCCF's jail lobby
 - ✓ Local High School sport events



Health Clinic



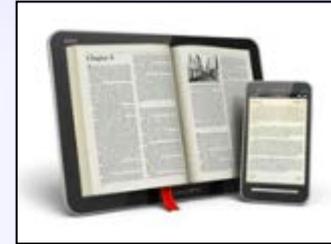
- The Outreach team will be working with other County Departments to serve seniors, new Americans and residents with disabilities.



OUTREACH TEAM

- This team has proven very effective in using new technology:

- ❖ They have developed e-reader clinics
- ❖ They are Tweeting and Facebooking
- ❖ They have developed “pop-up” libraries



- They will continue to use new technology and new techniques to reach residents, such as scheduling meet ups at the libraries for 20 to 30 somethings to discuss books, movies, play trivia or learn basic financial skills.

OUTREACH TEAM



ALL CHILDREN EXCEL (ACE)



Every program and service that MCPL offers to children and their families to help them succeed in school will be called an **ACE** program

ALL CHILDREN EXCEL (ACE)

MCPL will brand all educational programs under the ACE banner online on our:

- website
- publications and handouts
- press releases
- interactions with customers



ALL CHILDREN EXCEL (ACE)

For pre-school children, ACE will include such resources as:

- ✓ Early literacy storytimes



- ✓ AWE workstations in every branch -- these Early Literacy Digital Learning stations are funded by the FOLMC.

- ✓ Board book, yellow tape collections for young readers

- ✓ Book bundles



- ✓ STEM and STEAM programs

ALL CHILDREN EXCEL (ACE)

Little Explorer Go! and Young Voyagers Go!

- will give children access to a new world of technology and science.
- will provide rich learning content that expands well beyond traditional books and videos.
- will encompass interactive reading and game playing, as well as building and exploring.

ALL CHILDREN EXCEL (ACE)

Little Explorers Go! Kits

Pre-K – 2nd grade

- ✓ Science related topics
- ✓ 2 books on the selected topic
- ✓ Mini iPads loaded with related apps and one e-book on the selected topic
- ✓ Instruction sheet for parents to encourage a love of reading and science

Young Voyager Go! Kits

Grades 3 – 6 +

- ✓ Science related topics
- ✓ 2 books on the selected topic
- ✓ Mini iPads loaded with related apps and one e-book on the selected topic
- ✓ Science tool related to the topic
- ✓ Instruction sheet for parents to spark interest in science, engineering and math

All kits are funded by the FOLMC

They will be launched in Gaithersburg on January 4, 2014 13

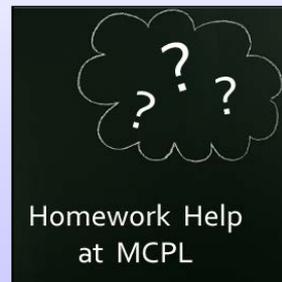
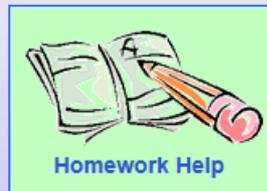
ALL CHILDREN EXCEL (ACE)

For elementary aged children:

- Book discussion groups
- Grandreader programs
- Homework help programs
- iPad kits
- Fiction and non-fiction collections
- STEM/STEAM programs

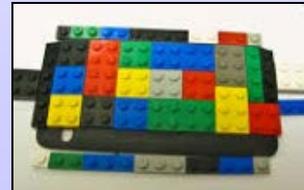
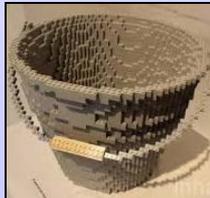
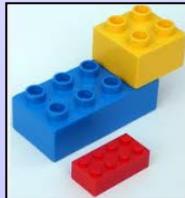
For middle school children:

- Homework help programs
- STEM/STEAM programs
- Free computers
- Makerspace
 - Digital Media Lab at Long Branch Library
 - Planned Makerspace at Rockville Memorial Library



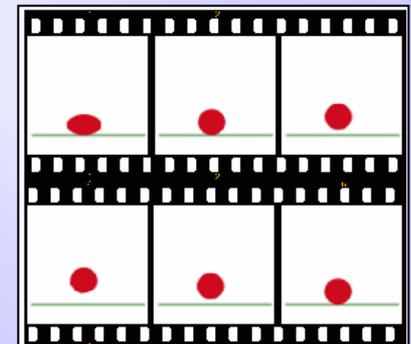
MAKERSPACE IN MCPL

- Last summer, White Oak and Damascus had “microspaces” for children, in the children’s rooms. Different science craft projects were highlighted each week, and summer volunteers helped children to create the projects. These were accompanied by book displays on the topic showcased.
- Silver Spring had a weekly Lego program during the summer. Volunteers and J staff assisted young children in these building projects; and the FOL at Silver Spring purchased the Legos.
- Rockville Memorial is working to repurpose space to create a Makerspace installation. Planning is underway, with partners and input from local maker communities being sought.



LONG BRANCH'S DIGITAL MEDIA LAB

- MCPL is working to create a Digital Media Lab at LB. This will be targeted to teens, but will also be available to adults.
- MCPL is working with the Gandhi Brigade in Silver Spring, which is a local non-profit that uses video and other digital media as a tool to engage young people in the life of their community. They will begin offering classes to local teens at Long Branch Library to give them a feel for what the media lab will offer – photography, photoshop, media production, music production, animation.



Both of these initiatives,
the **Outreach Team** and **All Children Excel (ACE)**,
are helping MCPL to fulfill its strategic goals.

Montgomery County Public Libraries
Where the County Reads, Where the County Meets, Where the County Learns

FY13 – FY16
Strategic Plan