

W E L C O M E

to your library

O O U O N
V M T D G
E M R E A
U E L G
N A E
I C M
T H E
Y

TOOLKIT

the

of



THE WELCOME TOOLKIT

Getting Started

WHO?

Who do you want to engage?

Why?

Who are the stakeholders?

Identify internal skills & assets of staff & volunteers.

WHAT?

What will your program look like?

Why?

What resources do you need?

Why?

What are the possible barriers, obstacles & challenges?

WHERE?

Where is your target group now?

Where will you engage with them?

Where will the program be?

Why?

WHEN?

When will the program take place?

Why?

Frequency
Is it ongoing?
Single event?

Why?

When will you start/end & review the program?

Why?

HOW?

How will you engage them?
(think marketing)

Why?

How will you get feedback & measure results?

Why?

How will you share results with Stakeholders?

THE WELCOME TOOLKIT

Reflection/Evaluation

WHO?	WHAT?	WHERE?	WHEN?	HOW?
Did you engage your target group successfully? <i>Why?</i>	What will you do differently next time? <i>Why?</i>	Was the chosen space appropriate? <i>Why?</i>	Was the chosen time & date appropriate? <i>Why?</i>	How will you build on your program?
What have you learned about the community's needs, wants & aspirations?	What other resources would have been useful? <i>Why?</i>	How could the space be improved? <i>Why?</i>	Was the allocated timeframe adequate? <i>Why?</i>	How useful were your methods for feedback?
How would you use staff differently next time? <i>Why?</i>	What challenges, obstacles, & barriers did you face?			How effective was your marketing?

APPENDIX A

WHO, WHAT, WHERE, WHEN, HOW & WHY?

WHO?

- Who do you want to engage? Who is your target group?
- Who are your stakeholders & potential partners? (Internal & external)
- Who are your staff & volunteers? (Identify internal skills and assets)
- Who is providing similar services? (potential partner, need to proceed)

WHAT?

- What can you offer them? What will they gain?
- What does the target group want? (Remember to ask them too)
- What will your program look like?
- What resources do you need?
- What are the potential challenges, obstacles & challenges?

WHERE?

- Where is the target group? (library or another location)
- Where will you meet them? (library or another location)
- Where will your program take place (library or another location)
- Don't be afraid to leave the library!

WHEN?

- When will the program take place (date, time)
- When is the best time for the target group?
- What else is happening at the time (existing dates/events)
- What else is happening in your library?
- Frequency—single event, ongoing program, definitive start/end
- When will you review the program?

HOW?

- How will you engage your target group & market the program?
- How will you present statistics?
- How will you measure the results?
- How will you get feedback?
- How will you share results with Council and Stakeholders?
- How will you build on your program?

WHY?

- Why have you chosen your target group?
- Why have you chosen to run the program
- Why have you chosen the location?
- Why have you chosen that time?
- Ask WHY as much as possible!