

MORE THAN CHECKOUTS:

Expanding Community Reach Through Circulation Outreach

Roundtable hosted by Jasmina Lapo,
Circulation Services Manager

August 21, 2026



About Us

Our District has approximately 55,000 residents

Collection size: Approximately 400,000 items

Our annual circulation is 1,056,199

30,258 library card holders of which 28,347 are SCD_PATRON

- Circulation department has 29 staff members
- Circulation Manager and the assistant manager
- 1 Circulation Outreach Specialist
- 5 Circulation Specialists
- 10 Circulation Associates
- 11 Circulation Clerks/Shelvers

Why Circulation?

The location changes. The relationship-building doesn't.

CONNECT
ASSIST

REGISTER
WELCOME

Skills we already had.



Why Outreach?

- Meet people where they are
- Increase library card registrations
- Build partnerships
- Expand awareness beyond the building



How It Began



Created a new position within Circulation:
Circulation Outreach Specialist



Goal: connect with community members where they already are



Bring library information and services beyond the library's walls



Increase awareness of library resources and opportunities



Success was initially measured by library card registrations, but the impact grew far beyond that

ESSENTIAL FUNCTIONS OF THE JOB:



Connects with outside organizations to develop partnerships and collaboration opportunities.



Engages with patrons of all ages, encouraging library card registration and promoting library services.



Facilitates and assists with outreach-related programs and presentations in the community; provides information about library events to patrons.



Prepares patron library cards, maintains the library's patron database, and provides reports and statistics of patron information and non-residents fees.



Circulates library materials using the library's ILS and mobile checkout system.



The position remains connected to core Circulation work- including regular desk shifts.



How is outreach organized at your library?

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- Is it a dedicated position?
 - Is it shared across departments?
 - Does everyone participate?

Business Outreach

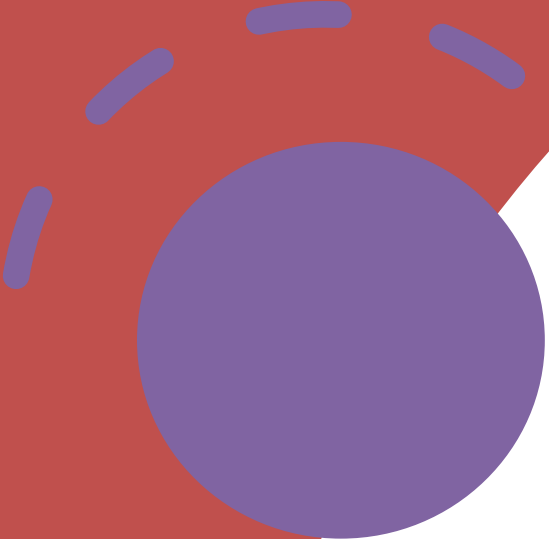
- Coffee shops
- Restaurants
- Community bulletin boards
- Digital Library Card campaign



Outreach in Action

- Otter Cove (pool)
- National Night Out
- St. Charles Veterans Fox Velly
- Stories under the sky at the Nature Center
- Swanson Pool
- Wayne Early Literacy event
- Thriving After 55 Resource Fair at ECC (Elgin Community College)
- Cycle Into Summer
- Art & Literacy Night
- Movie in the Park
- Family engagement

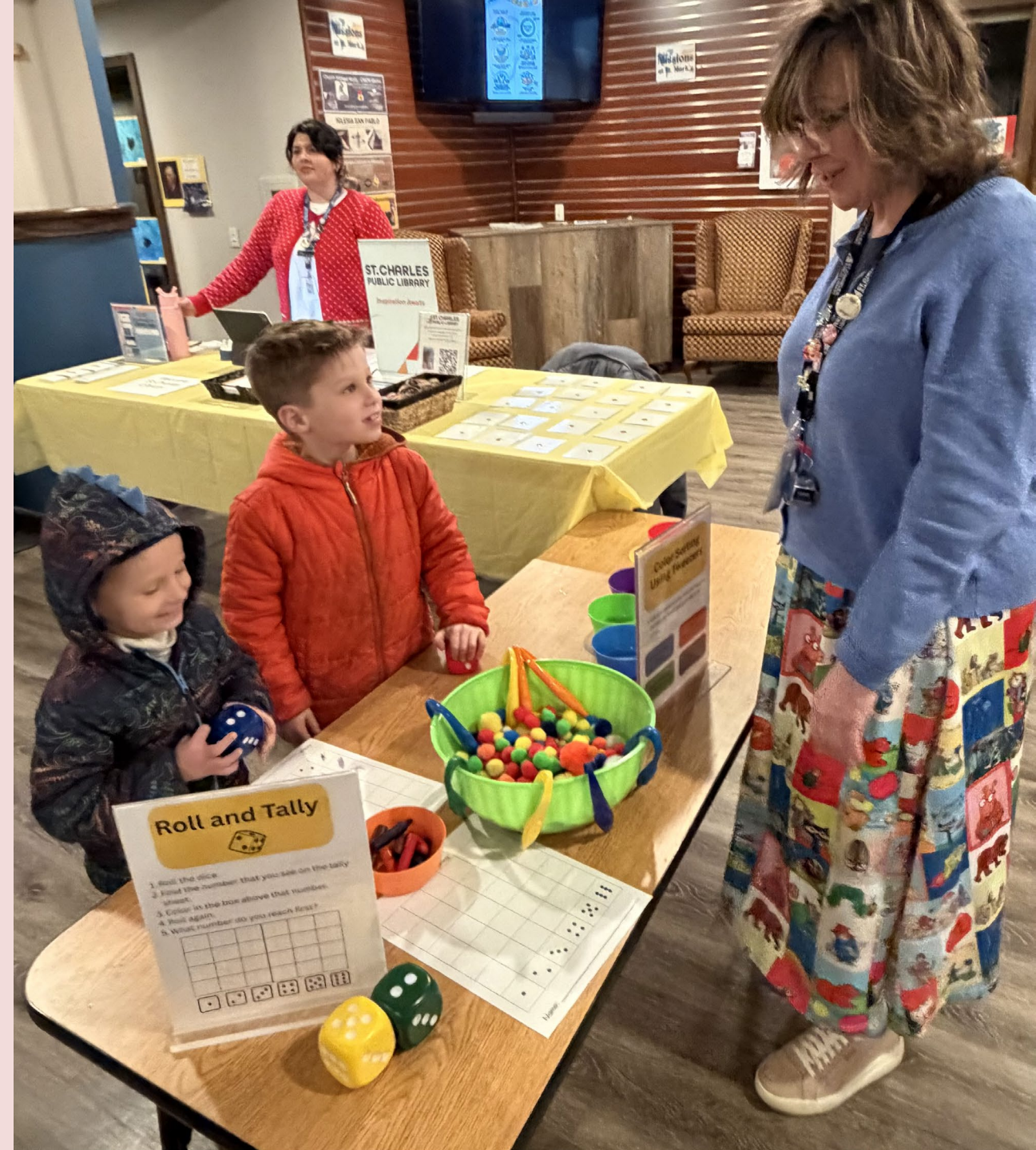


A stylized sun graphic on the left side of the slide. It features a solid purple circle for the sun's body, with several short, curved purple lines radiating from its top-left edge to represent sunbeams. The background is split into a red upper-left section and a white lower-right section by a curved line.

Where have you found
the most unexpected
outreach opportunities?

What community partnerships have had the biggest impact for your library?

Was that partnership difficult to establish, or did it happen naturally?





What We Bring

- Library Card Registration
- Books available for checkout
- Promotional materials
- Community conversations
- Technology



Access Looks Different for Everyone

- Spanish-language registration forms
- Spanish flyers
- Spanish Communication Board

Making Registration Easier: Digital Library Cards

- Instant and easy registration
- Full access to library resources
- Accessible from anywhere



Library on the GO!

- Our first Pop-Up Library didn't result in any new library cards that day.
- **Have you ever had an outreach event that felt unsuccessful at first but turned out to be valuable in a different way?**



National night out information/stats

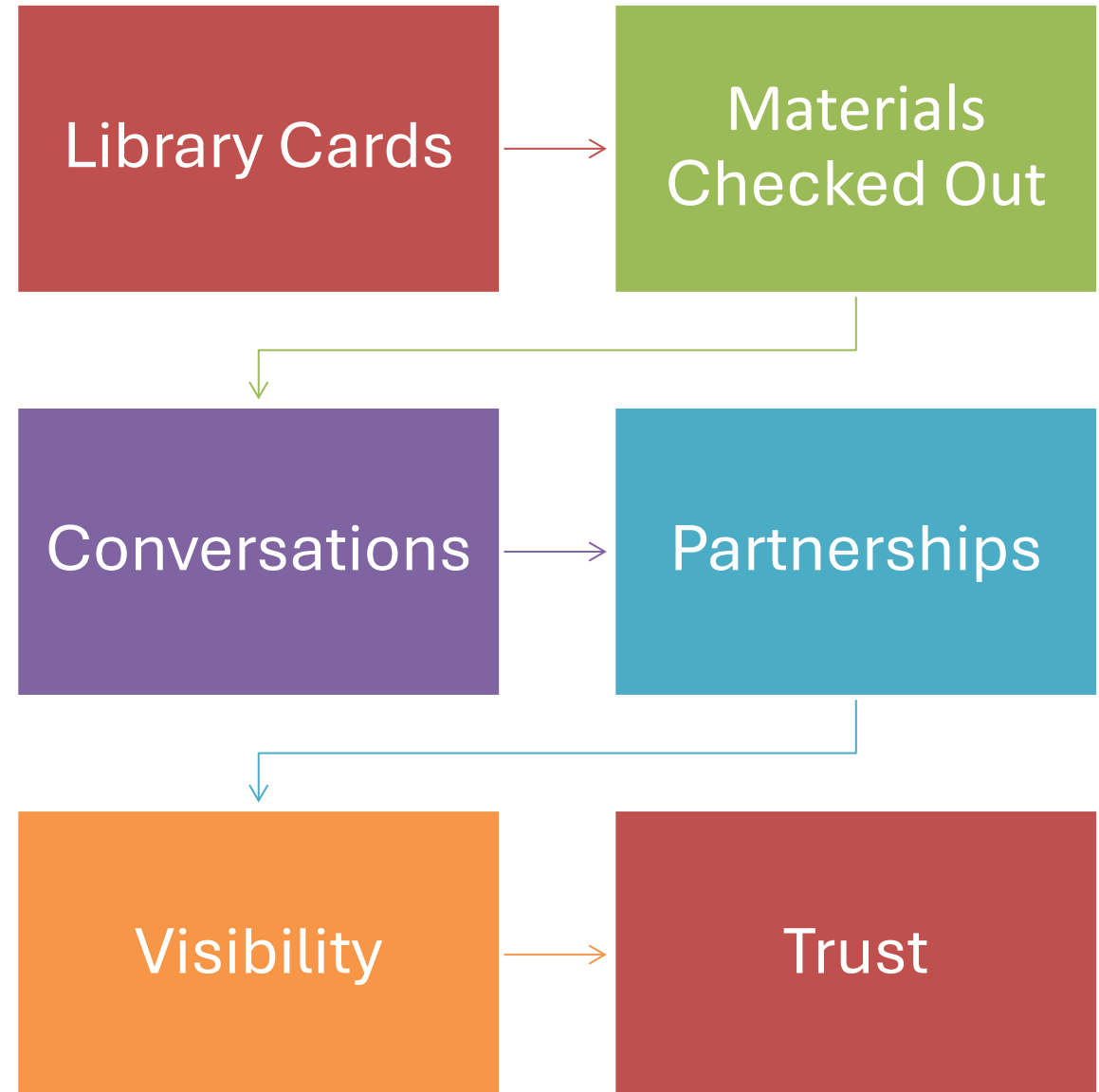
- Attendees:335

Questions asked:

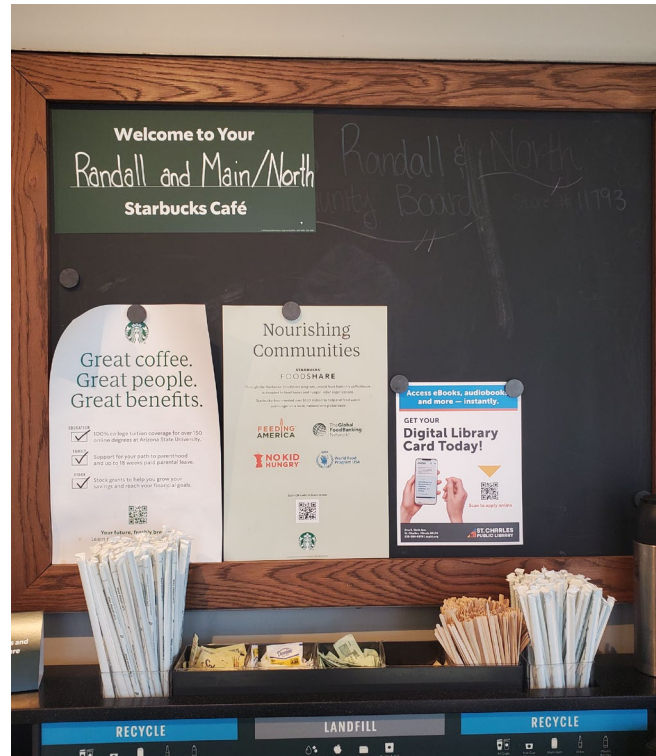
- Homeschool info
- Summer reading grand prize drawing-when is it happening?
- Reciprocal borrower info
- E resources- hoopla
- Programs for non-scpld cardholders



Success Is
More Than a
Number



Lessons Learned



- Start small
- Partner with existing events
- Consistency matters
- Track outcomes
- Be flexible
- Block Party Outreach

Now I'd Like to Hear From You

How involved is Circulation in outreach at your library?



What services could you take into your community?



Are there any barriers?



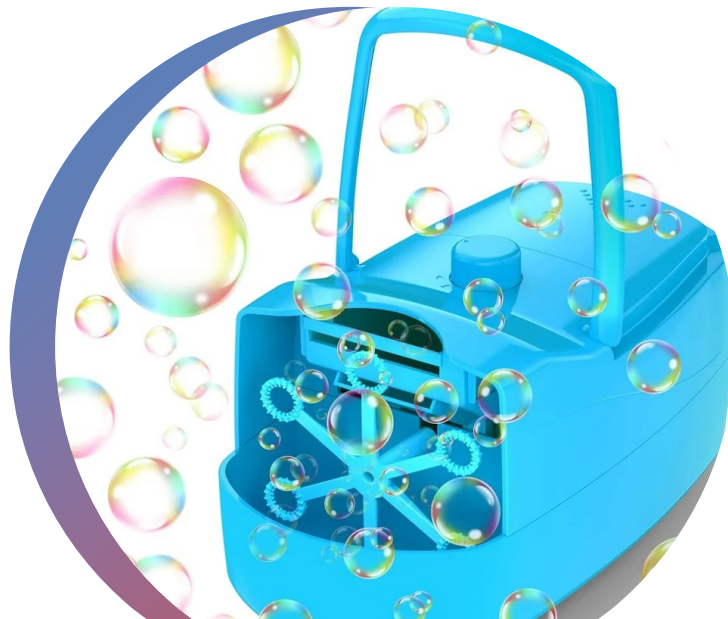
How do you measure Success?

What is one item you never go to an outreach event without?



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- Giveaways
- Books
- Crafts
- Library cards
- Candy
- Bubble machine



As outreach
continues to evolve:

- What's working in your library?
- What have you learned?
- What would you do differently?



Questions

Thank you!