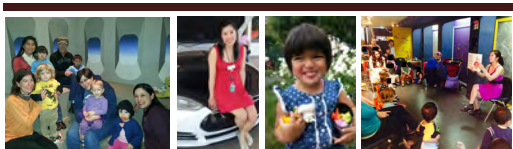## Pop-Up Storytimes
An Infopeople Webinar

Thursday, May 21, 2015

Cheryl Lee, Branch Manager
Santa Clara City Library – Northside Branch Library

Pop-Up Basics

- Library Philosophy and Principles
- Inspiration
- Choosing Locations
- The Approach
- The Storytime
- Sustainability

About Me

- Palo Alto City Library's Community Engagement/ Outreach Librarian
- Branch Manager of Northside Branch Library
- Librarian for 9 years
- Ironic Fact: Struggled with reading all of my life
- 2011 Eureka! Leadership Fellow
- 2014 Library Journal Mover and Shaker
- 2016 Newbery Committee Member
- Hoping to be the "Pop-Up Librarian" again.

Pop-Up Storytimes

My Philosophy and Principles

Photo taken at Northside Branch Library in Santa Clara (CA)

- Little/No Cost Programming
- Customer Engagement
- Core values of the City
- Non-Traditional Programmer
- Not Your Grandma's Library
- Challenge
- Community Partners

Photo from: http://library.escondido.org/Data/Sites/2/media/images/storytime.jpg

My Inspiration

Storytime

Concert Tour

My Inspiration

Photo from: http://www.mobo.com/sites/default/files/image_165.jpg

Finding the Perfect Location

- ☑ Space for Storytime
- ☑ Kid-Friendly
- ☑ Noise Friendly
- ☑ Parking/Accessibility
- ☑ Marketing Opportunities

Photo from:http://cdn.thebrickblogger.com/wp-content/uploads/2013/02/LEGO-Room-LEGO-Wall-at-Cafe-Boobah.jpg

Tips for the Approach

- Research Location
- Write Script in Bullet Points
- 1st Call or In-Person, Last Email
- Always talk to the General Manager
- WIFT- What's in it for them?
- Always ask for their contact information

The Approach - Pottery Barn for Kids

WIFT
- Appeal to parents during sale/clearance season
- Captive audience of parents and kids for 30 minutes in your store
- Average attendance of 20-30 parents and kids

Photo from: http://images.taubman.com/www.shopgreenhills.com/asset/get/31939

Marketing & Advertising

- Palo Alto Unified School District eNews
- Parents Club of Palo Alto/ Menlo Park
- Social Media (Twitter & Facebook)
- Word of Mouth Advertising
- No Flyers

Photo from:http://blue16media.com/wp-content/uploads/2014/03/SocialMediaIconcollage.png

My Pop Up Storytimes

- Fixed Date and Time
- 2nd Thursday of Each Month at 11 am
- Try to avoid conflicting times with library storytimes or programs

Photo from: http://2calendar.com/wp-content/uploads/2014/01/Printable-May-2014-Calendar-1.gif

My Pop Up Storytimes

- Locations would vary
- Never repeated locations
- Use location for another program
- Venues were only in the City of Palo Alto

Photo from: http://www.arjanihomes.com/templates/uploaded_files/maps/final_Palo_Alto_City_Map.jpg

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Starpower

- Animated
- Engage Your Audience
- Participatory Songs and Stories
- Family Storytime
- Themes Optional

Photo taken at the Tesla Showroom in Palo Alto (CA)

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California Pizza Kitchen

Photo taken at California Pizza Kitchen in Palo Alto (CA)

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Pottery Barn for Kids

Photo taken at the Pottery Barn for Kids in Stanford (CA)

Dentist Brian Liu

Photo taken at Dentist Brian Liu's office in Palo Alto, (CA)

C is for Craft

Photo taken at C is for Craft in Palo Alto, (CA)

Pop-Up Storytimes

Plan Toys

Photo taken at Plan Toys in Palo Alto, (CA)

Provident Credit Union

Photo taken at Provident Credit Union in Palo Alto, (CA)

Palo Alto Animal Shelter

Photo taken at the Palo Alto Animal Shelter in Palo Alto, (CA)

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Gamble Gardens

Photo taken at Elizabeth F. Gamble Gardens in Palo Alto, (CA)

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Tesla Showroom

Photo taken at the Tesla Showroom in Palo Alto (CA)

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Tesla Showroom
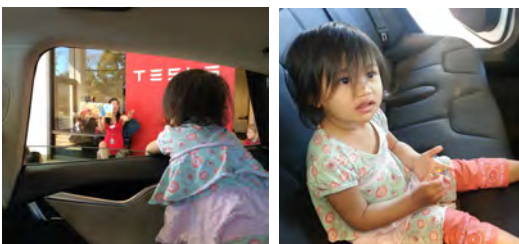
Photo taken at the Tesla Showroom in Palo Alto (CA)

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Marketing & Advertising

Photo taken via the Palo Alto City Library's Facebook Page
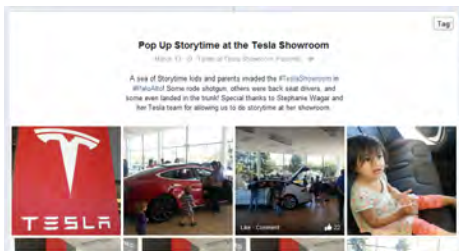
Marketing & Advertising

Pop Up Storytime at the Tesla Showroom

Photo taken via the Palo Alto City Library's Facebook Page

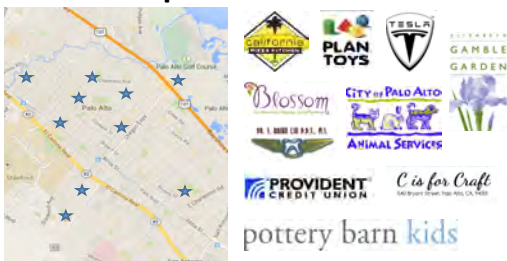**Marketing & Advertising**

Pop Up Storytime at Gamble Gardens

Corporate Partners

Photo from Google Maps

Side Benefit

Photo from: http://c.fastcompany.net/multisite_files/fastcompany/slideshow/2013/10/3020731-slide-s-19-dashlane-office-new-york.jpg

Osmo's Appy Hour

Photo taken at Parents Place in Palo Alto (CA)

Sustainability

- Rinse and Repeat
- Drive Social Media
- Venues will start reaching out to you for Pop Up Storytime
- Some locations will not work
- Creates opportunities

Photo taken at Blossom Birth Family Services in Palo Alto (CA)

Results and the Future

10 Pop Up Storytimes	→	500+ Attendees

- Wider Audience
- Cultivated more partnerships in the community
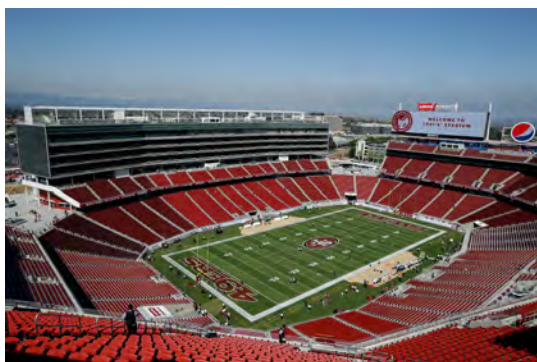
Photo from: https://nbcprofootballtalk.files.wordpress.com/2014/08/levis-stadium.jpg

My Contact Information

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Photo from: http://lj.libraryjournal.com/wp-content/uploads/2014/03/Movers2014webBigLeeb.jpg

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Infopeople → *helping libraries think differently*

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