

# Mobile & Outreach Services

NSW Public Libraries



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Practice,  
*standards*  
& *guidelines*

# Outreach Guidelines

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## OBJECTIVE

To provide a public library service, event or program outside the library premises

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## SCOPE

*Activities outside the library premises* [Item 3.3.2 - ISO 2789:2013 (E)]

Includes:

- Services offered by the library over the Internet e.g. via the library website
- Online and interactive user communications e.g. blogs, wikis, podcasts, including the options for social tagging, sharing and bookmarking
- Social networking i.e. specific use or membership of social networks to present and promote services and programs; and to interact and engage with customers e.g. Twitter, Facebook and Pinterest
- Services delivered via mobile devices and applications e.g. a mobile version of the library website or a local history walking tour App
- Physical services provided outside the library premises to particular groups of users (target groups) e.g. Pop-up lending and readers' advisory services
- Special needs services e.g. home library services; services to gaols.

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## GUIDELINES

1. Access is provided to a range of quality library services, resources, programs and events outside the library premises
2. Access is provided for active users (registered and unregistered), external users and specific target groups from within the population to be served

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## SPECIFIC GUIDELINES

1. Outreach services and programs have clearly defined and measurable goals and outcomes; and are aligned with the relevant ISO performance measures and definitions
2. Outreach sites e.g. for Pop-up type service and programming points are chosen and reviewed according to criteria developed by the library service; workplace risk management standards and guidelines e.g. Work Health and Safety standards; and relevant access and disability standards

3. Outreach support resources are designed and configured for ease of transport, access (staff and community), set up and pull down and to satisfy applicable Australian standards, and Work Health and Safety requirements
4. The relevant population to be served (e.g. general population of area as well as target populations with special needs) is defined for the purpose of performance measurement, marketing and strategic planning
5. The outreach population(s) to be served is periodically consulted on service quality, satisfaction and the impact of these services
6. Outreach staff are knowledgeable about the library's collections, services and procedures, and Work Health and Safety requirements
7. 'Lesson' planning is undertaken for all relevant outreach 'learning' programming and events
8. Outreach staff as drivers e.g. home library service or outreach services vehicles are appropriately licensed for the vehicle employed
9. Outreach staff participate in training and professional development programs
10. Online (electronic and virtual services) outreach services that are appropriate to the population to be served, are interactive, measurable (quality, quantity, impact), and meet appropriate accessibility standards
11. Outreach partnerships (or sponsorships) are formalised, documented, agreed and reviewed annually or as circumstances require

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## ISO USER DEFINITIONS

The following ISO definitions are provided to inform service scope and measurement<sup>18</sup>.

- **Population to be served:** the number of individuals for whom the library is set up to provide services and materials (for public libraries, this will normally be the population of the legal service area (authority) [...] e.g. LGA)
- **Active borrower:** registered user who has borrowed at least one item during the reporting period [This count underrates the number of active users, but for many libraries this is the only manageable measure]
- **Active user:** registered user who has visited or made use of library facilities or services during the reporting period [includes active borrowers, may include users of electronic services if

possible to identify individual uses, or if data can be obtained by means of surveys]

- **Active user** – unregistered (active user not registered as a member). If a library identifies non-registered active users e.g. by surveys, these should be counted separately
- **External user** – user of the library who does not belong to that library’s population to be served (may be a registered or unregistered user) e.g. non-resident workforce, tourists / visitors, those from other LGAs targeting specific services or activities (users of multiple library services)

#### OTHER RELEVANT ISO DEFINITIONS<sup>19</sup>

- **Accessibility:** ease of reaching and using a service or facility
- **Electronic service:** library service delivered via electronic means, whether from local servers or provided via networks
- **Evaluation:** process of estimating the effectiveness, efficiency, utility, and relevance of a service or facility
- **Event:** pre-arranged activity with cultural, educational, social, political, scholarly, or other intent.

Notes:

- 1) Only events arranged by the library on its own or in partnership – inside or outside the premises. Events organised inside the library by other organisations are excluded.
- 2) Ongoing programs are included. Each session of a program is counted as one event.
- 3) Virtual events are also included

- **External service point:** point away from library premises at which a certain service is regularly offered to users [e.g. deposit stations, eService points (not a computer connection point) – excludes mobile libraries and their stops].

Note: This could also include Pop-up libraries that appear regularly at a given point e.g. beach library

- **Partnership:** ongoing, formalised cooperation between a library and one or more other organisations, including other libraries, usually concerning particular services or activities
- **Performance:** effectiveness of the provision of services by the library and the efficiency of the allocation and use of resources in providing services
- **Performance indicator:** numerical, symbolic, or verbal expression derived from library statistics

and data used to characterise the performance of a library

- **Quality:** degree to which a set of inherent characteristics fulfills requirements
- **Registered user:** person or organisation registered with a library in order to use its collection and/or services within or away from the library
- **Staff training:** formal pre-planned training which can be held in-house or externally, and delivered by library staff or external experts
- **Target population with special needs:** part of a library’s population to be served with needs that require special library services [special needs can be caused by physical and health impairment, economic disadvantage e.g. long term unemployment, cultural difference, educational background, or other circumstances that require special library services. Those without additional needs are not included. A library may have more than one target population with special needs; and an individual may belong to more than one such target population]
- **Virtual visit:** one continuous cycle of user activity on the library website by users from outside the library’s IP address space (usually from outside the library premises), regardless of the number of pages or elements viewed.