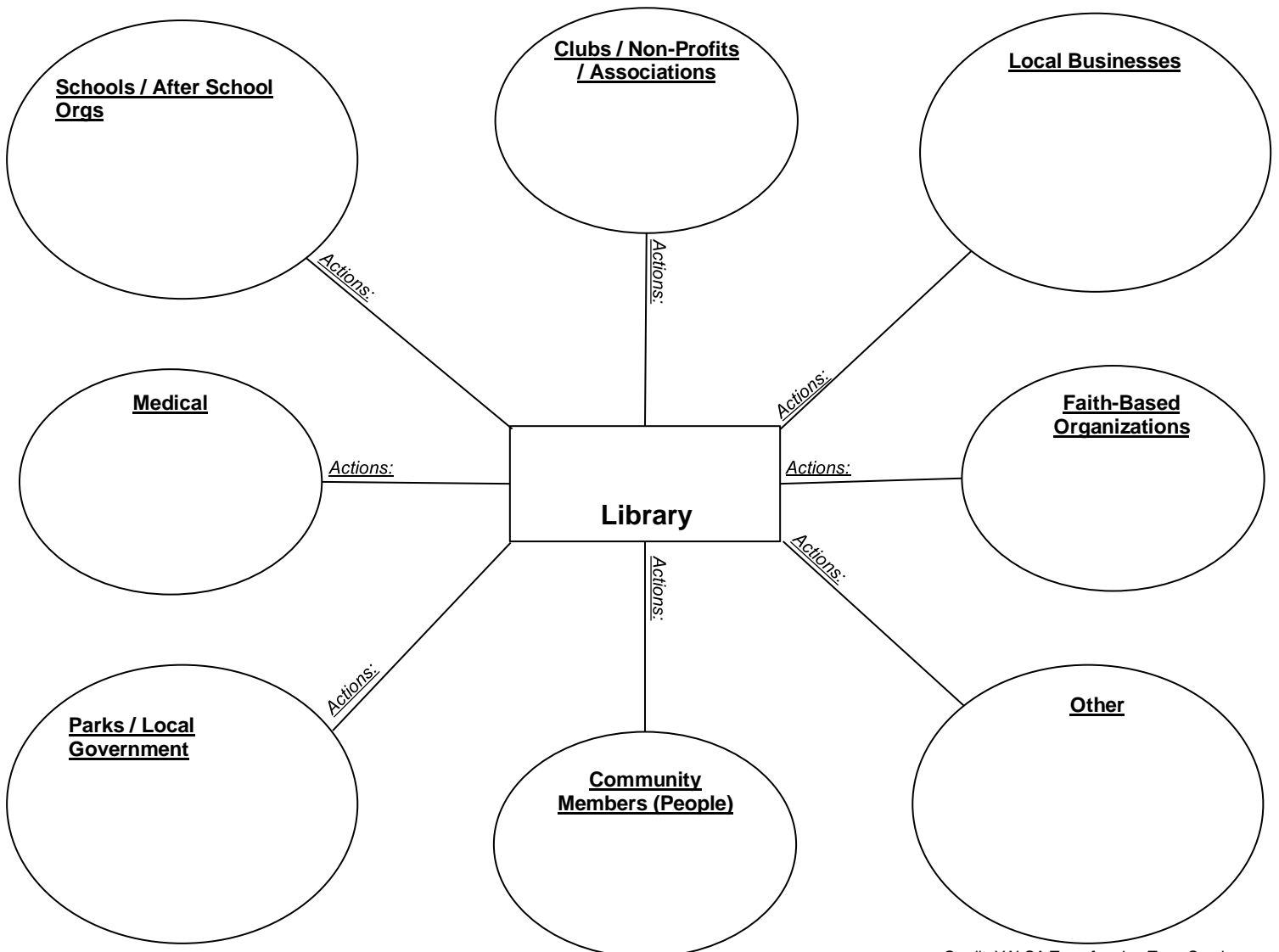


# Where Do We Go From Here? Reaching Young Patrons Post-Pandemic

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## Making an Asset Map

- **Brainstorm a list of businesses, parks, hospitals, community organizations, people, etc. in the area that you are focusing on.** Think big and not just who you already might have connections with. Who could you talk with to learn about those assets? Be specific; instead of just writing “hospitals,” list the names of the hospitals, the names of the small businesses, the names of the entrepreneurs, and so on.
- **Begin placing those different people, places, organizations, etc. on a map.** You can use this document, Google maps, or another mapping tool. Add notes to each entry to highlight the reason you are adding them to the map. Include names of anyone you know who already has a relationship with the people, places, etc. on the map. The relationship could be between you and someone, another staff member, or even someone outside of the library.
- **Drive or walk around the area** you are focused on and look closely at who and what is represented there. What do you see in terms of businesses, organizations, schools, faith-based organizations, ethnic and cultural institutions, entrepreneurship, etc. *(If you are unable to leave your library, look at a Google Map of your area. We encourage you to eventually drive or walk around, however--it's enlightening!)*
- **Take a look at the map you created.** What does it tell you about what's going on in your community for and with children and teens -- especially non-dominant youth and families? Who/What would you like to learn more about? Who would you like to contact first, and why?



## Asset Mapping Resources

Links to resources, including a video that explains Community Asset Mapping, can be found here: [https://continuinged.isl.in.gov/asset\\_mapping/](https://continuinged.isl.in.gov/asset_mapping/)

### Don't Forget!

When adding new services, programs, or responsibilities, take a close look at what you are currently doing and consider what you might eliminate or reduce. Burnout is real! Because library services have already been interrupted over the past 1.5 years, it's a good chance to reinvent how we do things.

**Consider:** *Do you still need to do that program you've always done? Does the youth services desk really need to be covered all the time, especially during the school day? Can you reduce the frequency of certain programs or outreach if not eliminate them? Combine them? What else can be changed?*

### Successful Results of Community Asset Mapping in Indiana Public Libraries

- **Flora-Monroe Twp. Public Library** (Cathy Butcher) made a new and very successful effort to connect to their schools, partnering with an elementary school on a One Book One School program that brought kids into the public library. The principal is now promoting and advertising public library programs through newsletters and announcements. Rebranding their TAG to "Teen Club" and having the teens assist them with programs outside the library (i.e. the county fair) has reached new youth. They have also reached out to their local community center to offer programming at the center, and in turn the center brought kids to the library.
- **Anderson Public Library** (Sarah Bertrand) has begun working with the Madison County Youth Center, which is the county detention center serving grades 6-12. They've been visiting twice a week and take the lead from the kids there when determining what to do (the morning kids like crafts and the afternoon kids like food programming). This is a group that mostly hasn't been to the public library before or who have had negative interaction with staff, so this has been a good chance to change their perceptions.
- **Newburgh Chandler Public Library** (Susan Melfi) is planning a Nontraditional Career Fair for next spring, once their branch is not under construction. She is reaching out to local businesses like a tattoo shop, an art studio, an organic soap and cosmetics shop, bakers, and others and then plans to work with the local high school to promote the event to kids who don't otherwise hang out at the library.
- **Plainfield Public Library** (Lauren Weddle) hasn't been doing in-person programs yet, so rather than using asset mapping to draw more into the building, she has been using it to connect their existing teens to other community organizations. They created posters about pet safety and care for a local animal shelter and is planning to have the owners of a local gaming store come in and run a Magic: The Gathering tournament this fall.