LEAVING THE DESK: OUTREACH FOR BUILDING EFFECTIVE PARTNERSHIPS

DURHAM COUNTY LIBRARY, MAIN LIBRARY CO-WORKING SPACE

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“The equity gap between black Americans and other racial groups seem particularly confounding and surprising because even in geographic areas that have long-standing histories of being black entrepreneurial hubs, with social, political, and economic factors favoring less inequity, the disparity is still significant.”

Confidence
Building confidence
• Prepare staff to market library services

Building
Building relationships
• Using dedicated space and advertisement of partner programs and resources
• Internal & external outreach

Relationships
Maintaining positive relationships
• The power of "Yes!"
• Quid pro quo
• Always be ready to step in and help

Impactful Programming
Leveraging partnerships for more impactful programming
• Internal Library Partnerships (Library Fest, Headshot program, etc.)
• Local Government Partnerships (Innovate Durham, Mayor O'Neal)
• Community Partnerships (Grow with Google, Community-Led workshops)