Now APPLY this to your library:
  1. Identify an underserved group within your community that you want to focus on.

  2. Brainstorm a list of individuals, community organizations, groups or insiders that you can strategically reach out to.

  3. List 3 distinct outreach strategies for gaining the trust and insight for your group.

  4. Develop some program ideas you could suggest to those individuals to get the ideas going.