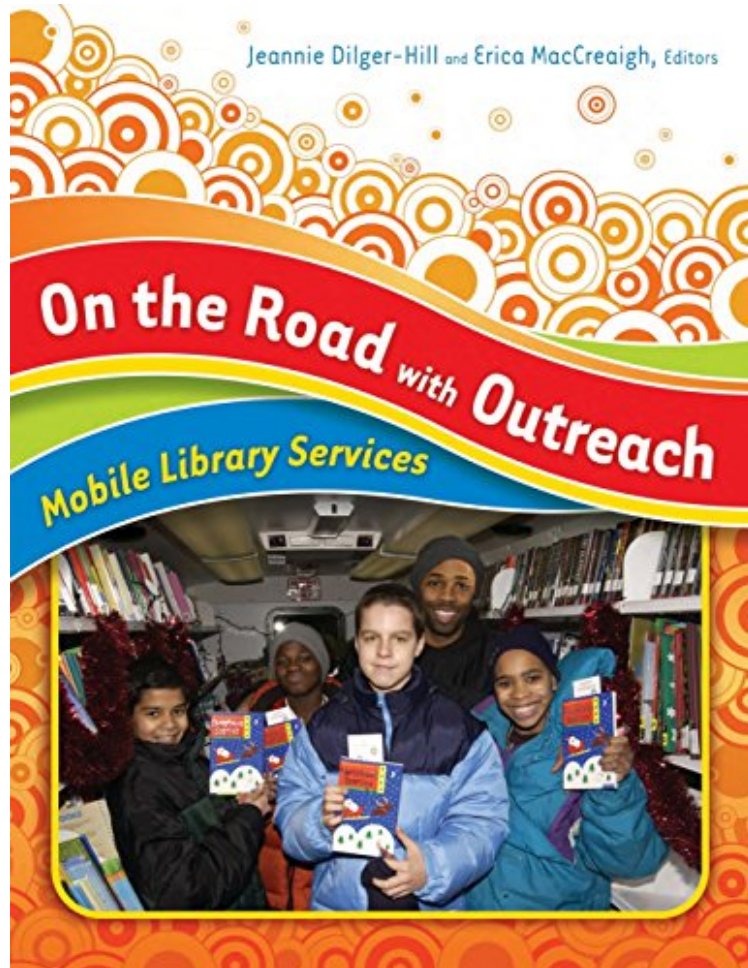


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On the Road with Outreach: Mobile Library Services

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From Brand: Libraries Unlimited : On the Road with Outreach: Mobile Library Services before purchasing it in order to gauge whether or not it would be worth my time, and all praised On the Road with Outreach: Mobile Library Services:

This "how-to" manual is a thorough compilation of essays detailing the start-up, maintenance, management, and evaluation of mobile, public library outreach services, promising to become the "bible" of public library outreach. Includes the Association of Bookmobiles and Outreach Services guidelines, sample marketing materials, sample letters and policy statements, a complete set of bookmobile specifications, checklists, and sample service schedules. Subject-specific bibliographies suggest further reading on bookmobiles, library services to immigrants, senior citizens, children, and prisoners, strategic planning, and staffing. A glossary of mobile automation terms explains satellite,

cellular, and radio connectivity

From School Library Journal This manual provides step-by-step guidance for decision-makers looking to start or expand outreach services. Submissions from librarians performing innovative and effective outreach make up the bulk of the content. This useful tool provides a variety of models that include valuable samples for marketing, service agreements, book-mobile specifications, and general guidelines. It covers diverse populations and forms of outreach that are effective for various patrons, including the incarcerated, homebound, and youth populations. An entire chapter addresses services to children and includes bookmobile design, organizing a collection, and managing children's behavior. Jessica Breslin, Cuyahoga County Public Library, Parma, OH (c) Copyright 2010. Library Journals LLC, a wholly owned subsidiary of Media Source, Inc. No redistribution permitted.

From Booklist This volume discusses the practicalities of establishing and maintaining mobile services to diverse populations. Chapters presenting the collective expertise of 21 public librarians from across the U.S. and Canada are organized into six parts covering management; general outreach models; outreach to children, seniors and the homebound, and the incarcerated; and outreach vehicles. Three appendixes contain the Association of Bookmobile and Outreach Service Guidelines, sample bookmobile specifications, and a sample bookmobile preconstruction questionnaire. The detailed advice and examples provided in the text make this a valuable addition to any public library supporting mobile services. --Jay Freeman

"This volume is a valuable addition to any public library collection supporting mobile services, bringing libraries to others." - ARBAonline

"This work collects practical advice on taking the library on the road to reach underserved public library patrons. Part I covers aspects of planning and marketing services, and Part II describes aspects of library outreach for communities comprised of people of all ages. Later sections give advice specifically for library outreach to children, seniors, the homebound, and incarcerated adults and young people. One section is devoted to vehicles, with suggestions for designing an outreach vehicle and vehicle maintenance. A final chapter explains how the latest mobile communications technologies can be used to fully automate the bookmobile." - Reference Research Book News

"This useful tool provides a variety of models that include valuable samples for marketing, service agreements, book-mobile specifications, and general guidelines." - School Library Journal

"The detailed advice and examples provided in the text make this a valuable addition to any public library supporting mobile services." - Booklist