TALK News

New Year, New Start!

Like many library staff, you might be feeling exhausted and burned out. Many of us have been repeatedly recreating the way we have delivered early literacy information to families throughout the pandemic—virtual storytimes, curbside supply kits, activity stations and outdoor programs to help people stay socially distanced—and now back to regular programming, with some people still expecting the services initiated during the peak of Covid.

Despite this, we know there are always new babies and new parents who need literacy tips, and also many kids who missed preschool instruction and are nearing kindergarten. TALK makes it easy for you to reach parents with information they need to help their kids succeed!

Tip of the Month

Everything you need to promote TALK has been created for you. Train your staff and remind them to tell parents about TALK at programs and the checkout desk. Then do the same with other community partners. Choose one new partner this month such as a medical office. Take time to make a phone call and/or send a letter of introduction with a flyer and bookmarks. Recruiting other organizations helps get the word out about TALK beyond the library.

Getting Started

All of the materials you need to implement and promote the TALK program are in the TALK toolkits. Below is a brief outline of our recommended steps. More details are available in Six Steps to TALK Success and in the guides and videos linked below.

Step one: Choose materials to print
Review the Promotional Materials Guide and video to see the types of materials that are available. Use the Toolkit Index and explore the Posters, Bookmarks and More folder and decide what works for your library.

Step two: Make a social media plan
Review the Social Media Guide and video for tips on how to make a social media plan and to see what types of posts are available in the Social Media folder.

Step three: Start getting the word out
Review the Finding and Registering Users Guide and video for tips about how to get the word out to parents and caregivers and use resources in the toolkits to prepare library staff, send a press release, and host an event.

Step four: Send text messages to your users
Review the Sending Library Messages Guide and video for tips and instructions to learn how you can tell subscribers in your service area what's happening at the library.

Step five: Build community partnerships to reach others
Review the Building Community Partnerships Guide and video for tips on how to work with organizations and businesses to reach parents and caregivers you don't see at the library. Use resources in the Building Partnerships Toolkit to make a plan.

Step six: Monitor user data
Review the Data and Reports Guide and video to learn how to find the number of TALK subscribers in your service area. Use the information to adjust your promotional plan and share your successes using examples in the Tools for Reporting to Partners folder.

Repeat!
There will always be new parents and potential partners in your community. Keep spreading the word about TALK to help improve school readiness in your community.

TALK
Text And Learn for Kindergarten

Other TALK Updates

- We had over 440 responses to our family perception survey and look forward to sharing parent feedback with everyone this spring.

- There are 208 TALK Libraries in Michigan and Indiana!

- We're beginning to transition TALK from a pilot program to a permanent MCLS service. Staff at MCLS are now responding to all user questions, but you can still reach Jodi at talk@ypsilibrary.org with questions about how to improve the TALK rollout in your community.

Upcoming TALK Trainings

Kick-start your TALK program

Need a refresher on how to make TALK a success in your community? I will cover the basics and answer any questions you have. Drop in!

Thursday, January 26, 10:30 am
https://us06web.zoom.us/j/85723740476

Tuesday, January 31, 1:30 pm
https://us06web.zoom.us/j/89352608610

Find previous newsletters on the TALK website for more tips. I am also happy to answer questions or set up a Zoom meeting to help you make the most of the TALK service in your community. Contact talk@ypsilibrary.org or 734-879-1304.

Thank you for being a TALK library!

Jodi

INSTITUTE of
Museum and Library
SERVICES