

From the Guest Editor



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“Marketing and Outreach: Connecting to Our Communities” is the theme of this issue of the *OLA Quarterly*. As we continue to shape what our library services look like post-pandemic, we are also finding a need to connect or reconnect with communities we serve. In a world transformed by the COVID-19 pandemic, libraries have emerged as resilient institutions, evolving to meet the changing needs of their communities. As we navigate the post-pandemic landscape, libraries are redefining their roles and focusing on marketing and outreach strategies that connect them more intimately with the diverse communities they serve.

In the wake of the pandemic in my community, the Newport Public Library has emerged as a beacon of support and connection for our diverse and marginalized community. Recognizing the vital importance of inclusivity, we have cultivated strong partnerships and introduced innovative services to bridge gaps and foster resilience. Our initiatives, such as the Newport Seed Library and the Seed and Read Garden, have nurtured both literal and intellectual growth, while our Library of Things collection and mobile hotspots have democratized access to resources. Moreover, our commitment to social welfare is exemplified through our Curiosity Cabinets food pantry and the distribution of Narcan and Naloxone, achieved through a productive collaboration with Food Share of Lincoln County, Rotary Club of Newport, Lincoln County Harm Reduction, and Lincoln County Mental Health. These efforts reflect our unwavering dedication to a more equitable, empowered, and united Newport community, forging connections that transcend the challenges of the pandemic.

The articles in this issue explore how libraries all over Oregon are shaping services in this new era, emphasizing the importance of community engagement, connection, outreach, marketing, and collaboration.

Immer Honorato chronicles how the Tualatin Public Library embarked on a mission to serve underserved communities, particularly the Spanish-speaking population, using little free libraries known as “Bibliotequitas.” Initially targeting schools, the project later found success in local Mexican convenience stores and cultural events. Although it didn’t

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lead to a significant increase in library visitation, it fostered connections, increased the use of Spanish-language books, and forged valuable community relationships.

Magdianamy Carrillo-Sotomayor illustrates how marketing and outreach inside and outside library buildings can support incarcerated patrons and other underserved communities by providing them with a diverse collection of books in Spanish in Washington County Cooperative Library Services (WCCLS).

Ann Matsushima Chiu, Carly Lamphere, Lily De La Fuente, Caleah James, and Angie Beiriger focus on Reed College library efforts to address years of disruptions and to connect with students inside and outside of the library with concentrated and intentional efforts of making space and engaging students.

Kirsten Hostetler chronicles the development of the library space of one of Central Oregon Community College's (COCC) satellite campuses in Redmond, how the development stalled and evolved in the wake of COVID, and the role this space plays in COCC library's strategic outreach efforts moving forward.

Justine Munds recounts the creation of a "gratitude campaign" to increase faculty buy-in and awareness of open educational resources at Clackamas Community College. In the spirit of open access, she also includes examples of her work for other librarians to adapt for their own use.

Carrie Turney Ross of Jackson County Library Services details survivorship bias and how by enhancing outreach offerings, libraries are in a better position to learn why non-users are not coming to the library and to connect the community to the services they might not know the library provides.

After the pandemic, libraries have undergone a remarkable transformation. They have become not only repositories of knowledge but also vibrant community hubs that adapt to the changing needs of their patrons. Through innovative programming, increased community engagement, and thoughtful outreach and marketing, libraries are cementing their role as essential connectors within their communities. As we continue to navigate the post-pandemic world, libraries stand as beacons of resilience and adaptability, offering a guiding light to all who seek knowledge, connection, and belonging. I hope these articles inspire you to think about what you do in your work to connect to your community, how outreach services can bridge the gap, and how to market your library in inclusive ways.

