

Enhancing Value through
Increased Visibility:
How to Make Small But Significant
Strides Towards On-the-Job Outreach

Presented by Bob Cullen,
The American Association of State Highway
and Transportation Officials
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Outreach and Engagement Within Your Workplace

- ❑ Deploying tightly focused, inexpensive, low-maintenance tactics on a regular basis for connecting in a purposeful manner with your fellow employees.
- ❑ Increasing awareness of your own professional role and your overall availability to further help address the informational needs and priorities of colleagues.
- ❑ Building that bridge between yourself and others, shining a bright light on your front porch.
- ❑ Getting even more visible in your workplace and staying visible!

The Why and How of Outreach

“Library marketing is outreach. It is making people aware of what we can do for them, in a language they can understand . . . [We] need to tell people, we’re here, explain to them how we can help, and persuade them to come in through the doors, virtual or physical.”

Ned Potter

The Library Marketing Toolkit (2012)

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The Why and How of Outreach

- ❑ What are your special talents and strongest interests?
- ❑ What motivates you to get up in the morning and go to work?
- ❑ What types of activities truly energize you?
- ❑ Which skills do you utilize on a daily basis to get the job done and achieve the desired results?
- ❑ How can you most effectively align those talents, interests, motivations, activities, and skills to help support the overarching mission and culture of your workplace and those likewise employed there?

“Just for Fun” Outreach

A focus on helping to bring about a friendly environment and welcoming as well as low-pressure experiences for your colleagues.

- ❑ Jigsaw puzzles
- ❑ Board games
- ❑ Book exchanges
- ❑ Coloring stations
- ❑ Scavenger hunts (participants are asked to find specific items within the library or elsewhere in the office)

Welcome to Monday

Thought for the Week

There are no dreams too large, no innovation unimaginable and no frontiers beyond our reach.

**John Herrington
Astronaut**

All Joked Up

**What kind of birds work at construction sites?
Cranes.**

Fun with Factoids

The word “chrysanthemum” comes from the Greek words “chrysos” (meaning “gold”) and “anthos” (meaning “flower”).

Time for a Quiz

- ❑ In which country is the world's largest bus depot located?
- ❑ What was the name of the ship's captain on the TV series *The Love Boat*?
- ❑ In which city is the world's oldest continuously operating airport located?

Time for a Quiz

- ❑ In which country is the world's largest bus depot located?

ANSWER: India

- ❑ What is the name of the ship's captain on the TV series *The Love Boat*?

ANSWER: Merrill Stubing

- ❑ In which city is the world's oldest continuously operating airport located?

ANSWER: College Park, Maryland

Social Capital

The value derived from positive and sustained connections between people in various settings.

“Social capital can expire, and if you are not careful, you might find yourself checking your bank account one day and discovering a zero balance.”

Aliza Licht

“Building Social Capital When You Work Remotely”
HBR.org (May 2023)

Other Categories of Outreach

Collection-Based Outreach

Activities that are linked to a library's collection either in its entirety or partially.

Instruction and Services-Based Outreach

Activities that involve presentations and other types of educational opportunities for staff.

Key Components to Keep in Mind

1. Stay alert to potential linkages for outreach within your workplace.
2. Identify a viable means of outreach, carefully craft it, and then be prepared to refine as necessary.
3. Be consistent.
4. Communicate strategically and with intention.
5. Find a way to blend generosity with gratitude.