



Community Asset Mapping Worksheet

Community Library Name: _____

1. Describe the library goal/outcome:
2. List existing strengths and assets that support the goal/outcome:
3. List needs/gaps and or threats that are in the way of achieving the goal:
4. Who are the current community stakeholders working together toward the goal? Are there any community providers or agencies missing or desired to assist in this work?
5. List two proposed next action steps.

SWOT Analysis Worksheet

- For instructions on using SWOT Analysis, visit www.mindtools.com/rs/SWOT.

Strengths What do you do well? What unique resources can you draw on? What do others see as your strengths?	Weaknesses What could you improve? Where do you have fewer resources than others? What are others likely to see as weaknesses?
Opportunities What opportunities are open to you? What trends could you take advantage of? How can you turn your strengths into opportunities?	Threats What threats could harm you? What is your competition doing? What threats do your weaknesses expose you to?

Comprehensive Outreach Assessment Tool

Instructions: As a team, determine how your organization/initiative reaches out to various sectors of the community.

	Do You Use It?	With What Sectors of the Community?	Are You Satisfied with How It Works?
One-on-one interviews			
Door knocking			
Petition drives or surveys			
Public and house meetings			
Street outreach			
Tabling			
Attending community meetings			
Community driven assessments			

Stakeholder Analysis

Stakeholder Definition: An individual (or group of individuals) who is/are affected by, or has/have an interest in, influence over, or responsibility for the efforts of the collaborative. Stakeholders are anyone who can either make the plan happen or keep the plan from happening.

List Stakeholders:			
What are their capacities, skills and/or resources?			
What is their potential role on the collaboration?			
What is their self interest? Why should they join?			
How will you recruit them?			
What barriers might exist to recruiting them?			
Who will approach them?			
When?			

You're in an elevator with the Board president. Or the Mayor. Or the Chairperson of the city's Youth Commission. You have one minute before the elevator opens and you go your separate ways. What do you say? You've got your elevator speech prepared, and now's the perfect time to use it!

What is an elevator speech? An elevator speech is a brief opportunity (one minute or less) to answer the questions, "What do you do and why should I care?" The goal is to plant a seed of curiosity so as the elevator doors (real or metaphorical) open, the listener says, "Tell me more."

How do I craft a good introductory elevator speech? Describe what you do and why it's important in the world.

Sample template: "I help _____ [your main customer group] _____ [verb] in order to _____ [large, positive result]."

Sample Speech: "I help kids and families unpack their curiosity at the library so that the kids can go out and change our world for the better."

What if I'm already acquainted with my audience? When an opportunity arises and you're familiar with your audience, use an elevator speech to begin a discussion, create awareness, solve a problem, change a mind, or elicit a response. Here's how:

Re-introduce yourself. If you think the person won't remember you, quickly introduce yourself again. "Ms. Mayor, I'm _____ from the library."

Lead with information your audience might not know. Capture the listener's attention with an interesting fact, statistic, or comparison.

Share the positive value. What's the payoff for your listener's constituency? Articulate it. Example: "Our library programs give junior high kids in our community a safe place to learn, have fun, and develop social skills."

End with an ask. Now that you've tantalized your listener with interesting information, ask to follow up. You might suggest a meeting or ask permission to send the person more information.

52 Ways to Use Your Library Card – (for each week of the year)

1. Get to know your librarian, the ultimate search engine @ your library.
2. Browse your favorite Web site(s).
3. Plan your next vacation.
4. Find a list of childcare centers in your area.
5. Learn about local candidates for office.
6. Pick up voter registration information.
7. Reserve the latest mystery.
8. Pick up a video.
9. Listen to a classical CD.
10. Participate in a community forum.
11. Find out how to navigate the Internet.
12. Prepare your resume.
13. Get new ideas for redecorating your house.
14. Get a list of community organizations.
15. Attend a lecture or workshop.
16. Hear a local author reading his/her latest novel.
17. Join a book discussion group.
18. Attend preschool story hour with your child.
19. Get homework help.
20. Look up all kinds of health information.
21. Research the purchase of a new car.
22. Trek to another planet in a Sci-Fi novel.
23. Call the reference desk if you have a question.
24. Research your term paper.
25. Learn about the history of your city or town.
26. Decide which computer to buy using a consumer guide.
27. Check your stock portfolio.
28. Read a newspaper from another country.
29. Borrow an audiobook for your next road trip.
30. Use the library's resources to start a small business.
31. See a new art exhibit.
32. Volunteer as a literacy tutor.
33. Find a new recipe.
34. Ask for a recommended reading list for your kids.
35. Make photocopies.
36. Get a book from interlibrary loan.
37. Enroll your child in a summer reading program.
38. Take a computer class.
39. Hear a poetry reading.
40. Take out the latest fashion magazine.
41. Enjoy a concert.
42. Trace your family tree.
43. Check out a special collection of rare books.
44. Check out a legal question or issue.
45. Find out how to file a consumer complaint.
46. Get nostalgic by looking at old magazines.
47. Borrow some sheet music.
48. Learn how to use a database or computerized catalog.
49. Find the latest romance paperback.
50. Pick up tax forms.
51. Get some Internet training.
52. Find a quiet spot, curl up with a book and enjoy.



Outreach Long Term Planning

Coordinated Outreach:

1. What is the demand for service provision at the libraries in languages other than English (LOTE)?
2. What population of speakers of languages other than English are you seeing at your library? (Ex: Spanish, Polish, Korean, Mandarin, Russian, Creole, French, etc.)
3. Is the library's collection multi-culturally diverse and welcoming to different demographics?
4. Is the library equipped to answer community member questions regarding local resources for the un-domiciled, economically disadvantaged, unemployed and underemployed? If so, how?
5. Is the library equipped to answer community member questions in relation to services for the visually and auditory impaired? If so, how?
6. Does the library provide resources for volunteer or staff literacy coaches for the illiterate and undereducated? If so, what is the process to sign up for one?
7. Does the library make provisions for programming that endeavors to serve the needs of senior citizens? If so, what are these programs?
8. Does the library maintain a collection of readily available large print books for the senior citizen/visually impaired demographic and at an appropriate height for this population to easily access? (Ex. Are the location of the materials too high or too low to accommodate this population?)
9. Does the library have a demographic whom would benefit from self-help books (emotional/behavioral wellness) and are these materials readily available?
10. Does the library have a volunteer corps? If so, who has the ability to volunteer?
11. Does the library maintain active community relationships with local government, social/human services agencies, religious organizations, schools (Pre-K – College)? If so, how? (Ex: Meetings, teleconferences, informal meetings, etc.)
12. Is the library equipped to welcome physically disabled patrons? If so, what accommodations are provided? (Ex. Ramps, elevator, wider aisles, benches, chairs, etc.)
13. Is the library able to accommodate those individuals or groups in geographically isolated locations within the library's purview? If so, how?
14. Does the library post and make available information for special populations?
15. Does the library provide in-house training regarding cultural diversity and disability training workshops? Or does the library allow for staff to attend outside training in these areas as warranted?
16. Does the library maintain and enforce policies and procedures to protect special populations from bullying and other forms of harassment?
17. Does the library maintain a healthy relationship with community police department(s)?

Adult Literacy:

1. What is the demand for adult literacy services within the library's purview?
2. Are their tutors (volunteer or staff) available for the purposes of adult literacy training?
3. Does the library maintain relationships with local schools, colleges, universities and community agencies that offer adult literacy workshops/training?
4. Are library staff sensitive to the needs and confidentiality of adult literacy program participants? Are they sensitive to the needs of those wanting services, but too afraid to ask because they are embarrassed?
5. Is there active programming and marketing to foster adult literacy in the library?

Prisons:

1. What is the demand for materials (ILL) from community prisons?
2. What is the demand for support from community prison libraries/library staff?
3. Are community prison requests honored and treated equitably to general patron requests?
4. Are their programs/materials to foster recently deinstitutionalized individuals for appropriate re-entry to the community?

Advocacy/Communication/Collaboration with other Systems:

1. Is the library an active advocate for its community and community members? If so, how?
2. Does the library maintain open lines of communication with the system, other member libraries, other library systems (Public, School, Special, etc.)? If so how?
3. Does the library actively communicate with other member libraries and their staff, systems and system staff? If so how?

Library Equal Access Services Checklist

Eight (8) Target Populations

Name of Library:

- ☐ People who are **Blind** or who have a **Physical Disability**:
 - TBBL Resources
 - ADA Accessibility – Restrooms, Ramps, Spacing
 - Resources: Chautauqua Blind Association Contact Information
- ☐ **Seniors**:
 - Large Print
 - Pocket Talkers
 - BiFolkal Kits
 - Resources: Meals on Wheels, Office for the Aging, SSA Office Contact Information, Tax Prep. Program Information, SNAP Information, HEAP Information, etc.
- ☐ People who have a **Developmental** or **Learning Disability**:
 - Linkage to DDRO/DDSO
 - Linkage to area agencies
 - Resources: SSA Contacts Information, OPWDD Contact/Benefits/Entitlements
 - Engaging Activities/Tactile Environment open to this population
 - Linkage to BOCES
- ☐ People living in **Institutionalized** Settings:
 - Resources: Re-Entry Guides from around NYS
 - Home/Institutional Deposit Program
- ☐ Members of **Ethnic** or **Minority Groups** in need of special services:
 - Linkage to area resources/agencies
 - Multicultural/lingual collection
- ☐ People who are **Educationally Disadvantaged**:
 - Linkage to BOCES
 - Linkage to VESID
 - Resources for above agencies on website
- ☐ People who are **Unemployed** or **Underemployed**:
 - Linkage to Chautauqua Works/DOL
 - Linkage to BOCES CTE/Continuing Ed. /Adult Ed.
 - Access to CTE Books, Resume Software, Job Search Engines, Web page for resources.
- ☐ People who are **Geographically Isolated**:
 - Make Digital Cards Available
 - Deposit Collection
 - Linkages to different agencies – Adult Protective Services, DSS, etc.

Key:

S: Some, MO: Most, MI: Minimal, O: Occasional

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Library Equal Access Goals

Community Library:

Date:

Goals:

I.

II.

III.

What I have / Ideas:

What I need / Support:



CCLS Outreach **Services Fair**

Wednesday 9/16/15
10 AM – 12 PM

James Prendergast Library
Community Room – 2nd Floor
529 Cherry Street
Jamestown, NY 14701

RSVP TO TOM VITALE BY 9/9/15 @ 716-
664-6675 x 243

***Come Meet Area Social
Resource Providers and Learn
about all they have to offer -
Bring it back to your library
community to use when
providing social reference.***

LIGHT REFRESHMENTS WILL BE SERVED!

Preliminary List of Community Resources

Cattaraugus County Libraries - Housing Resources:

Runaway and Homeless Youth Outreach Program

200 Erie Street
Little Valley, NY 14755 (716) 938-2623
Runaway/Homeless Youth Counseling

Homeless Prevention Services - Council on Addiction Recovery Services, Inc.

PO BOX 567
Olean, NY 14760
(716) 373-4303
Water Service Payment Assistance, Heating Fuel Payment Assistance, Gas Service
Payment Assistance, Electric Service Payment Assistance, Rent Payment Assistance

Transitional Services - Cattaraugus Community Action, Inc.

25 Jefferson Street
Salamanca, NY 14779
(716) 945-1041 x137
Transitional Housing/Shelter, Single Room Occupancy Housing, Homeless Shelter, At
Risk/Homeless Housing Related Assistance Programs

Genesis House of Olean Inc.

107 South Barry Street
P.O. Box 139
Olean, NY 14760
(716) 373-3354
Homeless Shelter

Saving Grace Outreach

11 Washington Street
Cattaraugus, NY 14719
(716) 257-3077
Cooking Classes, Child Passenger Safety Seats, Heating Fuel Payment Assistance, Gas
Service Payment Assistance, Electric Service Payment Assistance, Kitchenware, General
Furniture Provision, Cleaning Products, Bedding/Linen, General Appliance Provision,
Homeless Shelter, Food Pantries

List of Thanksgiving Dinner Providers



Provider	Address	Phone	Contact	Date	Times
St. Susan Center Dining Room	31 Water Street, Suite 130, Jamestown, NY 14701	716-664-2253	Katie Murdock, Administrative Coordinator	Thursday, 11/24/16	12:30 PM – 2:00 PM.
Chautauqua County Rural Ministries Friendly Kitchen	127 Central Avenue, Dunkirk, NY 14048	716-366-1787	Bridget Mijka, Director of Programs	Thursday, 11/24/16	12:00 PM – 2:00 PM.
Christ First United Methodist Church	663 Lakeview Avenue, Jamestown, NY 14701	716-664-5803	Rev. Natalie Hanson, Pastor	Thursday, 11/26/15	4:00 PM – 6:00 PM.
Cattaraugus Community Action, Inc. The Lighthouse Soup Kitchen	25 Jefferson Street, Salamanca, NY 14779	716-945-1041 x 138	Bryon Richards, Director of Food Security	Wednesday, 11/18/15	3:30 PM – 4:45 PM.
Olean High School	410 West Sullivan Street, Olean, NY 14760	716-375-8031	Nick Patrone, Director of Community Schools	Saturday, 11/21/15	12:00 PM – 2:00 PM.
St. Stephens Episcopal Church & Greater Olean Association of Churches	109 South Barry Street, Olean, NY 14760	716-372-5628	Lorrie Anastasia, Co-Chairman of the Thanksgiving Dinner	Thursday, 11/26/15	Home Delivery: 11:00 AM – 2:00 PM Seating at the Church: 11:30 AM – 2:30 PM Take Out: 2:00 PM – 2:45 PM.
Harvest Field Ministries – Harvest Field Café	406 West State Street, Olean, NY 14760	716-372-3711	Rev. Doug Travis, Pastor	Saturday, 11/28/15	12:00 PM – 3:00 PM Take Out: Begins at 1 PM.

Benefits & Entitlements

- 1. Social Security Administration:** *Social Security Disability Insurance, Supplemental Security Income, Social Security Retirement Benefits, Social Security Dependent Benefit.*
- 2. Office of Temporary & Disability Assistance (Local Department of Social Services):** *Temporary Assistance, Cash Assistance, Supplemental Nutrition Assistance Program, Medical Assistance, Home Energy Assistance Program, Non-Temporary Assistance Child Care, Disabled Client Assistance Program, Women, Infants & Children, Domestic Violence Placement, Crisis Intervention.*
- 3. Office of Alcohol & Substance Abuse Services:** *Addiction Recovery Services, Outpatient, Inpatient, Detox,*
- 4. Veteran's Affairs:** *Service Related Disability, Government Issue Bill, Medical Services*
- 5. Adult Career & Continuing Education Services – Vocational Rehabilitation** *(Previously Vocational & Educational Services for Individuals with Disabilities)*
- 6. Local Department of Labor:** *Work Employment Program, Workforce Development Board, Career Centers; Counseling.*
- 7. Office of Persons with Developmental Disabilities:** *Developmental Disabilities Regional Office; Medicaid*

*Service Coordination, Day Habilitation, Transportation, ,
Group Home Living, Vocational Rehabilitation*

8. Office of Mental Health: *Counseling, Rehabilitation, ACT Team, Personal Recovery Oriented Services, Health Homes, Psychiatric Emergency Program, SPOA, Supported Housing, Congregate Living, Clinical Treatment Apartment Program, Transportation.*

9. Department of Health: *Traumatic Brain Injury Medicaid Waiver Program & Nursing Home Medicaid Waiver Program, Regional Resource Development Specialist, Independent Living Skills Training, Intensive Behavioral Therapy, Community Integration Therapy, Service Coordination, Transportation, Medication Grant Program.*

Common Acronyms

- **SSA:** Social Security Administration
- **SSD/I:** Social Security Disability Insurance
- **SSI:** Supplemental Security Income
- **SSR:** Social Security Retirement
- **OTDA:** Office of Temporary & Disability Assistance
- **DCAP:** Disabled Client Assistance Program
- **LDSS/DSS:** Local/Department of Social Services
- **NTA:** Non-Temporary Assistance
- **TA:** Temporary Assistance
- **CA:** Cash Assistance
- **SNAP:** Supplemental Nutrition Assistance Program
- **MA:** Medical Assistance
- **HEAP:** Home Energy Assistance Program
- **APS:** Adult Protective Services
- **OCFS:** Office of Children & Family Services
- **CPS:** Child Protective Services
- **WIC:** Women, Infants & Children
- **DV:** Domestic Violence
- **VIB:** Victim Information Bureau
- **DOH:** Department of Health
- **OASAS:** Office of Alcohol & Substance Abuse Services
- **ARS:** Addiction Recovery Services
- **OMH:** Office of Mental Health
- **QMHP:** Qualified Mental Health Provider
- **SPOA:** Single Point of Access
- **CPEP:** Community Psychiatric Emergency Program
- **ACT:** Assertive Community Treatment

- **PROS:** Personal Recovery Oriented Services
- **MHA:** Mental Health Association
- **OPWDD:** Office for Persons With Developmental Disabilities
- **DDRO = DDSO:** Developmental Disabilities Regional Office = Developmental Disabilities Services Office
- **CR:** Community Residence
- **ICF:** Intermediate Care Facility
- **IRA:** Individualized Residential Alternative
- **TBI:** Traumatic Brain Injury
- **ILC:** Independent Living Center
- **LDOL/DOL:** Local/Department of Labor
- **WFDB:** Workforce Development Board
- **WEP:** Work Employment Program
- **ACCES-VR = VESID:** Adult Career & Continuing Education Services-Vocational Rehabilitation = Vocational & Educational Services for Individuals with Disabilities
- **BOCES:** Board of Cooperative Educational Services
- **TASC = GED:** Test Assessing Secondary Completion – General Equivalency Diploma
- **LVA:** Literacy Volunteers of America
- **VA:** Veteran's Affairs
- **GI:** Government Issue/General Issue
- **AARP:** American Association of Retired Persons
- **USCIS:** United States Customs & Immigration Services
- **LGBTQ(Q)A(A)I:** Lesbian, Gay, Bisexual, Transgender, Questioning (Queer), Ally (Asexual), Intersex

Community Resource Partner Agencies:

www.211nys.org

- ✓ **Department of Social Services**
- ✓ **Social Security Administration**
- ✓ **Department of Labor**
- ✓ **Adult Career & Continuing Education Services – Vocational Rehabilitation**
- ✓ **Board of Cooperative Educational Services**
- ✓ **Literacy Volunteers of America**
- ✓ **Blind Associations**
- ✓ **Veteran's Affairs**
- ✓ **Schools for the Deaf**
- ✓ **Health Homes**
- ✓ **Victim Information Bureaus (Sheriff's Office)**
- ✓ **Domestic Violence Shelters**
- ✓ **Addiction Recovery Services**

- ✓ **Mental Health Associations**
- ✓ **Independent Living Centers**
- ✓ **Food Banks/Pantries/Soup Kitchens**
- ✓ **Religious Outreach/Counseling**