



IMMEDIATE RELEASE
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OUTSIDE THE LINES 2016 WEBINARS FOR LIBRARIES ANNOUNCED

Two opportunities to connect and ask questions

DENVER – June 15, 2016 – In 2015, more than 275 libraries and organizations worldwide helped shift perceptions of libraries by participating in [Outside the Lines](#). A weeklong celebration demonstrating the creativity and innovation happening in libraries, Outside the Lines returns this Sept. 11-17, 2016.

This month, Outside the Lines organizers will host two webinars – June 20 and June 30 – to help participants brainstorm and strategize for 2016.

On June 20, state library agencies are invited to participate in an Outside the Lines webinar to learn more about the importance of state libraries in helping to promote and engage with libraries of all sizes during Outside the Lines. State libraries have played a key role in helping libraries reintroduce themselves to their communities during Outside the Lines by rallying and supporting members in their respective states.

Later this month, all current and prospective Outside the Lines participants are encouraged to take part in a webinar on June 30 to help spark ideas and answer questions. The Outside the Lines team will also be live tweeting during the sessions; follow along with #getOTL on Twitter.

Registration for Outside the Lines 2016 is currently open, and 85 libraries and organizations from across North America have already signed up at getoutsidethelines.org. Participating libraries are encouraged to spread the word about their involvement using the #getOTL hashtag across social networks.

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Details

State Libraries Get Outside the Lines

Monday, June 20, 2016

12-1 pm MDT

<https://enetlearning.adobeconnect.com/librarydevelopment/>

The past two years, state libraries have played a key role in the success of Outside the Lines by rallying, promoting and supporting libraries across their respective states. Whether it was roller derby storytimes, Instagram photo contests or taking pop-up libraries to the streets, participating libraries were able to reintroduce themselves to their communities in a number of creative and meaningful ways. Learn how state library systems can help support initiatives like these during OTL 2016 with this webinar presented by the Colorado State Library. Session offered via Adobe Connect at <https://enetlearning.adobeconnect.com/librarydevelopment/>. No registration necessary. Space is limited and available on a first-come, first-served basis.

Reintroducing Libraries to Our Communities: OTL 2016

Thursday, June 30, 2016

10-11 am MDT

<https://enetlearning.adobeconnect.com/librarydevelopment/>

A weeklong celebration demonstrating the creativity and innovation happening in libraries, Outside the Lines returns this Sept. 11-17, 2016. Interested in participating or just want to learn more? Join us for a special webinar to connect, ask questions and learn best practices from past participants. We'll cover a variety of topics from brainstorming relevant OTL ideas to rallying your staff. Session offered via Adobe Connect at <https://enetlearning.adobeconnect.com/librarydevelopment/>. No registration necessary. Space is limited and available on a first-come, first-served basis. Get more ideas and follow along with #getOTL on Twitter during the session.

ABOUT OUTSIDE THE LINES

Outside the Lines is an R-Squared initiative designed by Colorado library marketers and directors that gets libraries “walking the walk” – taking action to show our communities how important libraries are and how they've changed. This celebration takes many of the concepts discussed at R-Squared – The Risk & Reward Conference, such as creativity, customer curiosity, culture, community and creative spaces, and puts them into action where they count – in our local communities. Learn more at getoutsidethelines.org.

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