



IMMEDIATE RELEASE
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OUTSIDE THE LINES 2017 WEBINAR FOR LIBRARIES ANNOUNCED

*Hosted in partnership with the Public Library Association,
webinar to focus on using initiative to meet organizational goals*

DENVER – May 26, 2017 – Facing funding cutbacks, outdated perceptions and fierce competition with companies like Google and Amazon, community engagement for libraries is more important than ever. A weeklong initiative held Sept. 10-16, 2017, Outside the Lines (OTL) is designed to help libraries shift perceptions by engaging communities in relevant and creative ways. On Wednesday, May 31, in partnership with the [Public Library Association \(PLA\)](#), the OTL planning committee will offer a free webinar showcasing the different ways that Outside the Lines can be used to help libraries provide relevant and surprising experiences for their communities. Attendees will achieve a greater understanding not only of the initiative as a whole, but how libraries can leverage OTL to achieve their organizational goals. For libraries looking to build new community partnerships, fulfill strategic goals or experiment with a new project, Outside the Lines provides a flexible framework to help achieve those objectives.

Space for the session is limited, and registration is required. Registration is available at ala.org/pla/education/onlinelearning/webinars/outsidethelines.

Registration for Outside the Lines 2017 is currently open to libraries and organizations everywhere at getoutsidethelines.org. More than 90 participants from five countries are already signed up to participate in this year's celebration.

During the week of Outside the Lines, participating libraries agree to host at least one event or campaign designed to get people thinking – and talking – about libraries in a new way. Participants are also encouraged to develop community partnerships as a way of furthering their community reach beyond the library walls. Libraries, partners and media are encouraged to spread the word about their involvement using the #getOTL hashtag across social networks.

Details

Outside the Lines: An Initiative to Help Achieve Your Organizational Goals

Wednesday, May 31, 2017

12-1 pm MT

<http://www.ala.org/pla/education/onlinelearning/webinars/outsidethelines>

Is there a specific audience your organization is trying to reach? A partnership you're hoping to form? A strategic goal you're looking to fulfill? In this interactive webinar, learn how libraries have used [Outside the Lines: Libraries Reintroduced](#) to achieve their organizational goals. Learn more about this global initiative and how to leverage Outside the Lines for your organization's needs - whether that's building a new partnership, piloting a new service or finding new ways to communicate your goals internally and externally. This free session is offered in partnership with the Public Library Association using the WebEx Event Center platform. Space is limited; registration is required. An archived recording of this webinar will be available in the days following.

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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