
Branching Out: Building and Expanding Your Library's Genealogy Program

Small Libraries Summer Symposium, July 7, 2023

Introduction

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““When our hearts turn to our ancestors, something changes inside us. We feel part of something greater than ourselves.”

—Russell M. Nelson

We went from here....




Geneva Public Library October 12, 2022 · 🌐

Have you heard anecdotes about your great great great grandparents and want to know if they are true? Join the Genealogy Club on Saturday, October 22nd, at 10AM and learn how to find out.

In the meantime, you can check out this book and others in our collection about genealogy.
<https://evergreen.owwl.org/eg/opac/record/393091>

A COMPLETE UPDATE TO THE BESTSELLING ANCESTRY RESEARCH GUIDE

- Reviews 100+ genealogy websites
- Covers the latest Web 2.0 tools, including social networking and blogs
- New details on the redesigned FamilySearch site



Genealogy Club with four people attending (including me...)

To here....



FamilySearch 101

Thursday, June 29
6 - 7 pm

Presented by
Jessica Winum

- Learn how to access historical records, census data, and vital documents
- Discover advanced search techniques
- Harness our status as an affiliate library to access hundreds of thousands of additional images.



Research Roundtable, Classes, FamilySearch Affiliate Library, Appointments

Where are we going?



Develop connections with local organizations

Will help us grow our collection, strengthen our knowledge, and enrich our well of experts from which to draw.



Increase staff training

Will help us to serve patrons more fully, make better use of our resources (database subscriptions, collections, etc.), deepen professional satisfaction



Improve facilities and collections

Create dedicated space for local history, purchase more databases, books and eBooks, add more programs



How can you take
your library from
here to there?

One step at a time, having fun every step of the way!

Assess the Current State

Sit down and:

- Discuss the current status of your library's genealogy program
- Highlight the strengths and weaknesses
- Emphasize the potential for growth and improvement

Identify a Target Audience

Sit down and:

- Define the target audience for the genealogy program
 - Explore different age groups, demographics, and interests
 - Understanding your audience will help tailor your program accordingly
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Create a Clear Vision

- Develop a clear vision for your genealogy program
 - Set goals and objectives for short-term and long-term success
 - Align the program with the library's mission and community needs
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Expanding Resources

- Research and expand the genealogy resources available at your library
 - Consider online databases, digital archives, and partnerships with genealogy organizations
 - Allocate a budget for acquiring new resources
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Staff Training & Development

- Train library staff to become proficient in genealogy research techniques
 - Encourage staff members to attend genealogy workshops and conferences
 - Foster a culture of continuous learning within the library
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Collaboration & Partnerships

- Establish partnerships with local genealogical societies or historical organizations
 - Host joint events, workshops, or lectures to benefit both parties
 - Leverage the expertise and resources of these organizations
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Outreach & Marketing

- Develop a comprehensive marketing strategy for your genealogy program
 - Utilize social media platforms, local newspapers, and community bulletin boards
 - Engage with local schools, retirement communities, and other relevant organizations
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Programming & Events

- Organize genealogy workshops, seminars, and guest speaker events
 - Offer specialized classes on research techniques, DNA testing, and preserving family history
 - Arrange genealogy-themed book clubs or discussion groups
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- Embrace technology to enhance your genealogy program
 - Create an online presence through a dedicated website or blog
 - Utilize genealogy software, digitization tools, and online tutorials

Tech Integration & Online Presence

Volunteer Involvement

- Recruit volunteers passionate about genealogy to assist with the program
- Offer training sessions for volunteers to improve their research skills
- Recognize and appreciate the contributions of volunteers

Establishing a Genealogy Space

- Create a designated space within the library for genealogy resources
 - Set up dedicated computers, microfilm readers, and other equipment
 - Make the area comfortable and inviting for patrons
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Engaging the Community

- Organize genealogy-related community events or fairs
- Encourage community members to share their personal stories and family histories
- Foster a sense of belonging and connection among participants

Continuous Program Evaluation

- Regularly assess the effectiveness of your genealogy program
- Gather feedback from patrons and make necessary improvements
- Adapt to changing community needs and trends

Thanks!

Do you have any questions?

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<https://www.familysearch.org/en/affiliates/about>.

As an affiliate library you can also add your library to the master list of all affiliate libraries in the FamilySearch Research Wiki: ~~https://www.familysearch.org/wiki/en/FamilySearch_Affiliate_Libraries~~. To add your information, use these instructions found on this Wiki page:

https://www.familysearch.org/wiki/en/FamilySearch_Wiki:WikiProject_Creating_an_Affiliate_Library_Page.

The instructions include adding your contact information to the libraries list and on how to make a Wiki page for your library. The Research Wiki ranks very high in Google searches and can be another opportunity to advertise your library on the internet.

FamilySearch has an online networking community where you can share ideas, offer support, and ask questions. A private community group for affiliate libraries has been created. We invite you to join the FamilySearch affiliate libraries Community group and participate in asking/answering questions and sharing resources. When you click on the following link, first click Sign In using your personal FamilySearch account or a generic library admin account you create, and then click Join (<https://community.familysearch.org/en/group/312-familysearch-affiliate-libraries>).

Attached is the authorized FamilySearch logo you are welcome to use as a prominent link on the designated computer or library's desktop menu to access FamilySearch.org.

Attached is an example of a Press Release you are welcome to use, adding the name of your library as desired. If possible, please send us the press release for a quick review, to ensure any mention of FamilySearch is reflected correctly. This review will be approved and returned usually within 2 hours.

Big numbers catch your audience's attention
