



Reaching Patrons: Online Outreach for Libraries

Jennifer Koerber, Librarian
Boston Public Library,
Honan-Allston Branch



Why Online Outreach?

- Increasingly, our users are online as much as off.
- We need to put ourselves out where they already are.
- They need to be able to find us, 24 hours a day.



Most importantly:

- **Online, everyone in the world is a potential patron.**



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Boston Public Library

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- A [Boston Public Library](#) www.bpl.org
700 Boylston St, Boston, 02116 - (617) 536-5400
★★★★★ 53 reviews - [Get directions](#) - [More information](#)
- B [French Library & Cultural Center](#) www.frenchlib.org
53 Marlborough St, Boston, 02116 - (617) 912-0400
[Get directions](#) - [More information](#)
- C [Mary Baker Library for the Betterment of Humanity](#) www.marybakerreddylibrary.org
200 Massachusetts Ave, Boston, 02115 - (617) 450-7000
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[Boston Public Library Home Page](#)

Principal facilities located in **Boston**, Massachusetts. Besides acting as a circulating **library** for the **Boston** area (25 branches), **BPL** hosts a huge ...

www.bpl.org/ - 32k - Mar 4, 2007 - [Cached](#) - [Similar pages](#)

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[Central Library](#) - www.bpl.org/central/index.htm

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[Branch Hours](#) - www.bpl.org/general/hours.htm

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[BPL Catalogs](#)

The **Boston Public Library** has many catalogs and databases that contain information about the millions of books (over 7.5 million) and other materials held ...

www.bpl.org/catalogs/index.htm - 21k - [Cached](#) - [Similar pages](#)



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Boston Public Library

From Wikipedia, the free encyclopedia

The **Boston Public Library** is the largest municipal public library in the United States^[1] and was established in 1848. It was the first publicly supported municipal library in the United States and the first public library to allow people to borrow books and other materials. The Boston Public Library is also the *library of last recourse*^[2] of the Commonwealth of [Massachusetts](#); all adult residents of the state are entitled to borrowing and research privileges, and the library receives state funding.

Contents [hide]

- [Collections](#)
- [History and Architecture](#)
 - [2.1 The McKim Building](#)
 - [2.2 Monumental inscriptions](#)
 - [2.3 Bates Hall](#)
 - [2.4 The Johnson Building](#)
- [Art, Rare Books and Exhibits](#)
- [Branch library system](#)
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The Boston Public Library's McKim building with the campanile of [Old South Church](#) to the right

Collections

[\[edit\]](#)

With 14.9 million volumes, the Boston Public Library is the third largest library in the United States.^[3] In addition to its extensive circulating library, which includes works in many languages, the Boston Public Library's collection has special strengths in art and art history (available on the third floor of the McKim building) and American history (including significant research material), and maintains a depository of governmental

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Mugar Memorial Library

Boston University

search

all city coordinates

- Flagstaff, Arizona
1340 km
- Rochester Institute of Technology
1728 km
- University of Maryland College Park
1750 km
- Umd Tri Delt
1751 km
- Plymouth State University
2217 km

Top-Ranked Boston MBA

Babson's MBA flexible programs designed for working professionals.

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- Mary Cummings Park
2242 km
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2243 km
- Harvard Business School Publishing
2243 km
- Boston University West Campus
2247 km

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Bay State College Boston

BayState.College-Info.com

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Quiznos Sub - [more info »](#)

401 Park Dr, Boston, MA

(617) 859-7827 - [call](#) - ★★☆☆☆

[Boston Restaurants - MA, 02...](#)

... We have 36 restaurants near **Bay State College**; Boston, **MA**. Quiznos Sub 401 Park Drive. Accepts Campusfood Cash restaurant is closed Opening @ 4:00 PM ... campusfood.com



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840 Commonwealth Ave, Boston, MA

(617) 566-0021 - [call](#) - ★★☆☆☆

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WiFi Location Directory:

1. Country (required)

United States ▼

2. State/Province

Massachusetts ▼

3. City

Allston ▼

US Search by City/State OR Zip

Zip Code

Search Radius

10 miles ▼

Network (optional)

- All Network Providers - ▼

HotSpot Type (optional)

Library ▼

Service

☒ Free ☒ Commercial

Show Wi-Fi Hot Spot Locations



Top 10 Wi-Fi US Cities:

New York - 624
Chicago - 307
San Francisco - 195
Atlanta - 174
Seattle - 167
Houston - 165
Austin - 149
San Diego - 145
Washington - 131
Pittsburgh - 127

Top 10 Wi-Fi Countries:

United States - 13515
United Kingdom - 6569
Germany - 4255
France - 2986
Japan - 2885
Italy - 919
Canada - 803
Denmark - 718
Sweden - 417
Spain - 370



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events> ([view all events](#))

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- 2/19-3/5 [Writing Contest](#)
- 2/21-3/5 [Women's History Month events](#) (Boston,
- 2/26-3/5 [Driver Education Courses](#) (Peabody)
- 2/26-3/5 [Jewelry Wholesale prices](#)
- 2/26-3/5 [I Want Candy](#) (Boston)
- 2/27-3/5 [It's Ski Time Again at Whiteface \(Lake Placid Area\)](#)
- 3/1-3/5 [PRINT PASSES - Free Advance MOVIE Screening](#) (Boston)
- 3/5 [Celebrity Author Series Event with Mayor Menino](#) (Jamaica Plain, MA)
- 3/5 [Boston Massacre Reenactment](#) (Old State House)
- 3/5 [ISAGENIX Fat burning/impurities release Cleansing programs 3/5 Tues.](#) (Dover, NH)
- 3/5 [* FREE * Skin Care Clinic](#)
- 3/5 [Meet Paul Revere](#) (Old State House)
- 3/5 [South Shore Women's Business Network Norwood Luncheon](#)

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Brookline: Mom Discovers \$3 Whitening Trick

Dentists DO NOT want you to know about THIS teeth whitening secret! [Get details...](#)



Obama Asks Moms Back to School

If you make less than \$45,000/year you may qualify for a Pell Grant. [More info...](#)

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Mike Rush for state Senate 2010 web site violates campaign and finance law

WEST ROXBURY - Not only does it look like state Rep. Mike Rush is running for state Senate in 2010, but his new web site violates campaign and political finance laws.

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Latest Roslindale News

• Things are afool in Parkway Little League

WEST ROXBURY/ROSLINDALE - After Parkway Little League had its charter put "on hold" by Little League International for several reasons, local Little League officials have been

More Headlines

- Roslindale's Bethany Owens knows how to 'FETCH'
- Free books for Roslindale troops
- Roxbury Latin students build for Habitat for Humanity during winter break

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Allston, MA > [Events](#) > [ESL Conversation Group](#)

ESL Conversation Group

date: **Tuesday, March 11, 2008**

time: **11:30 AM to 3:30 PM**

venue: **Boston Public Library - Honan-Allston Branch**

address: **300 North Harvard Street
Allston, MA 02134**

[View map](#)

posted by: [Boston Public Library - Honan-Allston Branch](#)

Tuesdays from 11:30 a.m. to 3:30 p.m.

website: [Click to visit the site](#)

category: [Schools and Libraries](#)

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MARCH, 2008

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2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
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Culture & Recreation

Enjoy the architecture of the McKim Building of the Boston Public Library 

Search the Catalogs at Boston Public Library 

List of all Boston Metro Museums 

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Elderly »

View the list of services provided directly by the City of Boston

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Cars & Transportation »

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Apply for a Resident Parking Sticker

Renew your Resident Parking Sticker

Latest Traffic Advisories

Taxi complaint and lost property form

Local Transit Information at MBTA 


Motor Vehicles Information at Massachusetts Registry of Motor Vehicles 

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Education & Schools

Register at Boston Public Schools

Visit Boston Public Library to checkout their digital media, exhibits and more..

Checkout the adult educational opportunities at Boston Center for Adult Education 

More services »

Residential Electricity Purchase Options

Residents may now purchase electricity directly from a Competitive Power Supplier

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Citizen Alert Network Expands Citywide

The Alert Network allows police to instantly update registered users about crime, emergencies and oth Important Information.

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JustStolen.net

The Boston Police Department encourages residents to register valuables with JustStolen.net, a website that law enforcement can use to find the owners of recovere goods.

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City Calendar »

See a listing of City Events and Public Meetings.

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Mattapan

The most random highway destination sign in the Boston area

By adamg - 1/10/10 - 7:44 pm



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Recent comments

- Looking on the bright side
- You can't expect the same
- Short circuit causes \$800,000 damage
- Thanks for all the responses!
- Commiserating on



**We're
Listening!**

H2otown

Maybe Watertown *is* paradise! Or it would be if we had a decent Indian restaurant...

Condo Watertown Ma

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Watertown, MA Real Estate

View MLS Listings, Get Real Estate Reports for Watertown, MA.

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Good companies/Annoying Companies

Submitted by [H2otown](#) on Wed, 03/12/2008 - 12:22pm.

Leslie makes a rundown -- Plus: Tivo, UPS; Minus: Verizon, Doggie Day. Your pros and cons in the world of commerce? [Leslie's Latest News: Good companies / Annoying companies](#) Powered by [ScribeFire](#).



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Footage

Submitted by [H2otown](#) on Wed, 03/12/2008 - 12:20pm.



Recent comments

- Not a good idea
20 hours 10 min ago
- Interactive map of meters that steal money
3 days 21 hours ago
- Robbed!
4 days 5 hours ago
- I'll attend
5 days 22 hours ago
- In fairness to our meter enforcement officers
6 days 6 min ago
- Petition
6 days 1 hour ago
- Parking meter robbery in Newton Centre
6 days 1 hour ago
- Meter pupdate 3/17/08
1 week 16 hours ago
- randy.f the guy by the door
1 week 2 days ago
- The answer is simple
1 week 5 days ago

don't make me
beg, just click

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Password: *

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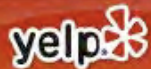
Current poll

[Opinion Polls & Market Research](#)

Were you satisfied with snow plowing during the most recent storms?

Please select 1 answer.

- ☐ Yes
- ☐ No



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Search for (e.g. taco, salon, Max's)

Near (Address, City, State or Zip)

02134

Search

Logged in as Jennifer K.

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Boston Public Library - Honan-Allston Branch

★★★★ based on 3 reviews

Category: Libraries [Edit]

Neighborhood: Allston/Brighton
300 North Harvard Street
(between Brainerd Rd & Eatonia St)
Allston, MA 02134
(617) 787-6313
www.bpl.org/branches/allston.htm

Edit Business Info Link to This Page



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First to Review Greg M.

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3 Reviews for Boston Public Library - Honan-Allston Branch

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Sort by: Recent + Votes | Time | Rating | Useful | Funny | Cool | Total Votes

Selected Review



0
1

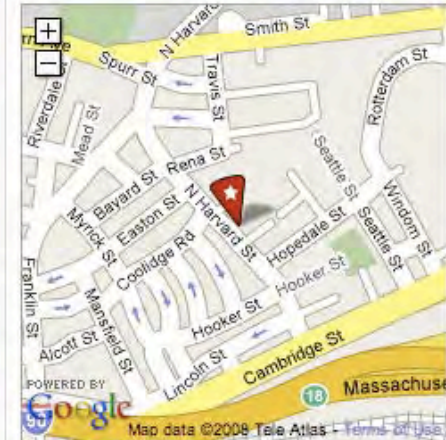
Jennifer K.
Brighton, MA

★★★★

03/25/2008

Hello, all. I'm one of the librarians at the Honan-Allston Branch, and I wanted to respond to the two reviews here.

@ Greg M: Since I first read your review, I've been trying to figure out exactly what happened, and I still don't know. As long as DVDs (and CDs, for that matter) have existed, we've always been willing to take the newer format for an item in exchange for an older format lost. Please, anyone reading this, if something like this happens again, ask to speak to a senior librarian. Greg, I'm sorry you were treated this way and I hope that you've tried again with us.



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★★★★ 5 reviews
Neighborhood: Brookline Village
Category: Libraries



Brookline Public Library:...
★★★★ 6 reviews
Neighborhood: Coolidge Corner
Category: Libraries



Boston Sports Club
★★★★ 14 reviews
Neighborhood: Allston/Brighton



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"Boston Public Library"

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More ways to save on hotels near **Boston Public Library** in Boston.

[www.priceline.com](#)

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March 05, 2007

[Untitled](#)

... the various features the meetup website offers for organizers? And if the Starbucks was too crowded, did we know that the **Boston Public Library**... or objectivism, says he's from some "meetup steering committee" & he likes to check on local **Boston** groups to see how things are going & give us tips ...

16 hours ago · 355 words · [gAmanda](#) [Subscribe](#) [Share](#) ([Focus](#) [Exclude](#)) [12 blogs link](#)

[Links for 2007-03-04 \[del.icio.us\]](#)

... unusual and culturally significant books and artworks at a bunch of major institutions, including the **Boston Public Library**, the Metropolitan Museum of Art... on the European Commission to establish a new policy that would require all government-funded research to be made available to the **public** shortly after ...

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Library

ALL SIZES



New York Public Library

Looks like there's an end to all the touristy pics. I just got the call from the camera workshop and it is ready for pick up. Woo-hoo! Hopefully, fresh pics coming your way soon.



Uploaded on February 15, 2007
by [...like a chimp with coconuts](#)

[...like a chimp with coconuts' photostream](#)



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[Libraries and Librarians - Please tag the images you add! \(Pool\)](#)

Tags

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- New York Public Library
- library
- study
- studying
- books
- libs&libs
- librariesandlibrarians

What's happening?

140

Latest: okey doke – signing off from #il2009. Next stop, Boston! 2 months ago

update

Real-time results for **boston public library**

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DCpepper I'm legit! Just copped a **boston public library** card.
about 4 hours ago from UberTwitter



DanielPatrick1 I've lived in **Boston** for about 6 months and this my first time in the **Boston public library** at Copley...I think I'm in love.
about 5 hours ago from Tweed



whatsgoodBOSTON RT **@seaportboston** Check out the Made in MA film series Monday nights at 6 p.m. at the **Boston Public Library!** <http://ow.ly/VfY4>
about 7 hours ago from web



tipsdeviajero RT **@seaportboston**: Check out the Made in MA film series Monday nights at 6 p.m. at the **Boston Public Library!** <http://ow.ly/VfY4>
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180 tweets

33

74

7

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at Dartmouth St
Boston, MA 02116
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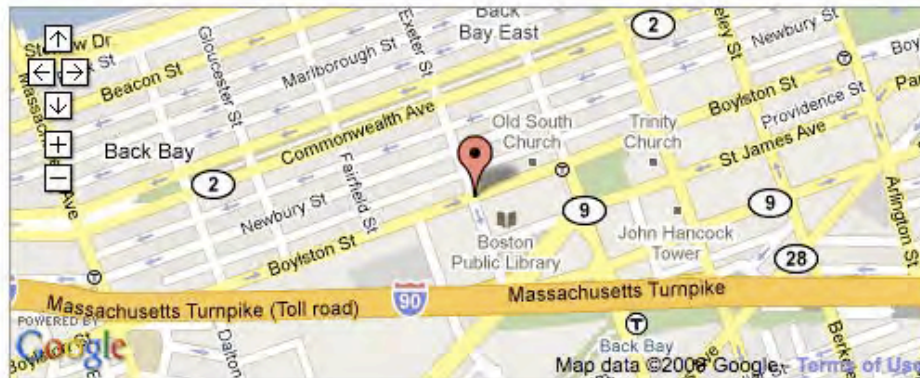
CHECKINS HERE

145

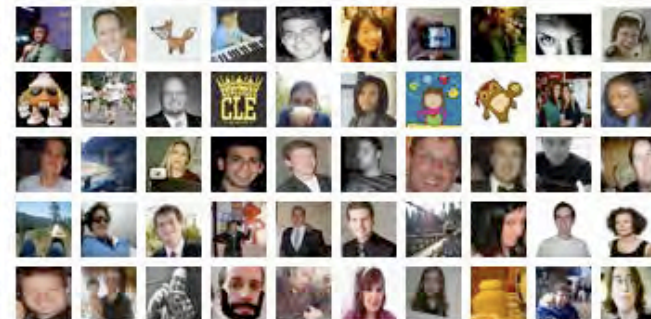
UNIQUE VISITORS

81

MAYOR



WHO'S BEEN HERE



FROM THE TOP 12 LISTS



Claude K. did this...

Check out the old section. It's some of the best architecture in the city. (1 day

TAGS

Use tags to let people know what they can expect to find here:

FROM THE TOP 12 LISTS



Claude K. did this...

Check out the old section. It's some of the best architecture in the city. ([1 day ago](#))



Emily B. did this...

Take an art & architecture tour ([5 days ago](#)) ([Link](#))



Dawn R. did this...

The FREE Art and Architecture tour runs about an hour long and is an excellent overview of the buildings and their history. Check web site, as tour times vary throughout the week. ([December 5, 2009](#)) ([Link](#))



Steve F. did this...

Skim through the presidential library to find out WTF o'l George W was doing pre 9/11 ([October 9, 2009](#))



Joanne M. did this...

grab coffee at the cafe and sit outside by the fountain in the beautiful courtyard. ([August 15, 2009](#))


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+ [library](#)

+ [wifi](#)





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The purpose of this wiki is to collect links to library blogs. Read the [help page](#) for tips on how to add your library's blog and check out the [about page](#) for more info on this wiki. And if you have any questions, [please get in touch](#)!

Looking for a list of librarian blogs? Check out [this list](#) at LISWiki.

navigation

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categories

- Academic Libraries
- Public Libraries
- School Libraries
- Special Libraries
- Internal Blogs
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- What links here
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Categories

Academic Libraries

"Academic" refers to any post-secondary institution, including universities and colleges. Visit the [list of academic library blogs](#).

Public Libraries

The term "public" needs no explanation, so go ahead and [visit the list of public library blogs](#)!

School Libraries

"School" refers to any K-12 institution. Visit the [list of school library blogs](#).

Special Libraries

"Special" refers to any instituon that isn't a public, academic or school library! This category includes corporate and government libraries. Visit the [list of special library blogs](#).

Blogs for Internal Library Communication

"Internal communication" are blogs used for internal staff communication within a library. Visit the [list of internal library blogs](#).



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Jennifer Koerber

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Write something about Honan-Allston Branch.

Information

Location:

300 North Harvard Street
Allston, MA, 02134

Phone:

617-787-6313

Mon:

12:00 pm – 8:00 pm

Tues:

10:00 am – 6:00 pm

Wed:

12:00 pm – 8:00 pm

Thurs:

10:00 am – 6:00 pm

Honan-Allston Branch Tomorrow, H&R Block will be at the Honan-Allston Branch with information about the American Recovery & Reinvestment Act. Stop by the library at 2pm with your questions or to listen to the questions of others. on Friday clear

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Info

Photos

Discussions



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Honan-Allston Branch Tomorrow, H&R Block will be at the Honan-Allston Branch with information about the American Recovery & Reinvestment Act. Stop by the library at 2pm with your questions or to listen to the questions of others.

Fri at 4:38pm - Comment - Like



Honan-Allston Branch This Saturday, December 5th, the Friends of the Honan-Allston Branch will host their annual Holiday Party and Book Sale. From 10a – 2p, join us for light refreshments and light entertainment for the whole family. Kids can join us in the Childrens' room for: 11a Drop-In Science for ages 8-12 1p Holiday Yodeling w/Kerr...

See More

December 3, 2009 at 11:27am - Comment - Like



Honan-Allston Branch On Saturday, October 10th, join us at the Honan-Allston Branch to listen to local historian Bill Marchione spin tales of Boston as it once was. He'll be reading selections from his most recent book, "Boston Miscellany," and will share his great store of Boston tidbits and insights.

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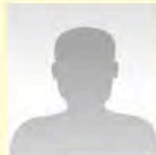
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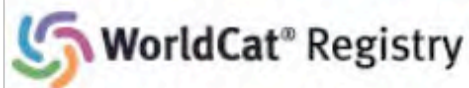
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	Hours:	Submit your question anytime. Questions are answered Monday - Friday 8:30 a.m. - 4:30 p.m., usually within 24 hours of receipt.
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	Hours:	Monday - Friday 8:30 a.m. - 4:30 p.m.
 Visit a Law Library!	Visit a Law Library. Just like local public libraries, we are open to everyone. You can receive in-person legal referral assistance, borrow books, and use print and electronic resources. Click on the bookshelf to find a list of library locations, directions and phone numbers.	
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<div><h3>Reference IM</h3><p>Du Bois Reference is online</p><div></div><p>Type here and hit enter to send a private message.</p><p>edit nickname: anonymous443527</p><p>get meebop</p></div>	<p>Service Hours: Monday-Thursday 8:30am - 9:00pm Friday 8:30am - 6:00pm Saturday 10:00am - 6:00pm Sunday 1:00pm - 9:00pm</p> <p>To IM with a reference librarian at the Du Bois Library using another service:</p> <p>AIM: dboisref Yahoo: dboisref MSN: dboisref@hotmail.com Gtalk: dboisrefim@gmail.com</p>
--	---

Please note: IM questions are taken on a first-come-first-served order. During busy times it may take longer to answer your IM if staff are busy helping patrons in-person at the [Reference & Research Assistance Desk](#).

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734

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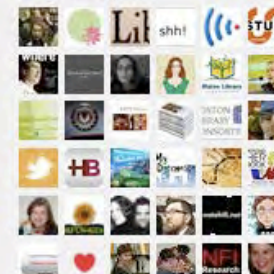
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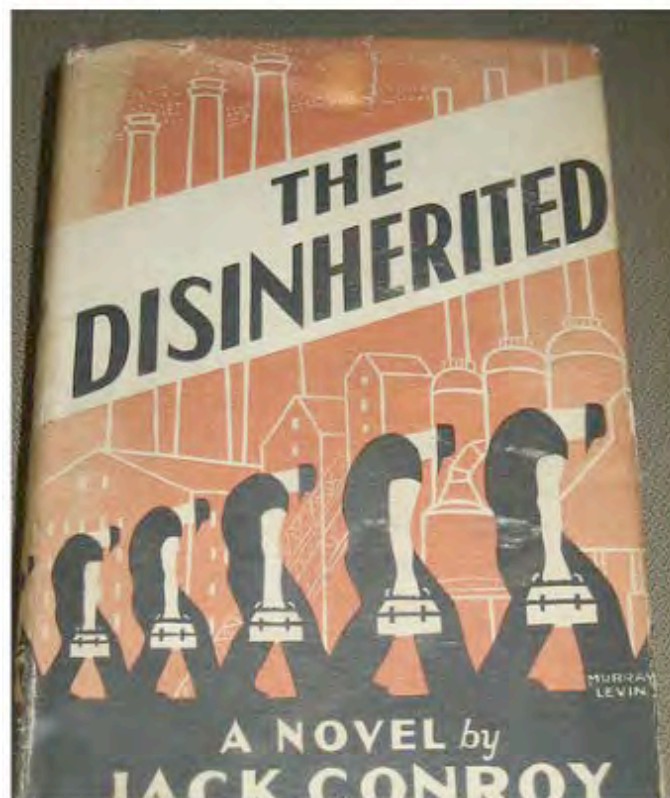
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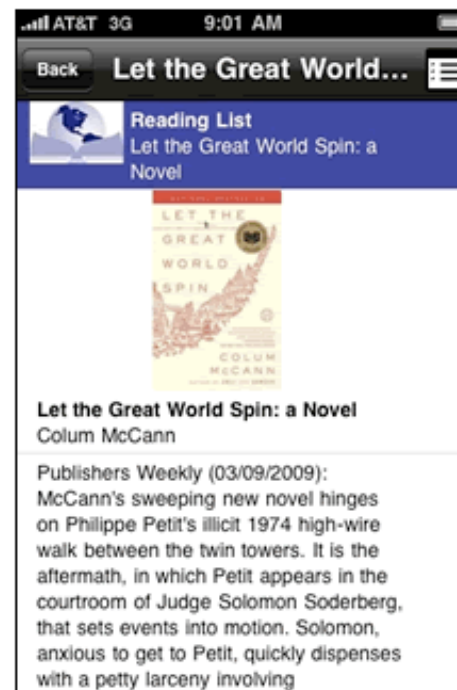
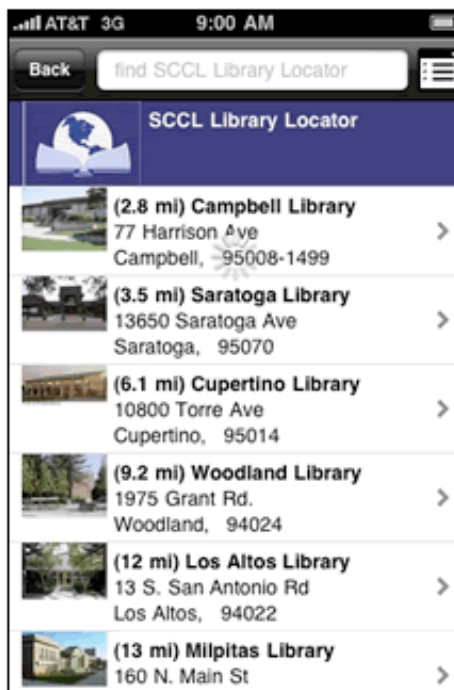
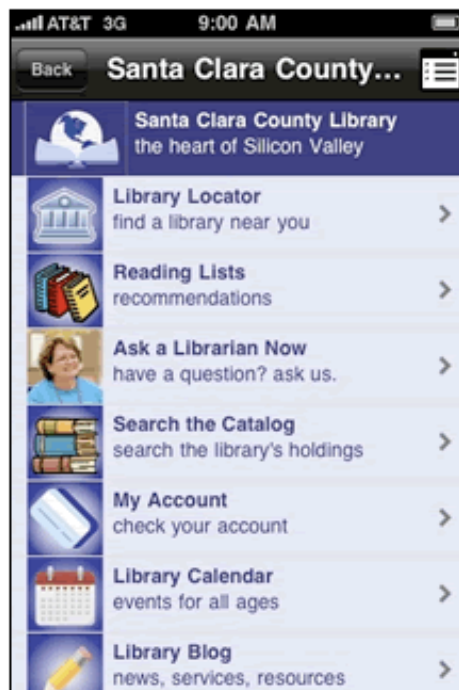
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2/25/2007 | [John Horrigan](#)
Some 34% of internet users have logged onto the internet using a wireless connection either around the house, at their workplace, or some place else.

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E-Gov & E-Policy

Election Newshounds Speak Up

2/6/2007 | [Deborah Faloutsos](#)
Americans flocked in record numbers to their favorite media sources for political news last fall. In this report, fans of newspaper, TV and online news sites tell how and why they differ.

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Online Activities & Pursuits

Tagging

1/31/2007 | [Lee Rainie](#)
28% of internet users have tagged or categorized content online such as photos, news stories or blog posts. Findings and interview with David Weinberger.

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Election 2006 Online

1/17/2007 | [Lee Rainie](#), [John Horrigan](#)
Twice as many Americans used the internet as their primary source of news about the 2006 campaign compared with the most recent mid-term election in 2002.

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Family, Friends & Community

Social Networking Websites and Teens

1/7/2007 | [Amanda Lenhart](#), [Alan Madden](#)
More than half (55%) of all online American youths ages 12-17 use online social networking sites.

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11/20/2006 | [John Horrigan](#)
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Introduction

Notes From an Eclectic Library

Musings on the public library life, librarianship and future trends and technologies.

Monday, December 28, 2009

End of year thoughts

In another forum, I was asked:

You have a less "books=sacred objects" view than many of the people we know in common. Would you say your view is common among librarians of your acquaintance, or are you an outlier there (too)? Have you always felt that way about books or did you come to it along the way?

Excellent question. To be clear, I believe that individual books **can** be sacred objects - important/rare editions, religious texts, original manuscripts, individual inscriptions, etc. - but that the format of any physical manifestation of ideas isn't sacred in and of itself. Books are ultimately just collections of glue and paper and cloth; it's the concepts they hold or the meaning we imbue them with that can make them sacred.

In particular, I believe that everyday books are meant to be engaged with, interacted with and responded to. For someone



A little bit about me

An 'early majority' player in technology diffusion model. Eclectic in tastes and output.



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