

# Build an Engagement Plan for Successful Outreach



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# My Perspective

- ▶ Student development
- ▶ Non-profit administration
- ▶ Librarianship

# Goals for Today

- ▶ Encourage you to contemplate the possibilities
- ▶ Give you some concrete steps to get started
- ▶ Begin to create a community among ourselves

# Academic Librarianship

- ▶ Librarians are a part of a university-wide team developing skilled, informed, well-rounded individuals who will make a difference in the world.

# Outreach

- ▶ Seek out students at point of need
- ▶ Reach students through academic and co-curricular affiliations
- ▶ Develop partnerships with university team members
- ▶ Promote the resources of the Libraries

# Plan as First Action Step

- ▶ Be thoughtful
- ▶ Take time to do it well
- ▶ Develop partnerships with university team members
- ▶ Promote the resources of the Libraries

# Components of the Plan

- ▶ Targeted Population
- ▶ Research
- ▶ Partners
- ▶ Desired Outcomes
- ▶ Approach/Engagement
- ▶ Assessment

# Step 1: Targeted Population

- ▶ Campus specific
- ▶ Unique student populations
- ▶ Look at your campus structure
- ▶ Follow your passion



# Population Examples

- ▶ International students
- ▶ Veterans
- ▶ Athletes
- ▶ Distance Ed
- ▶ Transfers
- ▶ First Generation

## Step 2: Research

- ▶ Institutional Data
- ▶ Literature Review
  - ▶ Higher education
  - ▶ Libraries
- ▶ Campus support services
- ▶ Unique challenges

## **Example: International Stud.**

- ▶ How many, from what countries?
- ▶ What have other libraries done?
- ▶ International support services
- ▶ English language proficiency
- ▶ Asking for help
- ▶ Use of information

## Step 3: Partners

- ▶ Who else specifically supports the population?
- ▶ What services do they provide?
- ▶ How can we integrate into the established system of support?

# Example: Student Athletes

- ▶ Academic support services within Athletics
- ▶ Tutoring
- ▶ Writing Center
- ▶ Library Team!

# Step 4: Desired Outcomes

- ▶ Decreased library anxiety
- ▶ Personal connections
- ▶ Improved information literacy skills
- ▶ Univ. Goals like retention or support for diverse students

# Step 5: Approach/Engagement

- ▶ Build a proposal
- ▶ Make contact/schedule meetings
- ▶ Identify courses, activities, etc.
- ▶ Create learning materials
- ▶ Workload/Timelines

# Example: Veterans

- ▶ Develop a proposal of support
- ▶ Schedule to meet with Veterans Support Coordinator
- ▶ Create LibGuide addressing their unique needs
- ▶ Plan activities/research hours



# Step 6: Assessment

- ▶ Plan ahead
- ▶ Multiple approaches
- ▶ Thoughtful, timely collection of data
- ▶ Quantitative and qualitative
- ▶ Institutional Review Board

# Examples: Assessment

- ▶ Pre-post tests
  - ▶ Info Lit skills
  - ▶ Library anxiety
- ▶ Use data that is already collected
- ▶ Rely on research

# Challenges

- ▶ Increased workload especially in the beginning
- ▶ Overlap with subject librarians
- ▶ Finding a seat at the table

# Share Your Knowledge

- ▶ Bring what you learn back to the library
  - ▶ Email updates
  - ▶ Hold discussions
  - ▶ Workshops/Prof Dev opportunities

I'd love to hear  
your questions!

Feel free to contact me later as well:

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