



# FUTURE FOCUSED OUTREACH WITH CAMPUS AND COMMUNITY COLLABORATIONS

*Laura Birkenhauer, Academic Resident Librarian*





*Look familiar?*



# Reflecting on Failures

## *Commonalities*

- » Legacy initiatives
- » Antiquated ideas
- » Lack mission



Photo by Scott Kissell



*How do we ensure the success of our  
outreach initiatives?*

***Connect with collaborators & plan  
for partnerships that sustain  
libraries into the future.***



***Embrace the new &  
nontraditional***



{ Embrace the new & nontraditional }

*“Embracing a culture of [...] collaboration sends a strong message to students. [S]tudents [...] now view the **library as more than a service provider or study hall**”*



Owens, T. M. & Bishop, K. (2017). "Let's Try It!": Library Outreach in a Culture of Yes. *Public Services Quarterly*, 14(1), 75-82.

# *Remain open to rebranding*



{ Remain open to rebranding }

*“Nontraditional events **brand the library as a student-friendly destination** and open a way for students to become comfortable in this new environment”*



Womack, H. D., Smith, S. S., & Lock, M. B. (2015). Large-scale, live-action gaming events in academic libraries. *College & Research Libraries News*, 76(4), 210-214.



# *Align goals with other student support units*



{ Align goals with other student support units }

*“[...] student affairs, learning communities, and student support offices are **fully on board with any offer to engage their students**. This type of outreach is important because [these units] have a **positive impact on student engagement** [which] in turn, can lead to higher persistence and retention rates”*



Owens, T. M. & Bishop, K. (2017). "Let's Try It!": Library Outreach in a Culture of Yes. *Public Services Quarterly*, 14(1), 75-82.

# Benefits of Collaboration

## *Future Focused Outreach*

- » Money saved
- » Shared resources and expertise
- » Improved quality and added value
- » Learning opportunities for those involved



Photo by Nick Kneer

Larrance, A. J. (2002). Expanding resources: Benefits to colleges and universities. In L. G. Dotolo, & J. B. Noftinger (Eds.), *Leveraging resources through partnerships* (pp. 3-9). San Francisco, CA: Jossey-Bass.

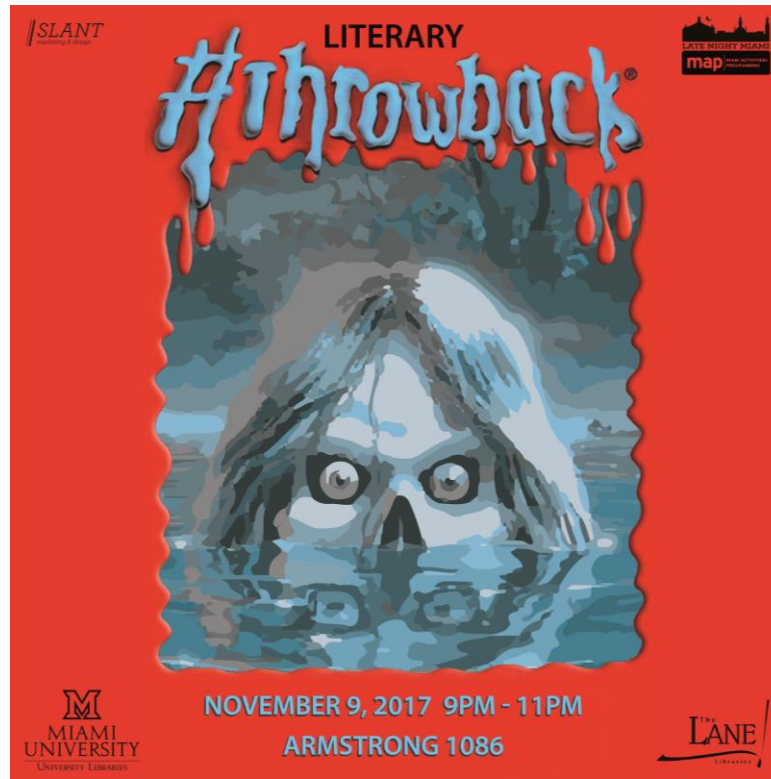


## { Benefits of collaboration }

*“Reaching out to non-academic departments or units can be of enormous benefit to the library community. Besides becoming a willing campus partner, **relationships will develop** and take on new life and **the library will see real advantages in institutional support.**”*



Womack, H. D., Smith, S. S., & Lock, M. B. (2015). Large-scale, live-action gaming events in academic libraries. *College & Research Libraries News*, 76(4), 210-214.



# *Literary #ThrowbackThursday: Nineties Nostalgia Night*



# Literary #Throwback

## *Collaborators & Partners*

- » Lane Public Library
- » Student Activities
  - » Late Night Miami
  - » Miami Activities & Programming
  - » SLANT Marking & Design



Photo from [bit.ly/2GmJnro](https://bit.ly/2GmJnro)



## { Shared mission }

“The mission of Student Activities is to promote intentional involvement, facilitate leadership development and **encourage student growth**. We deepen the Miami experience through enriching student organizations, offering transformative leadership programs, **advising campus programming** and challenging and supporting student leaders. We work together with student organization advisors and **campus/community partners to advance a student-centered co-curricular experience.**”



# Literary #Throwback

## *Event Details*

- » **Who:** Students & community members
- » **What:** Themed food and crafts, informal book/series discussions, readalikes
- » **When:** Thursday, 9 PM – 11 PM, November '17
- » **Where:** Armstrong Student Center
- » **...Why?**

→ More at  
[tinyurl.com/LiteraryTBT](https://tinyurl.com/LiteraryTBT)





# Literary #Throwback

## *Why?*

- » Promote pleasure reading
- » Encourage communication skills
- » Expand social networks
- » Provide alternative evening activity
- » Transform view of libraries



Photo by Macy Whitaker



# Literary #Throwback

## *Outcomes & Future Plans*

- » 40+ attendees
- » *The Miami Student* article
- » Host in popular, visible location in campus student center
- » Feature new “throwback” decade or feature other series



Photo by Jeff Sabo



# LATE NIGHT STUDY BREAKFAST



## *Late Night Study Breakfast*



# Late Night Study Breakfast

## *Collaborators & Partners*

- » Division of Student Affairs
  - » Student Activities
  - » Cliff Alexander Office of Fraternity & Sorority Life
- » Alumni Association (Spring '18)



Photo by Scott Kissell



# Late Night Study Breakfast

## *Event Details*

- » **Who:** Faculty, staff & students
- » **What:** Food from local eateries, coloring station, StressChek™ cards, Miami mascot
- » **When:** Monday of Finals Week, 10 PM – 12 AM, Dec '17 & May '18
- » **Where:** King Library
- » **...Why?**



Photo by Nick Kneer



# Late Night Study Breakfast

## *Why?*

- » Promote self-care practices
- » Relieve stress through socialization and support
- » Contribute to rebranding of library



Photo by Nick Kneer





# Late Night Study Breakfast

## *Outcomes & Future Plans*

- » 30+ volunteers from across university
- » Estimated 1,500-2,000 attendees
- » Support from additional campus unit
- » Further on- and off- campus collaborations!



Photo by Nick Kneer



# Reflect & Discuss

*Feel free to share with #FutureFocusedOutreach on Twitter!*

- » Reflect on your own outreach flops and failures. Are there commonalities?
- » What collaborations can you pursue, with the goal of both creating successful initiatives *and* sustaining your library into the future?
- » What is your #1 takeaway from today's presentation?



Photo from [bit.ly/2qgahfg](https://bit.ly/2qgahfg)





# *Questions?*

*Slides available at*

**[tinyurl.com/SOCHE18Birkenhauer](https://tinyurl.com/SOCHE18Birkenhauer)**

