One and One is Three: A Team Approach to Outreach

1. Introductions
   a. Laurie Neuerburg, Sciences Reference & Outreach Librarian
   b. Sara Scheib, Sciences Reference & Instruction Librarian

2. Agenda
   a. How a small branch library within a large academic library handles outreach by coming together, illustrated by two case studies.
   b. Outreach strategies we have employed to help promote our expertise, services, and resources.
   c. Also relevant to libraries wishing to coordinate efforts with the broader campus or community.

3. Come together and reach out
   a. Branch library relationship with Main Library
      i. Graphic design and marketing support
      ii. Communications Team
      iii. Special Collections
   b. Social media
      i. Sciences Library Facebook and Twitter
      ii. University of Iowa Libraries Facebook
      iii. Scheduling posts (Tweet Deck)
      iv. Adding posts as needed
      v. Caveats: Permissions, notifications
   c. Personalized assistance with liaisons
      i. Being embedded
         1. Physically within department buildings
         2. Physically or virtually in course
         3. Outcomes: Build relationships with students, faculty, administrators, and support staff
      ii. Research consultations
         1. Good outreach in itself
         2. Informs workshops and other services
      iii. Reading-Writing Groups
         1. Collaborations with faculty and support staff
         2. More outreach at point-of-need
   d. Library services
      i. Scholarly Publishing and Copyright
         1. Consultations, instruction, reference
         2. Working with Scholarly Communications Librarian
      ii. Research Data Services
         1. Consultations, instruction, reference
         2. Working with Data Services Manager
      iii. Open Workshops
         1. Sparsely attended, but...
         2. Effective advertising/outreach
4. Case Study 1: Chemists Celebrate Earth Day at the Sciences Library
   a. Exhibit
      i. Tied into #UITheme Semester: “Climate for Change”
      ii. Info on UI sustainability efforts and programs from Office of Sustainability
      iii. Molecular models and albedo experiment from Chemistry faculty
      iv. Air sampler from Civil and Environmental Engineering faculty
   b. Event
      i. Chemistry faculty and graduate students provided information and activities suitable for all ages.
      ii. Assistance from Strategic Communications Manager for flyers, sandwich board signs
      iii. Made our own calendar events, blog posts, social media posts, email advertising student orgs
      iv. Timing coincided with school district in-service day, used PeachJar distribution program to reach school age children and parents
      v. Outcomes
         1. Over 60 attendees, primarily school age children and their parents
         2. Chemistry faculty wants to do it again next year and Earth & Environmental Science faculty wants to participate next time.

5. Case Study 2: 2017 Solar Eclipse
   a. Exhibit
      i. Contacted Physics & Astronomy Department for equipment, other items for exhibit
      ii. Led to conversations about their activities and needs, developed partnerships
         1. P&A Department bought eclipse glasses, planned viewing station on Pentacrest
         2. Museum of Natural History distributed glasses
         3. Needed: Website, additional glasses distribution points, additional viewing stations
   b. Our contributions
      i. Created calendar event and informational website (LibGuide)
      ii. Distribution point for free eclipse glasses
      iii. Viewing station in courtyard
      iv. Live stream from NASA on TVs inside library
   c. Event Outcomes
      i. Timing: First day of classes, but cloudy skies
      ii. LibGuide: 4,825 total views, including 1,311 on eclipse day
      iii. Hundreds of first time visitors to the Sciences Library
      iv. Stronger relationships with P&A faculty and staff

6. Wrap Up
7. Q&A