Facebook, Popcorn and Graffiti

Trying to Find New Ways to Communicate with Students

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What is the role of outreach in an academic library?

Most basic: get ‘em in the library (warm bodies approach)

How does this relate to our service role?

More advanced: rework the public perception of a library

Active, not passive
The mission of outreach... is to enable students to view their library as a safe space where they can actively engage with library resources, including library faculty/staff.
Obstacles

Libraries compete with lots of other campus institutions

Dining Hall, Dorms, Recreation Centers

Grand View has seen declining library usage correlating with the construction of our new Student Center

Previous outreach efforts were met with varied levels of success

Campus-wide difficulties with communication

Email fatigue!

Limited engagement with social media
First Attempts

Low attendance
   Scavenger Hunt (12 attendees)
Limited ability to spread word about library resources
Did not break much ground in promoting desirability of library
Changes in Communication: Email

Sorry to break it to you, but finals are two weeks away. It seemed a lot longer before Thanksgiving, didn't it?

Good news: The Library is here to help you!

Starting Wednesday, December 7th, we will have extended hours (see below) so you can finish up all your projects and study for that big exam. We will also have lots of different events going on. No matter what you are interested in, we will have something for YOU: Crafts for the Pinterest group, exercise activities for the athletically-inclined, puzzles for Sudoku lovers, and a healthy snack recipe table for the foodies. And for everyone, we will have PUPPIES!*

Plus, librarians are pretty good at helping out with homework. :)

We'll send out more information soon, but start planning NOW to spend time in the library while you prep for finals. And remember, we have silent study space on the second floor and group study space on the first floor. So bring your teammates, your friends, and your roommate along!

*Therapy dogs will be joining us on Dec 6th and 7th, 10AM – 1PM both days.
Changes in Communication: Facebook

Most of our Facebook posts (that haven’t been shared by other campus pages) are viewed by around **50 people** on the day of posting.

This was viewed by over **500 people** and shared by four individuals.

Similar numbers for other posts featuring pictures of students.
Changes in Communication: Graffiti White Board

Average engagement: 10 replies

Highest engagement: 19 replies

Second highest: 14 replies
Finals (Fall 2016)

Emphasis on stress-relief

Most popular events

Popcorn Bar (73 attendees)

Make Your Own Stressball (30)

Holiday Craft Table (28)
Finals (Spring 2017)

Tried to combine academic help with stress-relief programs

Most Popular Events

Popcorn Bar (56)

Pull Your Paper Together Workshop (6)

Roving Reference (5)
Lessons Learned

Students love sharing small pieces of information about themselves and reading what small pieces of information other people share.

Visuals are at least as important as text.

Students are open to connecting with librarians but often think that we are too busy or not interested in talking.

When in doubt, give students food.

A total of 129 students attended our Popcorn Bar.
Thank you!

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