

4-19-2017

Caucusing with Your Colleagues: Sharing Ideas to Create Effective Outreach Strategies

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Recommended Citation

Pate, Jennifer, Boucher, Alex, Gilbreath, James, Johnson, Karlie. *Caucusing with your Colleagues: Sharing Ideas to Create Effective Outreach Strategies*. Alabama Library Association Annual Conference, Montgomery, Alabama. April 19, 2017.

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Caucusing with Your Colleagues:

Sharing Ideas to Create Effective Outreach Strategies

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The University of Alabama

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Outreach Goals

- Outreach should help to reduce the amount of library anxiety and uncertainty among students
- Outreach should help to raise student awareness about how academic librarians and the university library can contribute to academic success
- Outreach should help to establish the library as an important and integral part of the campus community

Traditional vs. Non-Traditional Outreach

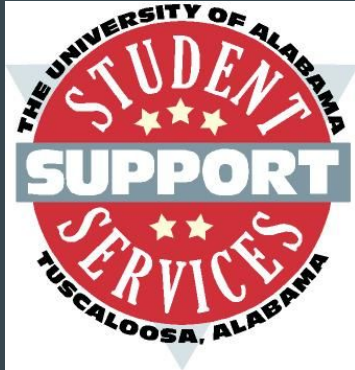
Traditional:

- Liaison role attached to particular college at the university
- Collection development responsibilities
- Course-specific instruction
- Serve undergraduates & graduates

Non-Traditional:

- Partnership with a specific program, not a college
- No collection development
- Less structured instruction
- Serve students in a wide-variety of disciplines & majors

Jennifer - Student Support Services



- Serves approximately 200 students
- 300,000 in funding provided by Federal TRIO grant
- Student backgrounds: first gen, limited family income, registered for accommodations with ODS
- Approved academic need: low GPA or conditional admit, majoring in highly-demanding/rigorous studies such as engineering, math, nursing, accounting, pre-med

Alex - Gorgas at Ridgecrest



- A weekly outreach program located at the Ridgecrest Residential Community.
- Consists of drop - in research help every Tuesday night from 6 - 8 PM and a workshop series.
- Research & Writing Help: Collaboration with the UA Writing Center.
- The program has gone through numerous changes over the years (name, location, hours, etc.).
- Collaboration with Ridgecrest staff and student R.A.'s has been key.

Karlie - Honor's College



University Libraries

@ Nott Hall

Nott Hall, 1st Floor Room 176
Every Wednesday from 12-2 pm

Get Personal
Research Help
Right Where
You Learn and
Study!



www.lib.ua.edu

- An educational experience and/or program designed to enhance UA's undergraduate curriculum.
- Based on four pillars of educational experience that are the foundation of their academic and co-curricular programs: Innovative Scholarship, Advanced Research, Civic Engagement, and Cultural Interaction.
- Collaborated closely with faculty and staff to assess needs and improve library outreach efforts.
- Resulted in starting a weekly on-site outreach program every Wednesday from 12-2 PM
- Offered in depth research help, software training, and on the spot one-on-one or very small group instruction.

James - Mallet Assembly Honors Program



- Residential program for “unconventional thinkers and idiosyncratic personalities” established in 1961
- Self-governed
- Advised by a Board of Governors
- Attend events, build rapport with residents
- In-depth research support
- Future plans - collaborate for in-dorm library support

Time to Caucus with Your Colleagues!

- Think about some outreach events and activities that you've taken part in.
- Has anyone in your group run into any issues with attendance, support, etc.? Briefly describe it to your group.
- Caucus! What solutions to the issues can your group think of?
- Be ready to share your ideas with the room!

Transferability

- Collection Development
- Instruction Discussion
- New Employee Orientation