

2018

Outreach at a Mid-Size Academic Library


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Outreach at a Mid-Size Academic Library

Presenters:

Derek Malone, Assistant Professor, Instructional Services & Interlibrary Loan, Scanning & Delivery Librarian,
University of North Alabama

Jennifer Maddox, Assistant Professor, User Engagement Librarian, University of North Alabama

Mane Month



Personal Librarian

- Implemented Fall Semester 2016
- Includes all freshman and new transfer students
- Based on Yale University Library's program

Personal Librarian

From: Maddox, Jennifer
Sent: Thursday, February 22, 2018 3:13 PM
Subject: Ready for Midterms?

Hi Jeron,

I hope your spring semester is going well and you enjoyed the winter break. Did midterms sneak up on you? If so, we can help. The library is hosting an event called the Midterm Procrastination Lab. It's for anyone who needs a little extra help to get through midterms—from research and writing help to math tutors. There's no need to sign up for the event. Just stop by the ground floor of Collier Library and you'll find someone to help you.

What: Research help for papers and projects, math tutors, writing assistance

When: Monday, February 26 through Wednesday, February 28, 6pm -8pm each night

Where: Collier Library, Ground Floor

Have a conflict with those dates or times? You can always make an appointment through [TutorTrac](#) for any of the help we're offering during the Midterm Procrastination Lab.

As always—feel free to contact me if you have any questions about the library!

Best,

Jennifer

Jennifer Maddox
User Engagement Librarian
Collier Library
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Jmaddox1@una.edu

Social Media



Social Media

Facebook

- Promote library events, resources and services
- Audience is a combination of student and faculty/staff

UNA Collier Library
Published by Hootsuite · 191 · January 22 · 🌐

It's 'Answer Your Cat's Question Day!' (We're serious –it's a real thing.) Una wants to know why you aren't clicking the 'Ask Us a Question' button on the library homepage to have your research question answered by a librarian. Una knows best, just ask Leo!



👤 263 people reached [Boost Post](#)

👍 Like 💬 Comment ➦ Share

UNA Collier Library, Priscilla Holland, Matthew Carlor and 2 others

UNA Collier Library added 2 new photos. 🌐

Published by Jennifer Brenton Maddox · 191 · February 19 · 🌐

On President's Day, did you know that Collier Library has Public Papers of the Presidents of the United States, from Hoover through Obama? They're located in our Gov Docs collection on the 3rd floor. Take a look at this snapshot of Alabama history from JFK's 1963 public papers.



👤 264 people reached [Boost Post](#)

👍 Like 💬 Comment ➦ Share

Social Media

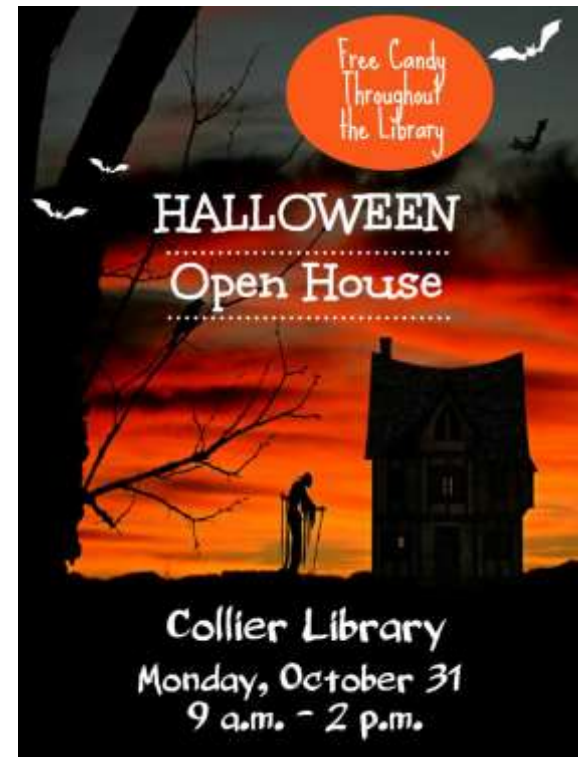
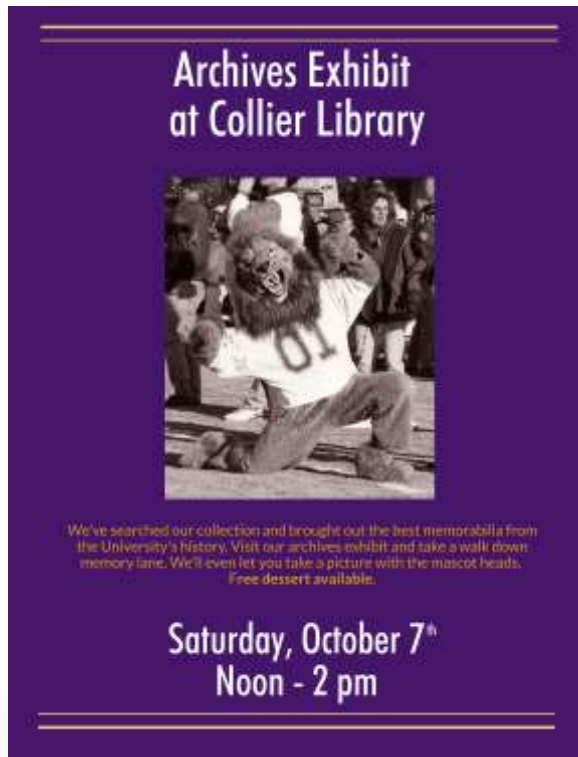
Instagram

- Primarily students
- Focus on content that is visually interesting



Restroom Signage

- Implemented Fall 2014
- Continuously replaced for relevancy



Collier in the Commons

- Implemented Fall 2016
- Monday / Wednesday 1-3pm
Tuesday / Thursday 12:30-2:30pm



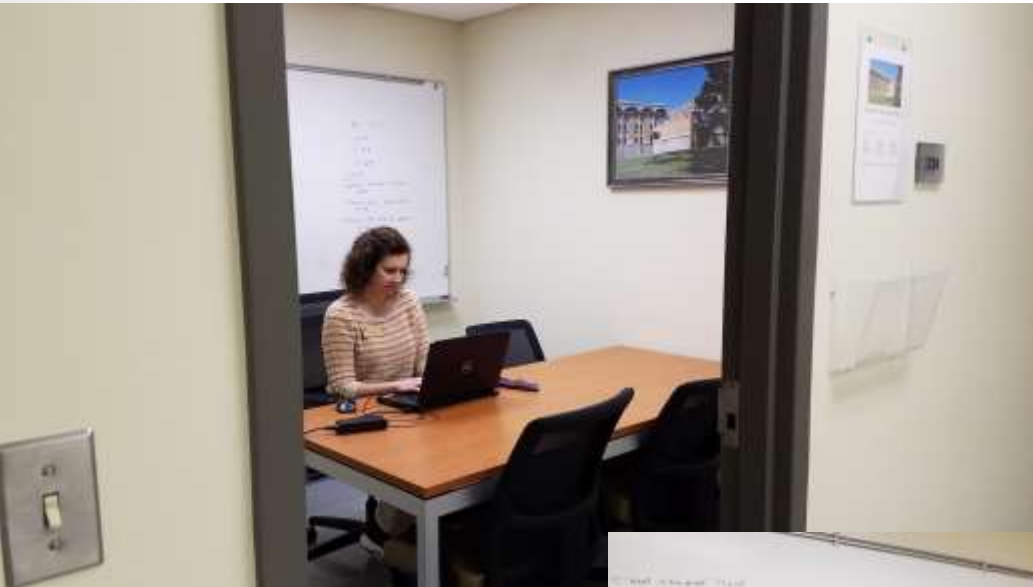
Collier in the Commons



Collier in the Commons



Collier in the Commons



Pop-up Reference



Collier Vision

- Implemented Fall 2016
- Current News and Ads



Collier Vision



4EDU
PowTOON

Digital Badges

- Introduced Fall 2016

Attention Faculty: Earn a Digital
Badge

When: 3/10/17

Where: Collier Library Classroom

What: Zotero for Beginners

zotero

Your badge will cover:

- Installation
- Creating an account
- Using your account
- Basic saving

Digital Badges



TECH TOOLS
YOU SHOULD BE USING

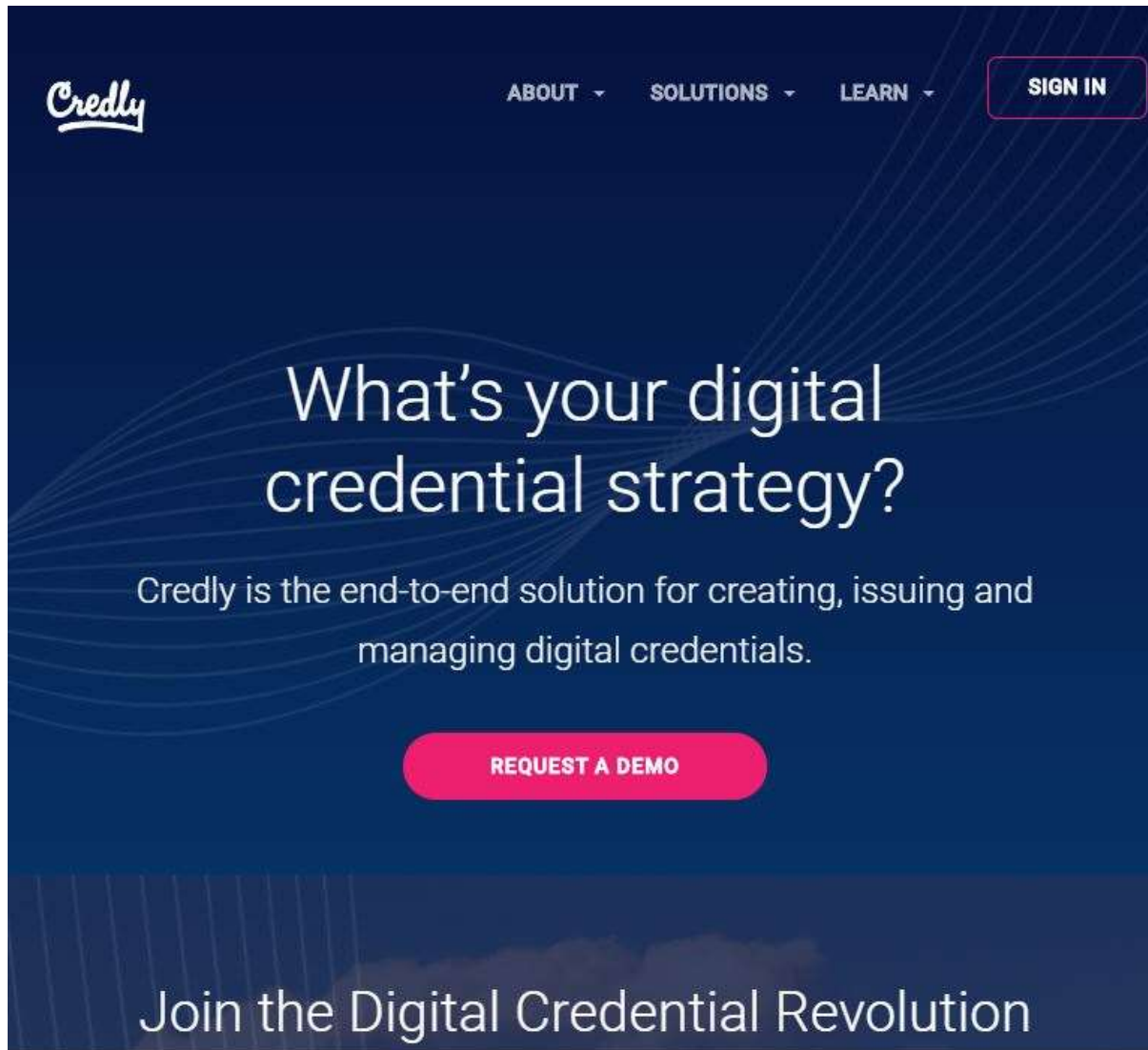
THIS DIGITAL BADGE OPPORTUNITY WILL COVER TECHNOLOGY TOOLS THAT ARE AVAILABLE TO YOU AS A COLLEGE STUDENT. WE'LL COVER ACCESSING THE TOOLS, DOWNLOADING, AND USING THEM.

DESKTOP TOOLS MOBILE TOOLS SOCIAL MEDIA

DIGITAL BADGE OFFERED:
26 JANUARY 2018 - 1 PM - COLLIER LIBRARY CLASSROOM
2 FEBRUARY 2018 - 1 PM - COLLIER LIBRARY CLASSROOM

UNA.EDU/LIBRARY

Digital Badges

The image shows a screenshot of the Credly website's landing page. The background is a dark blue gradient with subtle white line patterns. At the top left is the Credly logo. To the right are navigation links for 'ABOUT', 'SOLUTIONS', and 'LEARN', each with a small downward arrow. Further right is a 'SIGN IN' button with a white border. The main heading is 'What's your digital credential strategy?' in large white text. Below it is a sub-headline: 'Credly is the end-to-end solution for creating, issuing and managing digital credentials.' A prominent pink button with white text says 'REQUEST A DEMO'. At the bottom, the text 'Join the Digital Credential Revolution' is displayed in white.

Credly

[ABOUT](#) ▾ [SOLUTIONS](#) ▾ [LEARN](#) ▾ [SIGN IN](#)

What's your digital credential strategy?

Credly is the end-to-end solution for creating, issuing and managing digital credentials.

[REQUEST A DEMO](#)

Join the Digital Credential Revolution

Midterm Event

Midterm Procrastination Lab

WHAT: Research Help, Math Tutors, Writing Assistance

WHEN: Monday, February 26 –
Wednesday, February 28
6pm -8pm each night

WHERE: Collier Library, Ground Floor

Did midterms sneak up on you? The Success Center and Collier Library have teamed up to offer you help. Drop-ins welcome.



Faculty Lecture Series

UNA Collier Library
Faculty Lecture Series

Dr. Will Brewer

"Innovate Stroke Care:
Taking It Back to the Basics"



Tuesday, November 14th
2 pm



Faculty Lecture Series

The image is a screenshot of a Facebook live video player. On the left, a vertical video frame shows a woman with long dark hair, wearing a dark sleeveless top, standing behind a wooden podium. The podium is decorated with a large, vibrant bouquet of flowers in shades of red, yellow, and white. To the right of the podium is a large, black, adjustable screen on a stand, displaying a presentation slide with an orange background and white text. The room has a white wall and fluorescent ceiling lights. At the bottom of the video frame, there is a playback control bar with a progress indicator at 40:44 and icons for play, settings, full screen, and volume.

On the right side of the screenshot, the Facebook interface is visible. At the top, there is a search bar and navigation icons. Below that, the post header shows the profile picture of 'UNA Collier Library' and the text 'UNA Collier Library was live. about 12 months ago'. The main text of the post reads 'Faculty Lecture: Dr. Carrie Barske - Battle of Sulphur Creek Trestle'. Below the text, there are interaction buttons for 'Like', 'Comment', and 'Share', along with a '226 Views' count. A 'Comments (3)' section is visible, showing three comments from users: 'UNA Collier Library' (22:06), 'Dena Strickland Kitts' (20:52), and 'Bill Norvell' (19:45). Each comment includes a 'Like' button and a 'Reply' button.

Finals Week

- Hours expanded starting Fall 2014
- Food/programming has evolved

**Collier Library
Finals Week**

Thursday, December 7: Open 24 hours

Finals Feeding Frenzy: 6 p.m. until it's gone!
Free hotdogs & caffeine station

Stress buster event: 6-9 p.m.
5 minute chair massages

Sunday, December 10: Open 24 hours

Finals Feeding Frenzy: 6 p.m. until it's gone!
Free hotdogs & caffeine station

Stress buster event: 7-9 p.m.
Balloon artist

Monday, December 11: Open 24 hours

Free popcorn bar & caffeine station
6 p.m. until it's gone!

Tuesday, December 12: Open 24 hours

Free fruit & caffeine station:
6 p.m. until it's gone!

 **COLLIER
LIBRARY**

Food will be served on the ground floor.
The caffeine station will be on the first floor.

Finals Week



Finals Week



Finals Week



Finals Week



Finals Week



Finals Week



Future



Questions?

