

Building Relationships through Collaborative Outreach Projects: A New Vision of Collaborating Using Digital Media

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Introduction

- Using examples from completed and current projects, this poster shows use of digital media tools to create new resources and services in collaboration with and outreach to Health Affairs faculty, students, alumni, patients, families, and the wider community.
- We hope to stimulate thinking and provide inspiration for others who are interested in undertaking innovative projects using digital media.
- Our objectives are to forge relationships and stimulate new learning and knowledge through collaborative outreach projects using new digital media technologies.



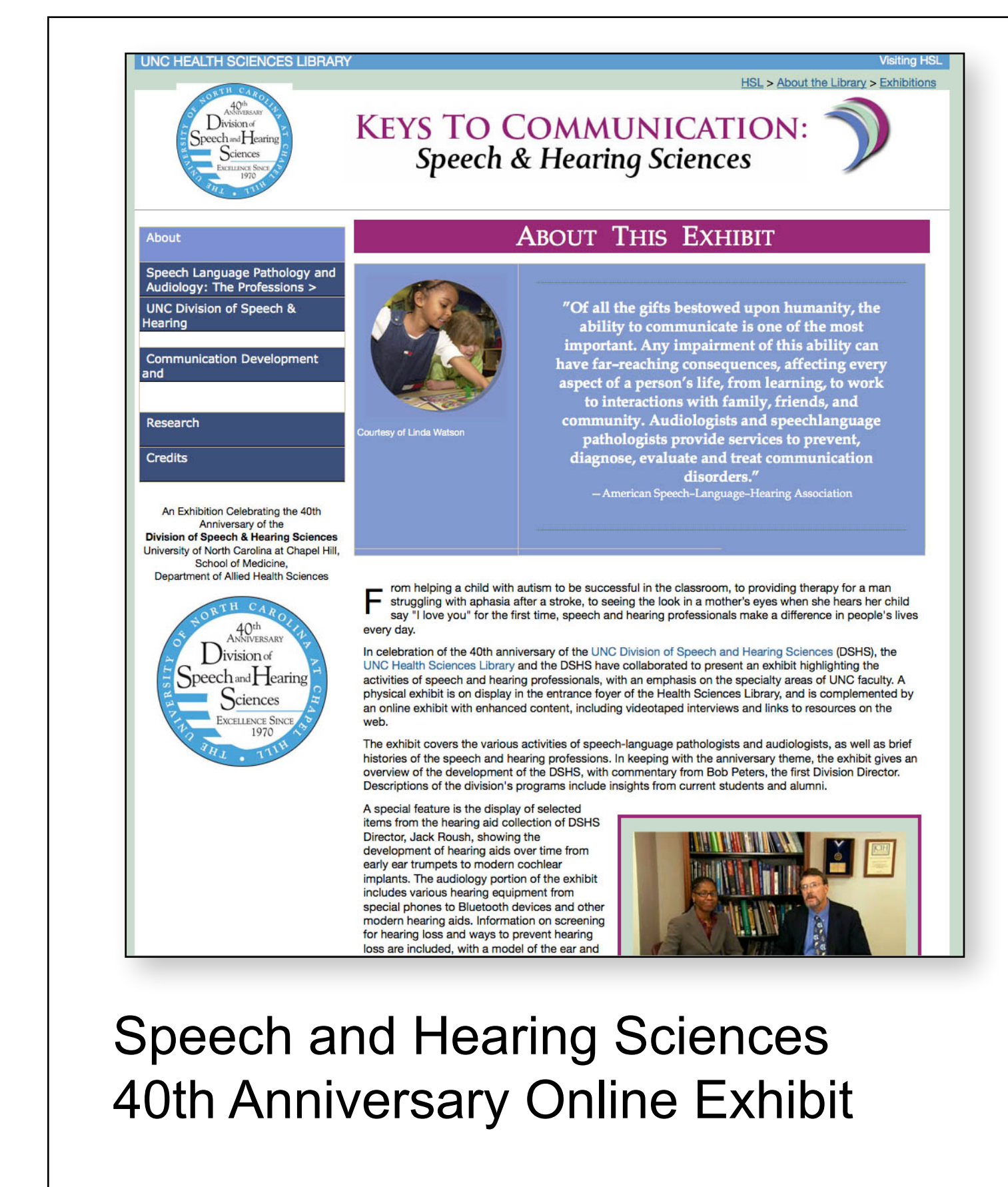
Dr. Patsy Pierce shows off the Speech and Hearing 40th Anniversary Exhibit to international visitors

Projects

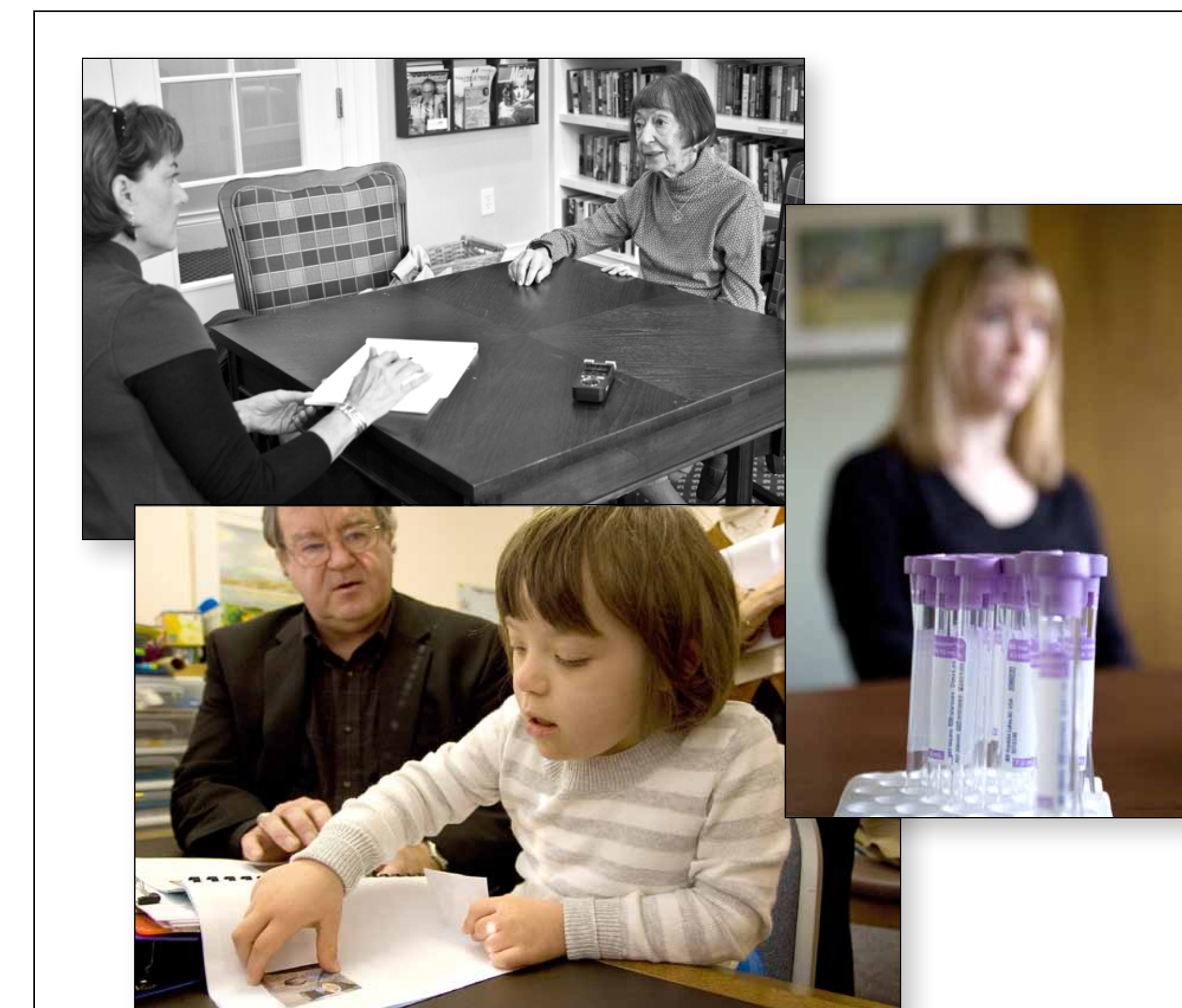
- With an Allied Health Sciences division, we created a physical exhibit and companion online exhibit to which future collaborators can contribute. Partnering with alumni, students, faculty, and patients, we created exhibit content including photographs and audio and video interviews.
- With an academic medical department, we are creating an interactive website using Web 2.0 tools to enhance outreach and communications for their radio show.
- To encourage collaboration, outreach, and communication, we are creating a blog to capture, document, and share stories of user successes, highlighting partnerships with the Library. Stories also contribute qualitative evaluation data in users' own words.

Results

- Built relationships with users through collaborative outreach projects
- Extended outreach to include alumni, patients, and the wider community
- Used digital media and Web 2.0 tools (e.g., imaging, audio and video, and blogs) to create new content and to build interactivity into outreach projects.



Speech and Hearing Sciences 40th Anniversary Online Exhibit



Photographs from the Speech and Hearing 40th Anniversary Exhibit

- Received requests from additional units to collaborate on similar projects
- Partnering with library and School development staffs for follow-up events
- Alumni who saw the exhibit during their anniversary event were enthusiastic, shared memories of library use, and expressed interest in follow-up relationships with library



Success Blog Prototypes



Your Health radio show test blog

Conclusion

- The library has traditionally served as a collaborative space for people to share, learn, and work together. Digital media and Web 2.0 tools offer exciting new opportunities to enhance this vital role of libraries.
- These projects are valuable in forging new collaborative relationships with faculty, students, and staff, as well as with patients, families, and the wider community.
- Success in initial projects demonstrates the effectiveness of these approaches and the potential for further engagement in novel ways and with new constituents.
- Such projects help to establish an innovative culture of creating, learning, and sharing among the library and its many constituencies.



Acknowledgments

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