One and One is Three: A Team Approach to Outreach

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One and One



is Three





Today's Program

- •How a small branch library comes together with the main library for outreach
- •Two case studies
 - •Chemists Celebrate Earth Day!
 - •Solar Eclipse Viewing of 2017

Branch library relationship with Main

- Graphic design
- Toolkit
- Marketing support



Branch library relationship with Main cont.

Communication Team



Image credit: Maurizio Pesce, <u>https://commons.wikimedia.org/wiki/File:Firefox_OS_sm</u> <u>artphones_(15204794911).jpg</u>

Branch library relationship with Main cont.

- Book collections
- Special Collections





Image credit: Geological Survey (U.S.), Dept. of Geoscience, UI.



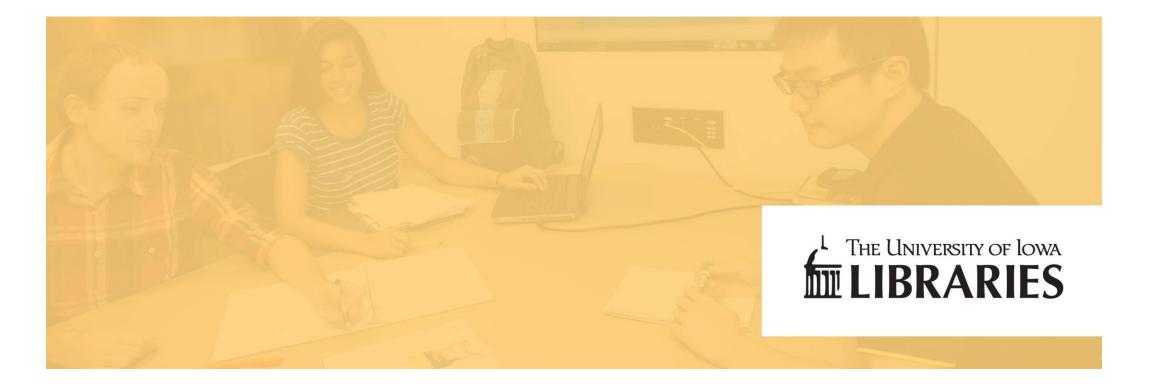
Social Media

• The Sciences Library



Social Media cont.

• UI Main Libraries Facebook



Social Media cont.

• Scheduled posts and as-needed



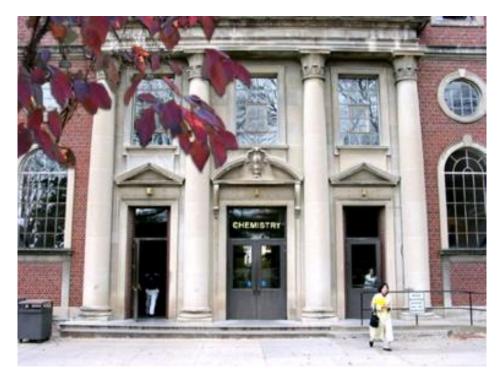
Social Media cont.

• Caveats



Personalized assistance with liaisons

• Being embedded





Personalized assistance with liaisons

• Research consultations



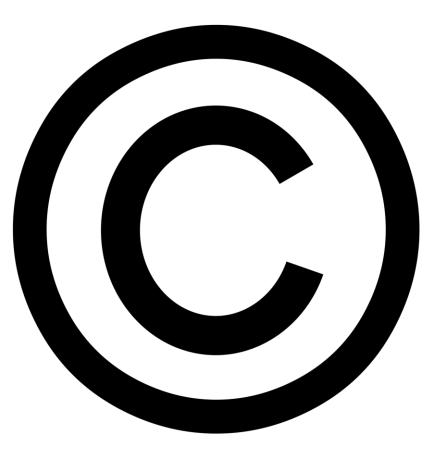
Personalized assistance with liaisons

• Writing Group



Extensive array of library services

• Scholarly Publishing and Copyright



Extensive array of library services

• Research Data Services

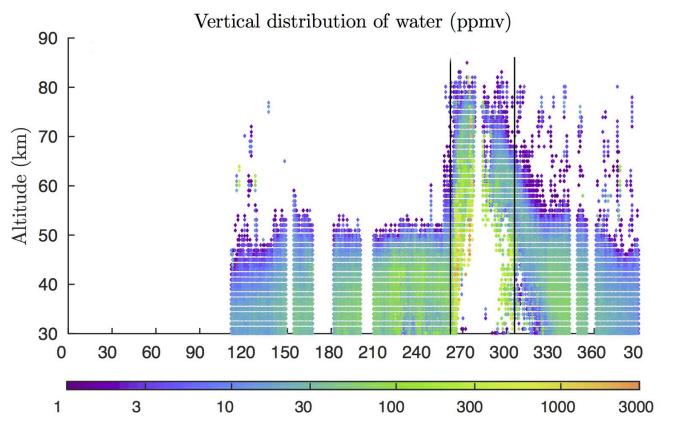


Image credit: NASA/JPL-Caltech/Hampton Univ. https://images.nas a.gov/details-PIA22080.html

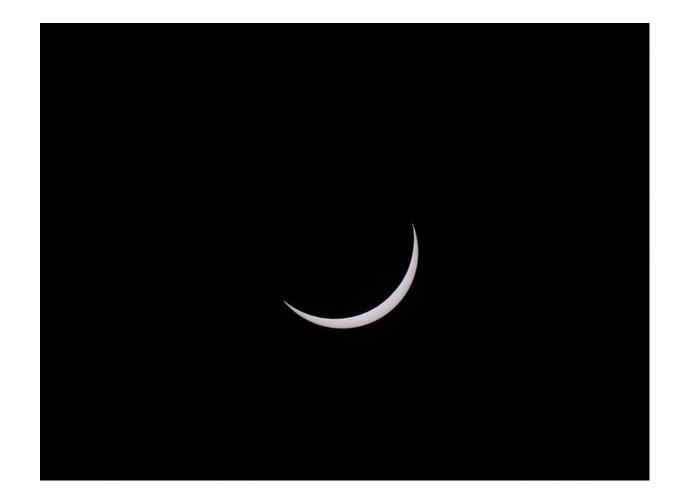
Extensive array of library services

Workshops

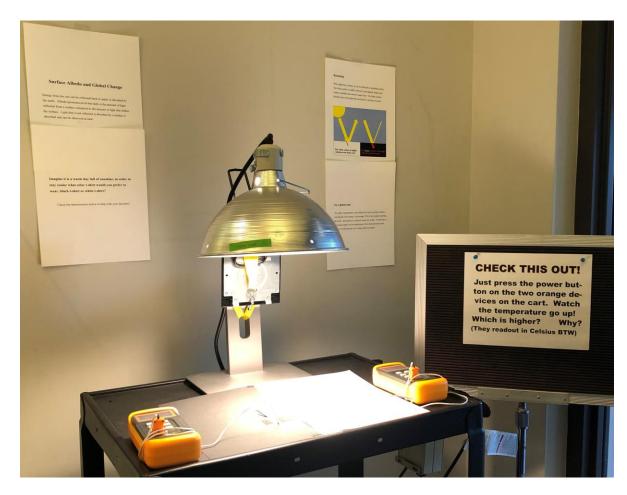


Two Case Studies



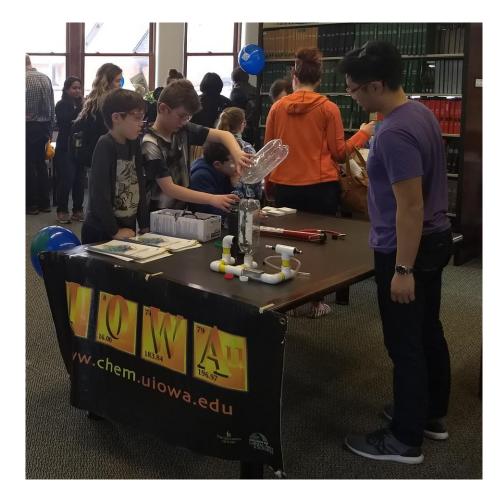




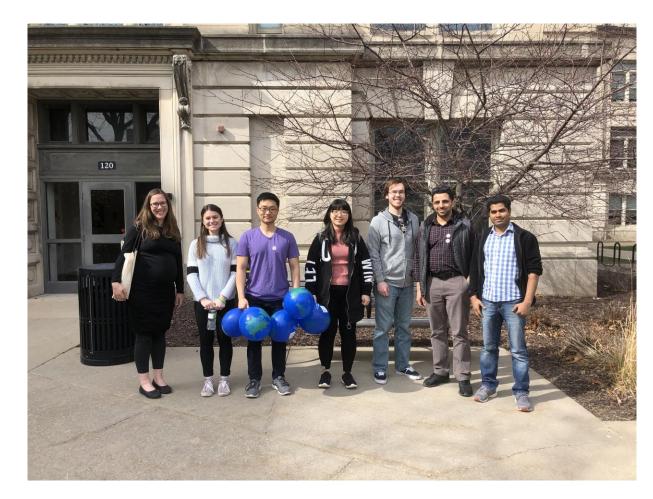


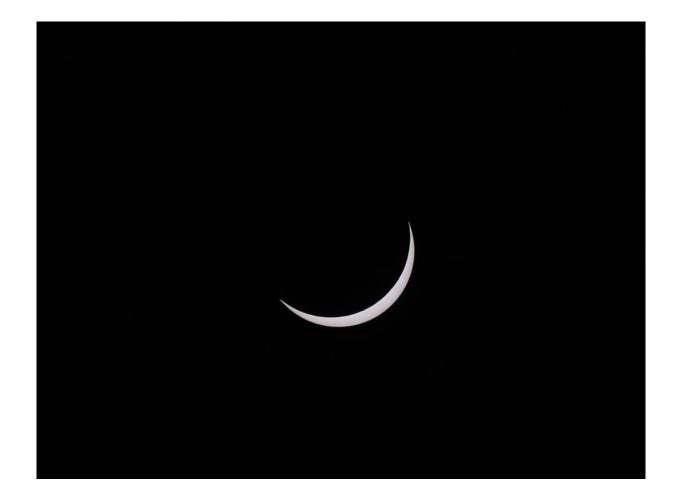




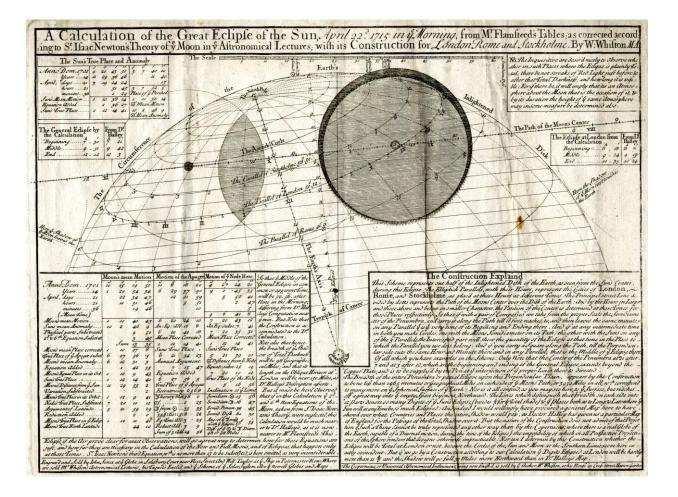




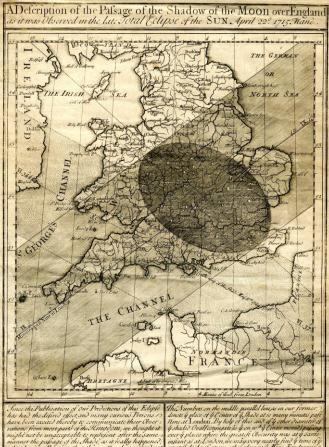




Solar Eclipse Exhibit



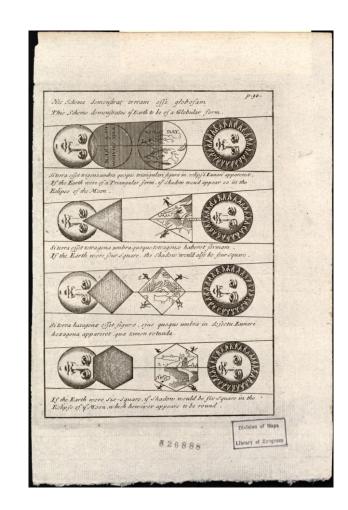
Solar Eclipse Exhibit



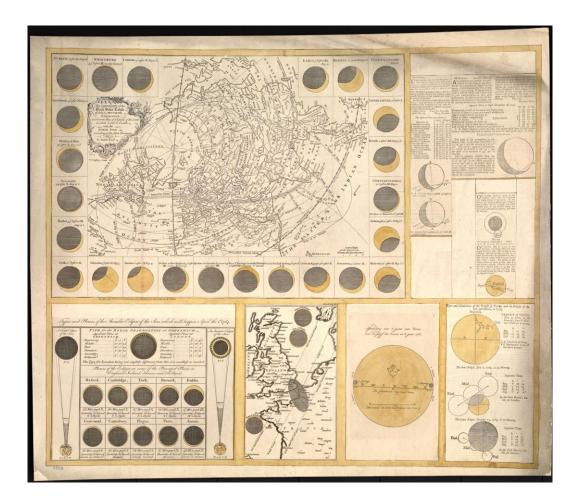
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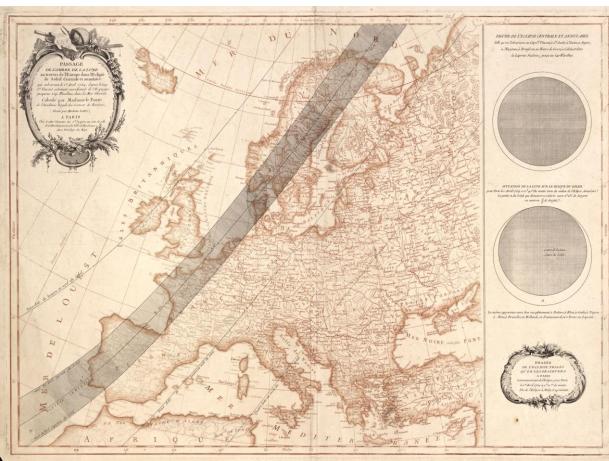


Solar Eclipse Exhibit



Solar Exclipse Exhibit Leads to a Viewing Libguide

http://guides.lib.uiowa.edu/eclipse





VIEW IT TODAY!

11:46 AM - 2:37 PM Sciences Library Courtyard Maximum Obscuration (92%) Occurs at 1:12 PM

FREE ECLIPSE GLASSES FREE REFRESHMENTS ASK AN EXPERT NASA COVERAGE LIVE STREAM TILBRARIES











Conclusion

- •Coming Together
- •Two case studies
 - •Chemists Celebrate Earth Day!
 - •Solar Eclipse Viewing of 2017



Take-aways

- Social media
 - Schedule baseline in advance
 - Assign responsibility
 - Add posts as needed

Take-aways cont.

- •Events
 - •Work with community experts
 - •Say yes to opportunities
 - •Have a Plan B
 - •Expand with online guide or display

Questions?

