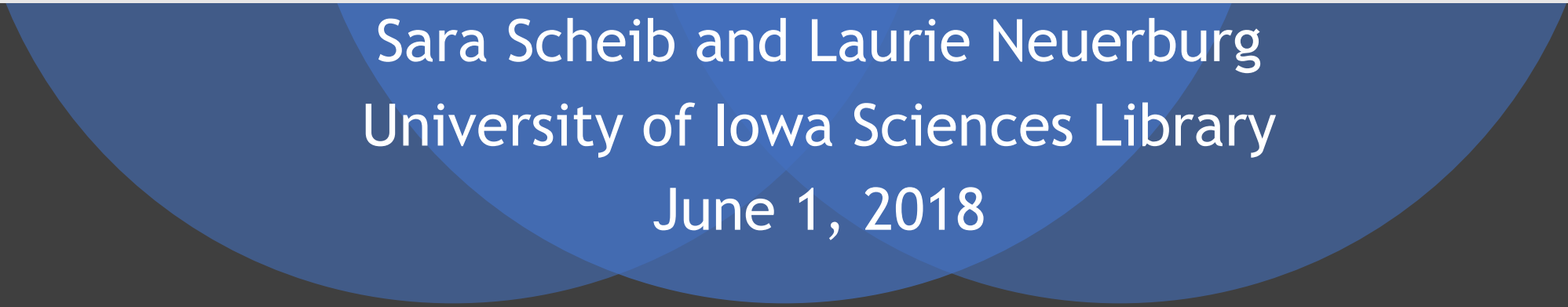


One and One is Three: A Team Approach to Outreach

Sara Scheib and Laurie Neuerburg
University of Iowa Sciences Library
June 1, 2018



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,
[https://commons.wikimedia.org/wiki/File:Firefox_OS_smartphones_\(15204794911\).jpg](https://commons.wikimedia.org/wiki/File:Firefox_OS_smartphones_(15204794911).jpg)

Branch library relationship with Main cont.

- Book collections
- Special Collections



University of Iowa Department of Geoscience

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



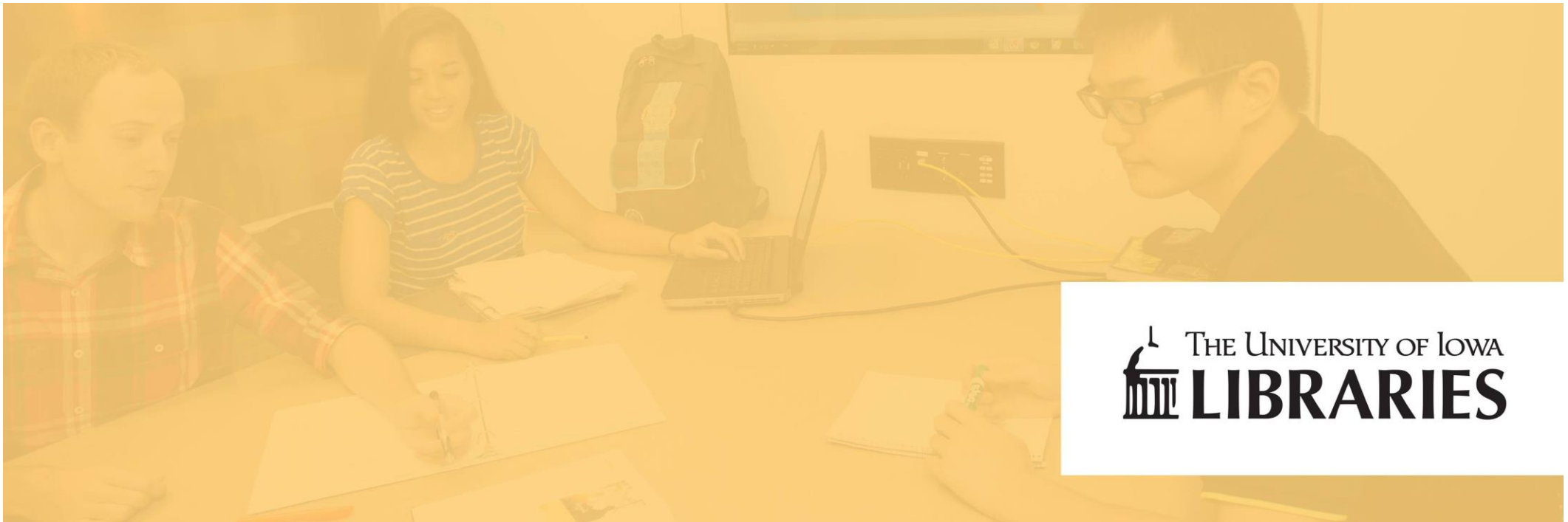
Social Media

- 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



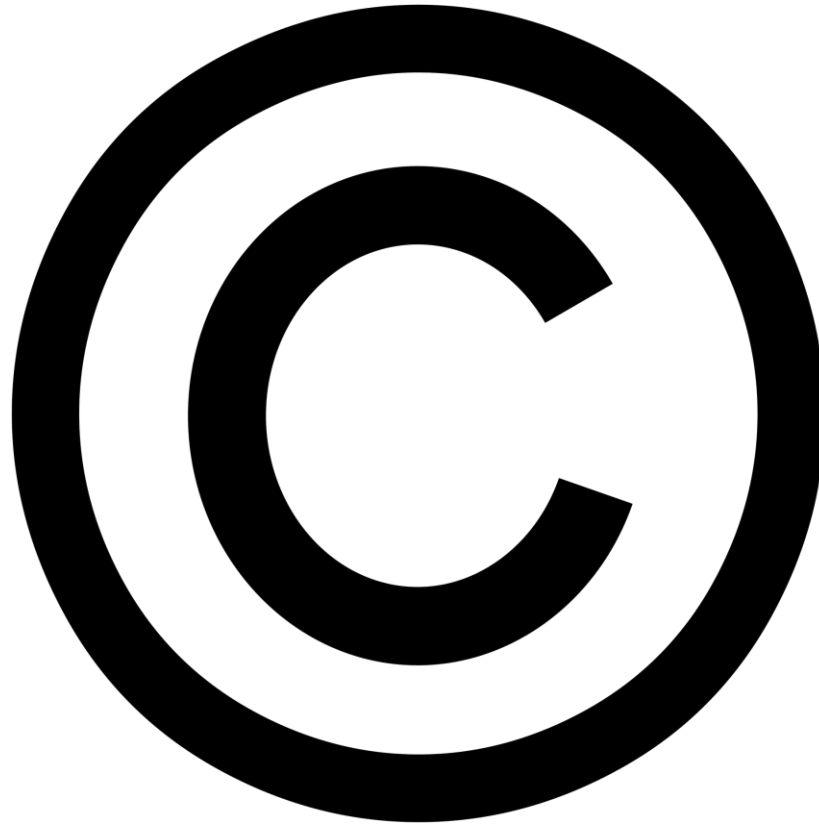
Personalized assistance with liaisons

- Writing Group



Extensive array of library services

- Scholarly Publishing and Copyright



Extensive array of library services

- Research Data Services

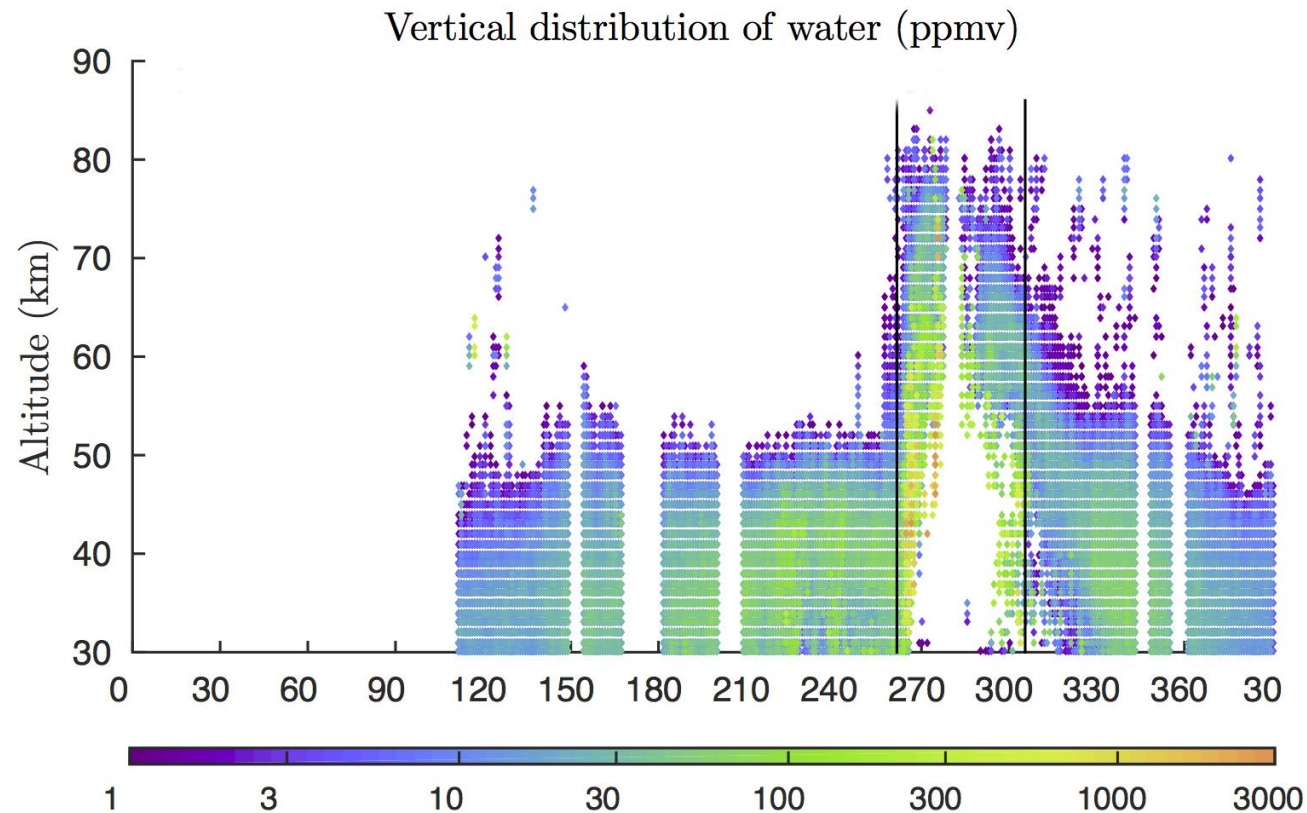


Image credit:
NASA/JPL-
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[https://images.nas
a.gov/details-
PIA22080.html](https://images.nasa.gov/details-PIA22080.html)

Extensive array of library services

- Workshops



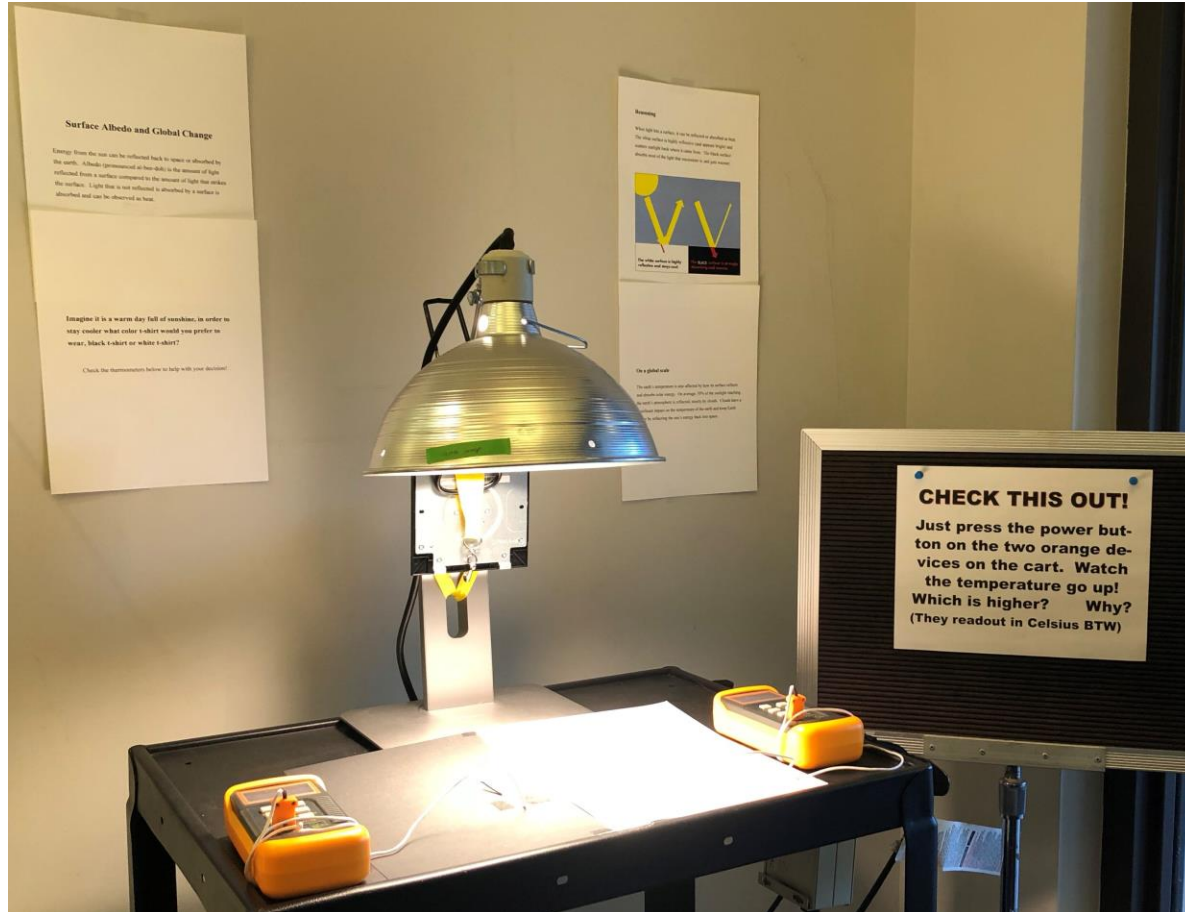
Two Case Studies



Chemists Celebrate Earth Day at the Sciences Library!



Chemists Celebrate Earth Day at the Sciences Library!



Chemists Celebrate Earth Day at the Sciences Library!



Chemists Celebrate Earth Day at the Sciences Library!



Chemists Celebrate Earth Day at the Sciences Library!



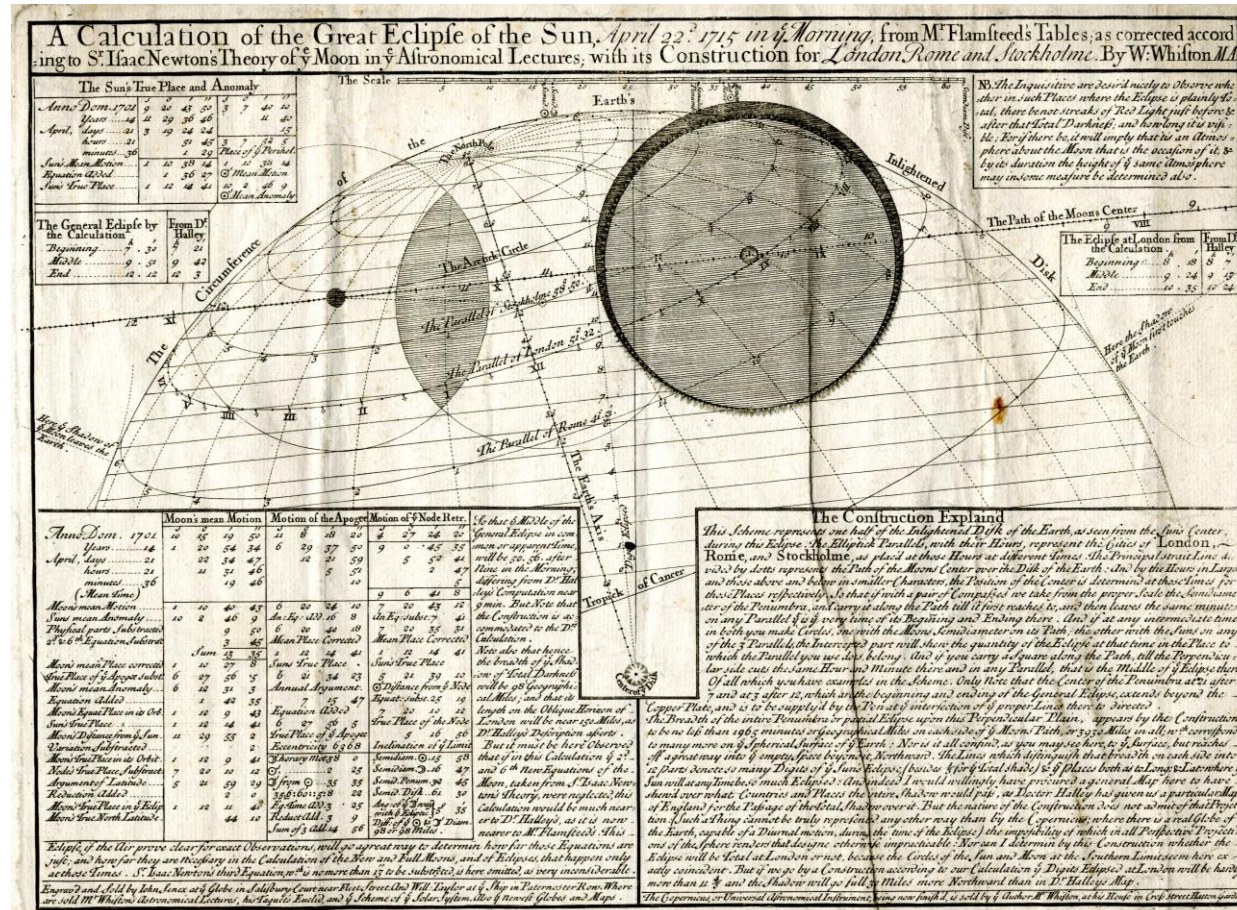
Chemists Celebrate Earth Day at the Sciences Library!



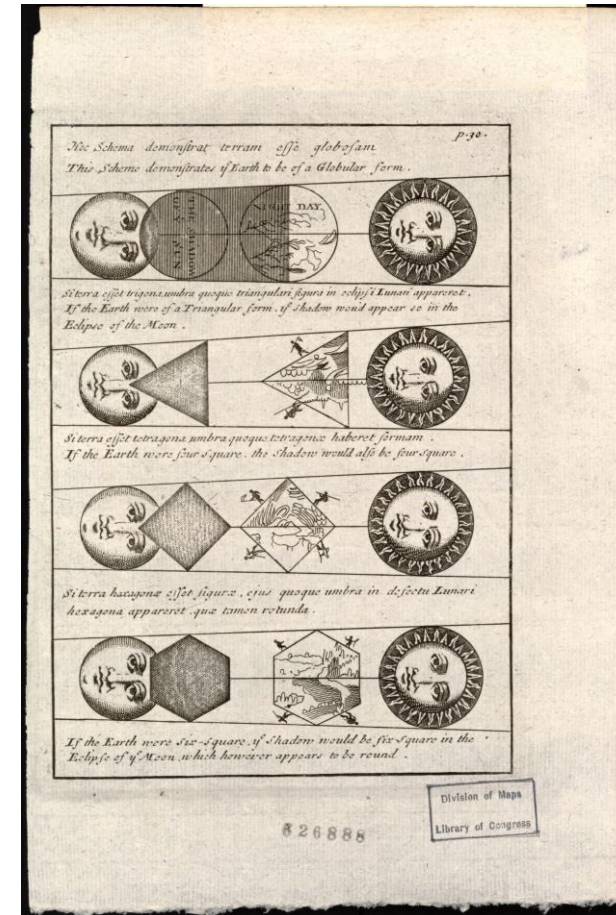
Solar Eclipse Viewing of 2017



Solar Eclipse Exhibit

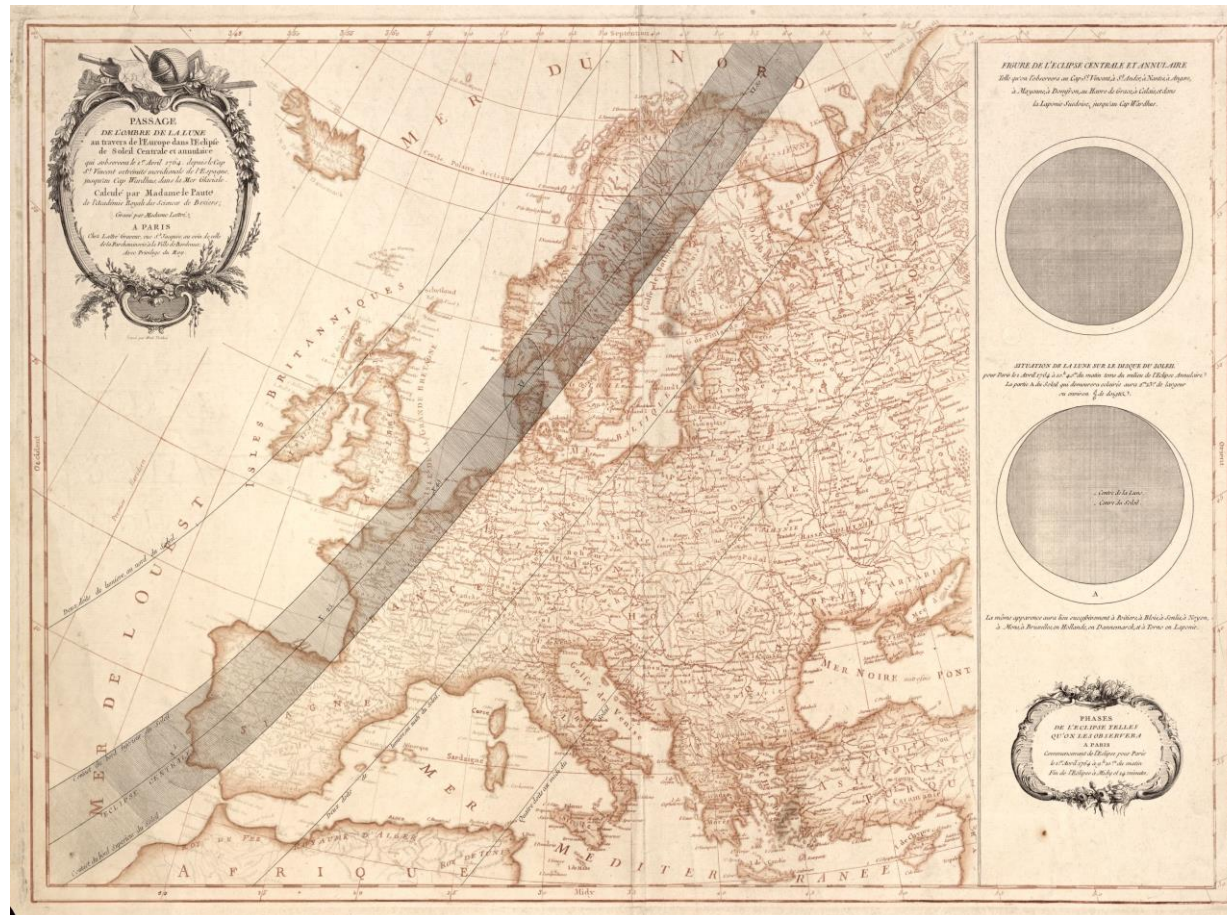


Solar Eclipse Exhibit



Solar Exclipse Exhibit Leads to a Viewing Libguide

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



Solar Eclipse Viewing of 2017



Solar Eclipse Viewing of 2017



Solar Eclipse Viewing of 2017



Solar Eclipse Viewing of 2017



Solar Eclipse Viewing of 2017



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?

