



**XAVIER**  
UNIVERSITY of LOUISIANA

Xavier University of Louisiana  
**XULA Digital Commons**

---

Student Conference Oral Presentations

Student Conference Presentations

---

9-9-2020

## Student-Centered Outreach Initiatives in University Archives: Promoting Alternatives to Top-Down Outreach Approaches

Jasmine S. Malone

*Xavier University of Louisiana*, [jmalone4@xula.edu](mailto:jmalone4@xula.edu)

Follow this and additional works at: [https://digitalcommons.xula.edu/sw\\_conpres\\_oral](https://digitalcommons.xula.edu/sw_conpres_oral)



Part of the [Archival Science Commons](#)

---

### Recommended Citation

Malone, J. (2020). Student-Centered Outreach Initiatives in University Archives: Promoting Alternatives to Top-Down Outreach Approaches. *Caring for Collections 2020: Recent projects across Harvard*. Virtual Session, September 09, 2020.

This Presentation is brought to you for free and open access by the Student Conference Presentations at XULA Digital Commons. It has been accepted for inclusion in Student Conference Oral Presentations by an authorized administrator of XULA Digital Commons. For more information, please contact [ksiddell@xula.edu](mailto:ksiddell@xula.edu).

# *Student-Centered Outreach Initiatives in University Archives: Promoting Alternatives to Top-Down Outreach Approaches*

---

**Jasmine S. Malone - Xavier University of Louisiana  
Caring for Collections 2020: Recent Projects Across Harvard  
September 9, 2020**

# Outreach

“the process of identifying and providing services to constituencies with needs relevant to the repository’s mission and tailoring services to meet those needs.”

[\(Society of American Archivists\)](#)

# Research Questions

- ❖ In what ways are students centered in archival outreach initiatives?
- ❖ What kind of engagement would the university archives want to see from students?
- ❖ How can students participate in the development of outreach initiatives in university archives?
- ❖ What are the effects of student-centered outreach initiatives in university archives?

# Outreach Initiatives

- ❖ Web presence
- ❖ Social media
- ❖ Classroom presence
- ❖ Anniversary / Homecoming presence
- ❖ Student and Library orientation presence
- ❖ Exhibits
- ❖ Workshops
- ❖ Guest Speaker series
- ❖ Student-workers
- ❖ Digitization

**University  
Library  
Management**

**Archives and  
Special Collections  
Management**

**Undergraduate  
Students**



# Comparing Approaches

## Conventional

- Educating
- Instructing
- Presenting

## Student Inclusive

- Assisting
- Providing
- Discussing

“Consulting with and engaging students... will enable the academic archives to provide a richer, more complete historical record of student culture for years to come.”

(Swain 2005)



“[Special Collections]... benefited from unexpected outcomes, such as expanded opportunities for teaching with primary sources on the job, nontraditional outreach opportunities through reaching an audience that otherwise may have not been exposed to library resources or services, and a new strategic collecting area.”

# Liberating Structures

1. Include and unleash everyone
2. Practice deep respect for people and local solutions
3. Never start without a clear purpose
4. Build trust as you go
5. Learn by failing forward
6. Practice self-discover within a group
7. Amplify freedom AND responsibility
8. Emphasize possibilities: believe before you see
9. Invite creative destruction to enable innovation
10. Engage in seriously playful curiosity

# “The Big Six”

1. I had at least one professor at College, who made me excited about learning.
2. My professors at College cared about me as a person.
3. I had mentors who encouraged me to pursue my goals and dreams.
4. I worked on a project that took a semester or more to complete.
5. I had an internship for a job that allowed me to apply what I was learning in the classroom.
6. I was extremely active in extracurricular activities and organizations while I attended College.

(Coppedge 2019)

# Recommendations

Encourage student-led projects

Communicate with student organizations

Offer additional duties

**Consult the community you wish to serve in developing strategies on how to serve them.**

# Acknowledgements



**XAVIER**  
UNIVERSITY of LOUISIANA  
**LIBRARY** *Inform • Inspire • Innovate*

**HARVARD**  
**LIBRARY**



# References

Agingu, B. O. (2000). Library Web Sites at Historically Black Colleges and Universities. *College & Research Libraries*, 61(1), 30-37. doi:10.5860/crl.61.1.30 <https://doi.org/10.5860/crl.61.1.30>

Carini, P. (2009) Archivists as Educators: Integrating Primary Sources into the Curriculum, *Journal of Archival Organization*, (7)1-2, 41-50. <https://doi.org/10.1080/15332740902892619>

Carter, T. M., Seamon, P. (2011). The Management and Support of Outreach in Academic Libraries. *Reference & User Services Quarterly*, (51),2. <https://www.jstor.org/stable/10.2307/refuserserq.51.2.163>

Chute, T. G. (2000). Selling the college and university archives: current outreach perspectives. *Archival Issues*, (25)1. 33-48. <http://www.jstor.com/stable/41102024>

Coppedge, B. (2019) An examination of the perception, role and impact of student-led clubs and organizations on student development, engagement and success: a small-sample study of extreme users and extreme non-users using service innovation methods. *Honors Theses*. <https://scholar.utc.edu/honors-theses/188>

Valerie A. Harris, V. A., Weller A. C. (2012) Use of Special Collections as an Opportunity for Outreach in the Academic Library, *Journal of Library Administration*, (52)3-4, 294-303. <https://doi.org/10.1080/01930826.2012.684508>

Hill, R. F. (2012). Still Digitally Divided? An Assessment of Historically Black College and University Library Web Sites. *The Journal of Academic Librarianship*, 38(1), 6-12. <https://doi.org/10.1016/j.acalib.2011.11.002>

# References

- Johnson G. (2006) Introducing Undergraduate Students to Archives and Special Collections, *College & Undergraduate Libraries*, (13)2, 91-100, [https://doi.org/10.1300/J106v13n02\\_07](https://doi.org/10.1300/J106v13n02_07)
- Longo, V. (2019). Pedagogy's Role in Creating Diverse, Multidisciplinary Archival Users. *University of Minnesota Press*, (19)1. 63-74  
<https://muse.jhu.edu/article/758780>
- Passhel-Stoddart, E., Velte, A. (2019) Capitalizing on short-term collaborative projects: A special collections case study. *College and Research Libraries*, (80)8. 452-472. <https://doi.org/10.5860/crln.80.8.452>
- Salamon, A. (2016). Benefits and Challenges of Outreach in Academic Libraries: A Case Study at the McGill Islamic Studies Library. *MELA Notes* (2016), 29, 1-14. <https://www.jstor.org/stable/44176057>
- Stewart, B., & Walker, J. (2018). Build It and They Will Come? Patron Engagement Via Twitter at Historically Black College and University Libraries. *The Journal of Academic Librarianship*, 44(1), 118-124. <https://doi.org/10.1016/j.acalib.2017.09.016>
- Swain, E. D. (200) College Student As Archives' Consultant? A New Approach to Outreach Programming on Campus. *Midwest Archives Conference*, (29)2, 113-131 <https://www.jstor.org/stable/41102106>



Digital Archives: <https://xula.contentdm.oclc.org/>

Instagram: @xulalibrary

Twitter: @xavierlibrary

---



**XAVIER**  
UNIVERSITY of LOUISIANA  
**LIBRARY** *Inform • Inspire • Innovate*