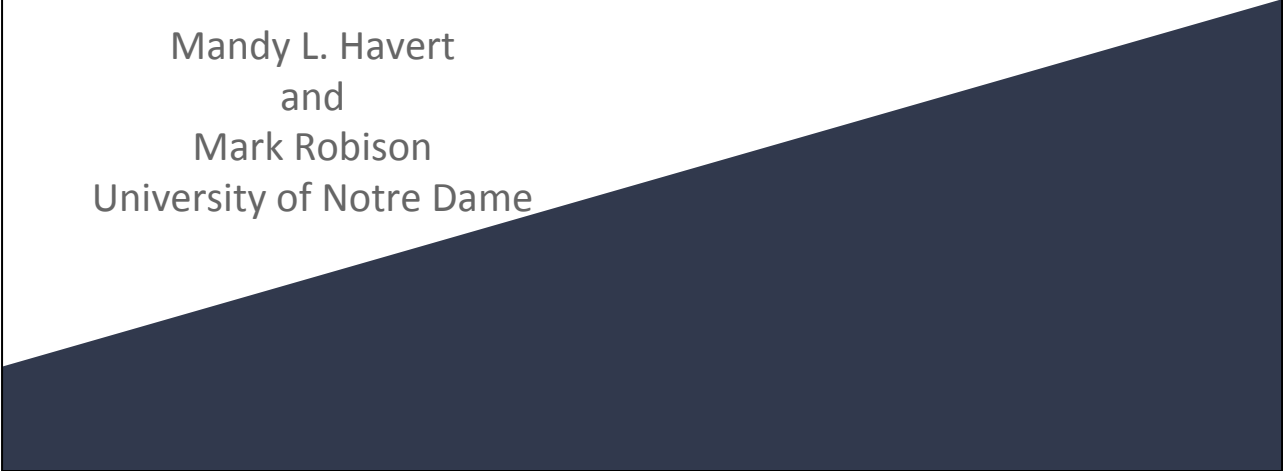


# Leverage Campus Resources for First Year Graduate Student Outreach

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## What we'll do today

- ❑ Think broadly about possible campus partners
- ❑ Identify connections in the graduate school offices, departmental offices, and marketing & communications staff
- ❑ Review a draft outreach plan
- ❑ Engage in Q & A and foster ongoing conversation

# Partnerships

## Who do you know?

- Librarians
- Staff
- Academic department faculty
- Academic department admins
- Some students

## Who do you need to know?

- More of the same that you already know
- Campus partners in programs...
  - Grad School
  - Writing Center
  - Career Services
  - Language Center
  - And more...

## Your turn: Who are your current partners?



Partnership by Nick  
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List your current partners or champions for your graduate student programming.

Image from: <https://www.picpedia.org/highway-signs/images/partnership.jpg>;  
accessed 03/03/2020

## Your turn: List at least 3 potential partners



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"This might include your pie-in-the-sky campus partners, the people you've been trying to reach for years but who are too busy or don't see the value or need for a library partnership."

From: <https://www.picpedia.org/highway-signs/c/collaboration.html>; accessed 03/02/2020

# Prior Programs

What has gone before?

- ❑ Uncoordinated efforts
- ❑ Individual outreach
- ❑ Orientation-based activities

This type of programming, whether successful or not, should be examined and re-examined regularly. Think about what worked, what didn't and how you might reapproach in the future.

Time for something new



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<https://www.picpedia.org/highway-signs/i/innovation.html>; accessed 05/05/2020

# Draft Outreach Plan

What we're trying at Hesburgh Libraries

## June 15th

- ❑ Revise the draft email template or create a new welcome based on the template for distribution in August and a follow-up message for mid-semester
- ❑ Share with subject librarians and functional specialists with an invitation to participate and the deadline for their custom draft template.

## July 15th

- ❑ Collect templates from library colleagues.
- ❑ Combine information into one file to share with Associate at the Graduate School

## August 10th

- ❑ Send initial welcome email message before grad student orientation--setup with Grad School to send the Sunday before Orientation.



# Draft Outreach Plan

Continued timeline

## September

- ❑ Instruction / Consultation / Engagement activities

## October - Midterms

- ❑ Midterm check-in template from subject and specialty librarians--This should address the need for bumping students "a few weeks in."
- ❑ I / C / E

## November 15th

- ❑ Prep for send of spring letter (January)
- ❑ Spring letter to include reminders of available consults, workshops, and course integration (some may be planning to teach)

# Draft Outreach Plan

Continued Timeline

## **December**

- Collect spring templates from library colleagues
- Combine into one file to share with Shari Sweet at the Graduate School

## **January - Week 2**

- Send a mid-year email message before spring classes begin.
- Departmental Recruitment Weekend Activities
- This may include welcome packets requested by Student Affairs / Graduate Student Life

## **February**

- Instruction / Consultation / Engagement
- Departmental Recruitment Weekend Activities

# Draft Outreach Plan

Continued Timeline

## March

- Midterm check-in template from subject and specialty librarians
- Include specific information about course planning and integrations for fall
- Instruction / Consultation / Engagement

## April

- I / C / E
- Evaluate program success

## May - Rest?

What should we know from your experience?



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From: <https://www.picpedia.org/highway-signs/f/feedback.html>; accessed 03/03/2020

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