

**Midwest Business Librarian Summit 2021**

**When Traditional Outreach  
Isn't Working: How to Reach  
Undergraduate Students**

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# Alternative Outreach Strategies

- Connections with college staff
- Direct communications with students through existing communications channels
- Targeted outreach to subsets of students
- Instruction opportunities outside of the classroom with a new workshop series and asynchronous tutorials.



# Weekly Undergraduate Resource Center Newsletter



April 6, 2021



**April 9 - Friday -- Last day to withdraw from the University or reduce course load. Students can withdraw or reduce course load after this date only for "urgent non-academic reasons."**

If you have questions, please contact your advisor or call the URC at 859-257-4627.

**Scoring Big**  
Join us for a conversation with three game-changing sports industry leaders.

**Tuesday April 6, 2021 6-7pm | Online**

RSVP at [gatton.uky.edu/gatton-connect](https://gatton.uky.edu/gatton-connect)

THE FINANCE SOCIETY IS HOSTING A  
**RESUME WORKSHOP**  
OPEN TO ALL BUSINESS STUDENTS

- TUESDAY, APRIL 6
- 5 TO 6:30 P.M.
- GATTON COLLEGE OF BUSINESS
- ROOM 265

Gatton College of Business and Economics

**Researching a Safe Workplace**

APRIL 7, 2021  
12 PM

ZOOM

REGISTER VIA BBNVOLVED

Violence Intervention and Prevention Center | Gatton College of Business and Economics

It is vital to remember that during a job search, the employee should also be actively researching and interviewing the employer. Knowing where to find inside information about a potential employer can mean the difference between getting the job of your dreams or dreaming of a new job. The MBA Center & VIP Center have put together a lunch and learn to discuss Researching a Safe Workplace on Wednesday, April 7th at noon. RSVP here <https://forms.gle/TUFRjQ85kzwA4VU36>.

After this presentation, participants will be able to...

- Optimize web search to include workplace environments
- Understand how to interact with companies via social media
- Utilize your personal network



For Spring 2021 Commencement information please visit this [site](#).

## RESEARCHING COMPANIES AND NONPROFITS

**MARK YOUR CALENDARS! Thursday, April 8, 12:15-12:45 PM on Zoom.**

Give me **30 minutes** and I will show you how to quickly find the right information you need to complete your assignments.

This session will cover strategies for conducting research into companies and nonprofit organizations. It will be recorded.



Register at <https://bit.ly/3aD5sDI>

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**WALL STREET PREP**

Get the hands-on finance skills you need!

M&A / LBO Modeling Virtual Seminar

**April 10-11 9am-5pm daily**

Scan for more info

PROTECT. RESPECT. DO YOUR PART.

**Don't forget**

WEAR A MASK | WASH YOUR HANDS



# Promote Resources, Services, Upcoming Events, and Me!

## Did You Know that Gatton Has Its Own Librarian?

I can help you with your assignments and show you how to use the library resources!



### Visit These Online Resources To Get Started:

- Find and access library resources from the [research guide for business](#).
- Take the [Introduction to Business Resources](#) tutorial.
- Consult this [cheat sheet](#) to pick the right database.

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## Introducing Statista

This [database](#) lets you easily search for and download charts on a wide range of subjects. Are you curious about the:

- Price history of Bitcoin?
- Smartphone market share by vendor?
- Number of Starbucks stores?
- Leading importer of bourbon?

You can download all of the charts as a PDF, Excel file, or PowerPoint slide.

**Search for it on the  
library's database tab!**



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# Instruction Outside the Classroom: Tutorials and Workshop Series

## MARK YOUR CALENDARS!



UK Libraries has a wide range of resources available to Gatton students. Give me **30 minutes** and I will show you how to quickly find the right information you need to complete your assignments.

**All sessions will take place via Zoom from 12:15 - 12:45 PM and will be recorded.**

- Feb. 25: Introduction to Business Resources
- March 16: Researching Industries and Markets
- April 8: Researching Companies

Register at <https://bit.ly/3aD5sDI>

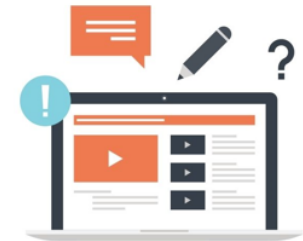
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## TUTORIAL: INTRODUCTION TO BUSINESS RESOURCES

Learn about the library's business resources in this self-paced tutorial.

It covers company, industry, and consumer research and introduces you to two of our most popular databases - Business Source Complete and Statista.

<http://libtutorials.uky.edu/BusinessResources>



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