

Changing Workplace Culture and Building Community with Student Outreach

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Empower student employees through outreach projects

- Outreach: Promoting library collections and services.
- Wanted to grow something natural and wild but knew that it needed some cultivation.
- Why involve students in outreach?
 - Good management; Give students projects where they make decisions and get to display their work to the public.
 - Boost to morale and create opportunities for meaningful contributions – they own the projects.
 - Build a true sense on involvement in the workplace.
 - User identify with peer-to-peer outreach.



Getting Started

- Started in Media: Smaller, fewer students/staff, easier to organize.
- Media staff brainstormed ideas for several ongoing outreach activities:
 - Spare 52” monitor for slide shows
 - Library homepage blog for reviews
- Anne and Lori worked with students to produce projects.
- Gave student staff creative freedom - in short time student employees took initiative.

Outreach Project: Themed Slideshows



Outreach Project: Film Recommendations

<http://library.uvm.edu/news/?p=4238>



Student Outreach Committee

- Began Spring 2012.
- Collaboration between Circulation and Media students and staff.
- Members act as a steering/planning committee for outreach projects.



Themed Displays



Themed Displays: Guilty Pleasures and Women's History

We Want Your Input for our Next Display!



March is Women's History Month
at the **Bailey/Howe Library!**

Help us to celebrate by sharing a historical
or fictional figure who inspires you. Please
fill out the survey below!

Thanks,
The Bailey/Howe Staff



NAME: *Emily*

YEAR: *Senior*

MAJOR: *Italian Studies*

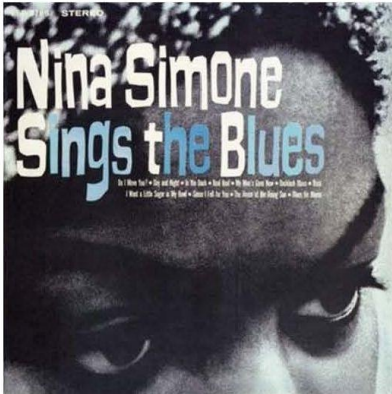
GUILTY PLEASURE BOOK: *Twilight*

CALL NUMBER: **PS3613.E979 T85 2005**

WHY DO YOU LIKE IT WHEN YOU KNOW IT'S SO BAD? *The author's overdramatic style, coupled with the ridiculous supposition of high school vampires dueling it out teenage werewolves provides the college reader with some well-deserved R&R between stressful study sessions.*



Themed Displays



Celebrating Women's History Month

Chosen by: Billy Clark
Graduate Student in English

Woman who inspires Billy:

Musician and Civil Rights Activist, **Nina Simone**

We recommend the following sound recordings:

- Nina Simone Sings the Blues (CD 3103)
- High Priestess of Soul (CD 3014)

Branding Resource Discovery Tool



Group Room Video

- <http://library.uvm.edu/news/?p=5437>



Other Activities

- Admitted student tours
- Fundraising for Chittenden County Food Shelf
- LibQUAL+ survey promotion
- CATQuest Promotion



Outcomes

- Noticeable improvement in student morale; more enthusiasm for work.
- Staff and students build stronger bond through outreach projects.
- Student employees identify more with the library – proud of their work.

What student employees are saying...

http://youtu.be/OcdLILJNH_c



What's Next?

- Contribute to library social networking tools.
- Give students even more creative freedom.
- Encourage more independence.
- Expanding visibility of our projects.

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