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## Keep Calm and Pivot: Resetting Library Engagement with Remote Outreach

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# KEEP CALM AND PIVOT: RESETTING LIBRARY ENGAGEMENT WITH REMOTE OUTREACH

Maria Atilano, Student Outreach Librarian  
Giannina Medell, Outreach Services Associate  
Stephanie Race, Head of Research and Outreach



UNF

Thomas G. Carpenter  
Library

# MEET OUR OUTREACH TEAM

## MARIA ATILANO

Likes: Dogs, reading for fun, musical theatre

Dislikes: Math, bananas



## GIANNINA MEDELL

Likes: D&D, video games, bearded dragons

Dislikes: Onions, shopping



## STEPHANIE RACE

Likes: Baking, vintage glass, being useful

Dislikes: Kale





## Thomas G. Carpenter Library, University of North Florida, Jacksonville

### Pre-COVID Outreach (2018/19)

- 14,001 interactions
- 132 separate events
- 76 library building tours

### Significant in-person events

- Week of Welcome
- Market Days
- Tommy G's Haunted Open House
- Finals Week

**FINALS WEEK**

**THE ONE WITH PAWS YOUR STRESS**  
1st Floor  
December 9 from noon to 2 p.m.

**THE ONE WITH Zzz-ZONE**  
3rd Floor  
December 6 - 13

**THE ONE WITH COLORING AND GAME STATIONS**  
2nd Floor  
December 6 - 13

**THE ONE WITH LATE-NIGHT COFFEE AND SNACKS**  
1st Floor  
Dec. 8, 9, 10 and 11 at 8 p.m.

UNF Thomas G. Carpenter Library  
Funded by the Library Dean's Leadership Council  
for equal access/equal opportunity university

**OPEN 24 HOURS**  
December 2 - 13



KEEP CALM AND



In March 2020, Outreach switched to offering only virtual events and activities

**TEXT US A STORY!**  
**USING ONLY EMOJIS**

**(904)-507-4122**

Our library staff will try to decipher your story

If you knock our 🏠 off, we might post your 📖 on social media 🙌

UNF Thomas G. Carpenter Library

**NEW Online Book Display!**

<https://libguides.unf.edu/bookdisplay>

**STRESS MANAGEMENT**

UNF Thomas G. Carpenter Library UNF BETTER. STRONGER.

UNF Thomas G. Carpenter Library

**VBC**

*Friendsgiving*

Thursday, November 19 at 6pm  
 Join us for games, trivia, and prizes!  
 Online via Zoom:  
<https://bit.ly/3614nDa>

Ospreys, think you know your **stuff?**

UNF Thomas G. Carpenter Library

Wednesday • June 24 at 3:00 p.m.

Zoom ID: 984 4566 1215

Top 3 players will win Amazon gift cards!

Summer B Kickoff **LIBRARY TRIVIA GAME**

Can you **Outsmart** your Librarians?

TOMMY G'S PRESENTS

**PAWS YOUR STRESS IS GOING VIRTUAL!**

April 27, 28 and 29  
 @unflibrary

UNF Thomas G. Carpenter Library

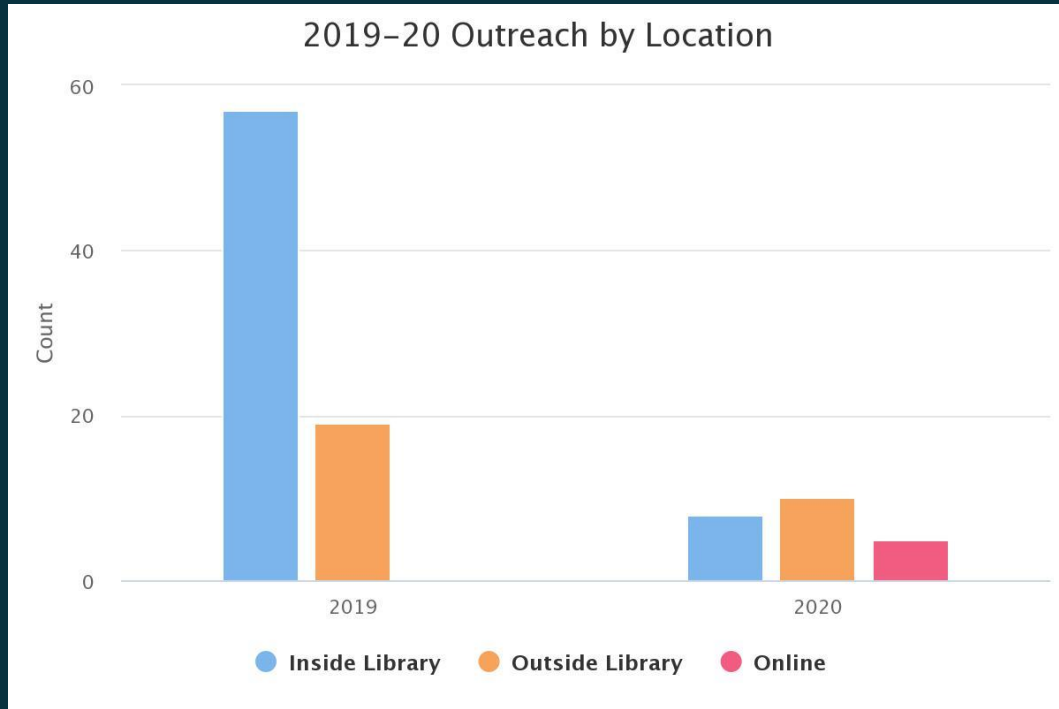
UNF Thomas G. Carpenter Library

TOMMY G'S PRESENTS

**VIRTUAL COSTUME CONTEST**

October 26, 27 and 28  
 Join us and submit your scariest, funniest and most creative costume photos to @unflibrary!

# ONLINE EVENTS = IN-PERSON EVENTS (STATISTICALLY)



In 2020, we added an “Online” option to our LibInsight Outreach form to track synchronous online events (Zoom, YouTube, etc.)

July 2019 to June 2020



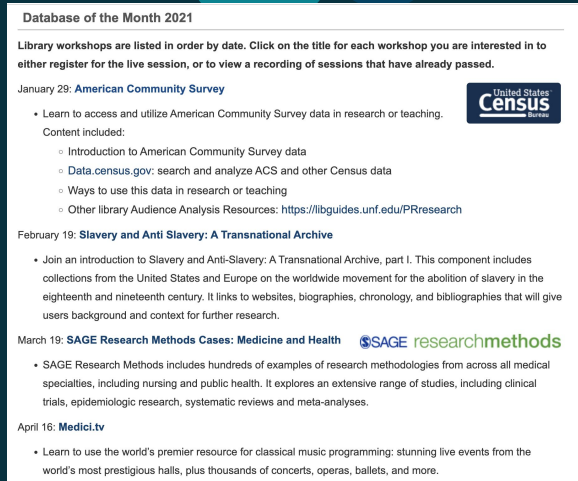
BDWaB flyer, 2022

# WHAT IS REMOTE OUTREACH?

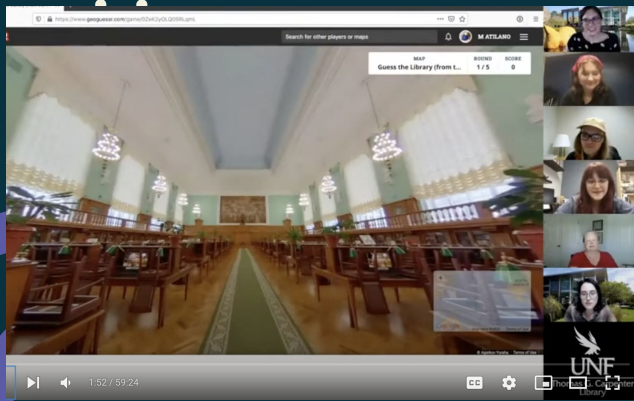
Passive programs

Asynchronous events/activities

Recordings of synchronous events



LibGuide for Library  
Workshops, 2021



"Library Staff Gaming"  
Livestream, April 20, 2021

# ONLINE VS. REMOTE OUTREACH

Online event = # of live attendees


Remote event = # of recordings watched,  
submissions received,  
checkouts from displays, etc.



Blind Date with a  
Banned Book display, 2021

# SCIENCE CAFE

# of recording views



**SCIENCE CAFE**  
*presents a conversation with...*

**JODY NICHOLSON, PH.D.**  
ASSOCIATE PROFESSOR OF PSYCHOLOGY

**Effectiveness  
of Brain Games  
on Reducing  
the On-set of  
Dementia**

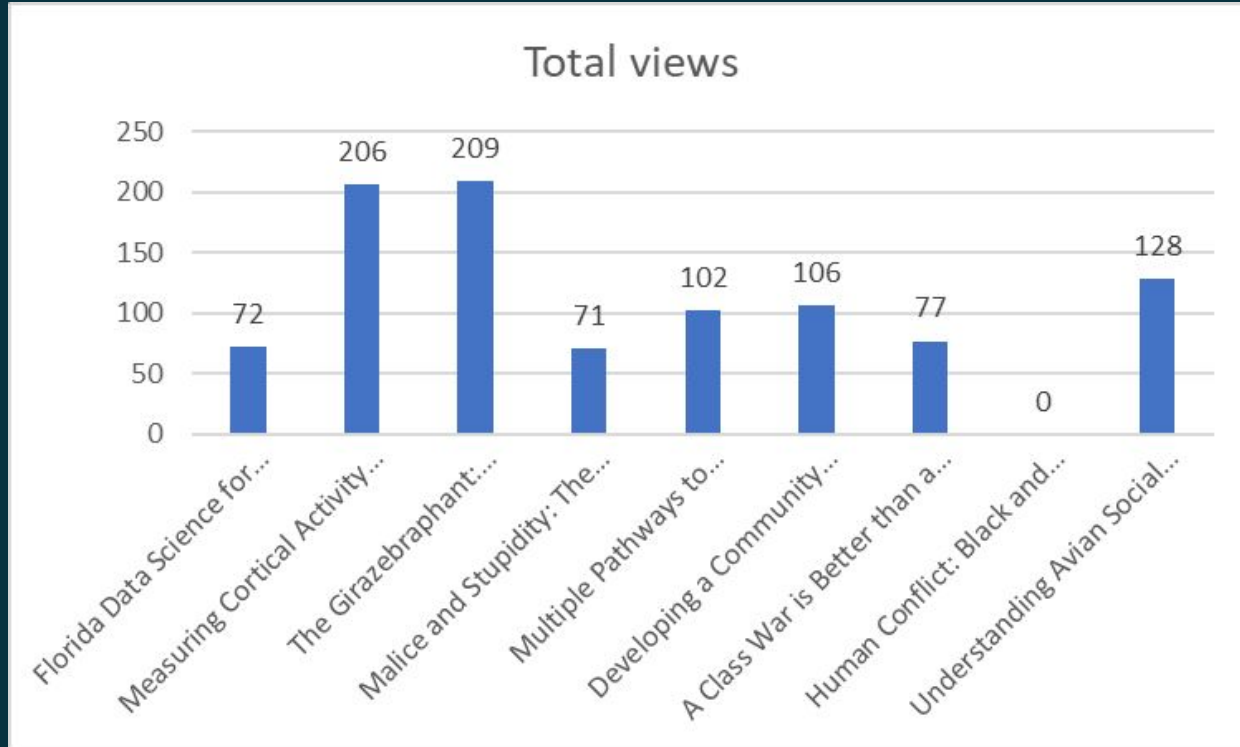
*Brought to you by*  
The Department of Psychology &  
the Thomas G. Carpenter Library

Friday, April 1 at 12:00 pm  
Online via Zoom

UNF | Thomas G. Carpenter Library



# SCIENCE CAFE



# SCIENCE CAFE

	Date Recorded	Nov	Dec	Jan	Feb	Mar	Apr				Total views
Science Cafe: Florida Data Science for Social Good (FL-DSSG)	2/4/22				48	11	13				72
Science Cafe: Measuring Cortical Activity with Functional Near-Infrared Spectroscopy (fNIRS)	11/5/21	80	47	5	50	17	7				206
Science Cafe: The Girazebphant: Creativity and Culture	10/1/21	41	47	5	3	4	5				209
Science Cafe: Malice and Stupidity: The Role of Attribution in American Politics	9/3/21	24	1	2	2	3	2				71
Science Cafe: Multiple Pathways to Positive Youth Development and Identity Among Youth of Color: A Latent F	4/2/21	5	13	5	4	6	13				102
Science Cafe: Developing a Community Wellness Program Targeting Physical and Mental Health During Covid	3/5/21	3	7	4	4	6	9				106
Science Cafe: A Class War is Better than a Culture War	2/5/21	2	5	3	3	11	1				77
Science Cafe: Human Conflict: Black and White	11/6/20	0	0	0	0	0	0				0
Science Cafe: Understanding Avian Social Organization: How individuals and social structure contribute to avia	10/2/20	3	6	6	5	5	10				128
											971

## LIVE ATTENDANCE

447 total attendees

## RECORDINGS

971 total views

View our Science Cafe recordings:

<https://libguides.unf.edu/workshops/ScienceCafe>

# FINALS WEEK PET GRAMS

# of requests and  
# of people reached  
:) responses

*Finn*

*Charlie*

UNF Thomas G. Carpenter Library

**Finals Week  
Pet Grams!**

<https://unf.libwizard.com/f/petgram>  
Submit requests from April 18 to 28

Share your love  
and support with  
UNF friends &  
colleagues

# FINALS WEEK PET GRAMS - REQUESTS/RECIPIENTS

## FALL 2020

182 requests  
478 recipients

## SPRING 2021

137 requests  
238 recipients

## FALL 2021

307 requests  
447 recipients

## SPRING 2022

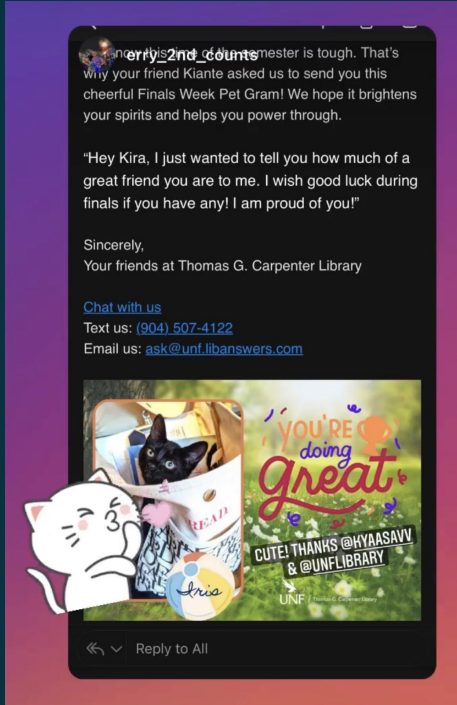
238 requests  
282 recipients



Learn more about our Pet Grams:

<https://tinyurl.com/5hau5zp6>

# FINALS WEEK PET GRAMS - COMMENTS



- “Thanks - I'm gonna need it !!!” – student
- “Aww thank you! I just finished my last exam.” – student
- “Thank you! This definitely brightens my day and my week.” – student
- “Thanks! Appreciate the enpurragement” – staff member
- “LOVE LOVE LOVE.” – faculty member
- “Thank you!...that’s so kind of you. Charlie is ADORABLE! Just what I needed this Monday morning! 😊” – faculty member
- “This might be my favorite new tradition! The only thing better would be to meet Pip and Charlie in person. Thank you, as always, for all of your energy, enthusiasm and support of students...and now your support of me too. 😊” – faculty member

# YOUTUBE LIVESTREAMS

# of views after events  
# of subscribers



Top chat replay ▾

**intments/**

Hayley Ross Brice says he thinks the stream is so cool. He digs the lofi

Giannina Medell 🙌 Yay! Tell him I say hey 🙌

Hayley Ross Even embry riddle students love our library 🤔

Hayley Ross HE TOOK HIS SHOWS OFF hahahaha Ben is the best

Maria Attilano 🙌 Keeping it real, keeping it real

**Thomas G. Carpenter Library** Psst... Ospreys, the library is open so feel free to give us a visit in person this week! Here are our hours: <https://libguides.unf.edu/hours>

Justin Davis Digging the music, super chill 🎧

**Thomas G. Carpenter Library** Always happy to provide chill vibes 🎧🎵 @Justin Davis



# YOUTUBE LIVESTREAMS

## FALL 2020

Views after  
Events: 628  
Live Views: 42

## SPRING 2021

Views after  
Events: 207  
Live Views: 28

## FALL 2021

Views after  
Events: 124  
Live Views: 19

## SPRING 2022

Views after  
Events: 59  
Live Views: 23



View our Finals Week Livestreams:

<https://tinyurl.com/m3vfcy4s>

# LITERARY CONTESTS

# of submissions  
) responses



Haiku Contest  
2022

For UNF students, faculty & staff  
3 winners will receive gift cards!

Submit online by April 10:  
<https://unf.libwizard.com/f/haiku>

UNF Thomas G. Carpenter Library

The poster features a blue sky background with several dandelions in various stages of blowing their seeds. The UNF logo and library name are in the bottom right corner.



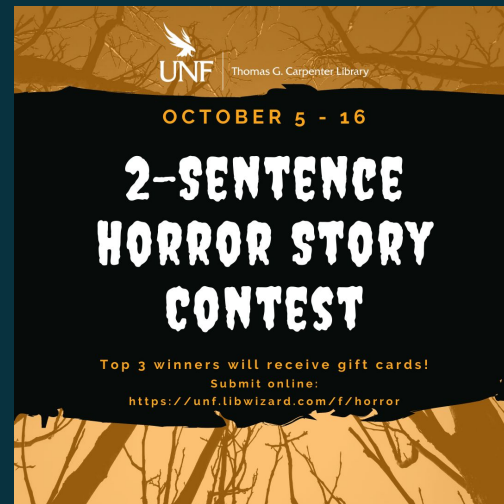
*First Line*  
literary contest

For UNF students, faculty & staff  
3 winners will receive gift cards!

Submit online by July 5:  
<https://unf.libwizard.com/f/firstline>

UNF Thomas G. Carpenter Library

The poster has a light blue background with horizontal lines. It features a beach scene with a white towel, a pair of sunglasses (one yellow, one red), and a starfish. The UNF logo and library name are in the bottom left corner.



UNF Thomas G. Carpenter Library

OCTOBER 5 - 16

2-SENTENCE  
HORROR STORY  
CONTEST

Top 3 winners will receive gift cards!  
Submit online:  
<https://unf.libwizard.com/f/horror>

The poster has a dark background with a silhouette of a forest. The UNF logo and library name are in the top left corner.

# LITERARY CONTESTS: SUBMISSIONS

## HAIKU CONTEST

Apr 2020: 152  
Apr 2021: 75  
Apr 2022: 85

Total: 312

## FIRST LINE CONTEST

June 2021: 110  
June 2022: TBD

## 2-SENTENCE HORROR STORY CONTEST

Oct 2020: 159  
Oct 2021: 207

Total: 366



Learn more about our Literary Contests:  
<https://tinyurl.com/386hrafh>

# LITERARY CONTESTS: COMMENTS




- “Thank you for choosing me as the winner! The contest was very fun and I enjoyed being able to participate. I’ve always been interested in writing and horror is my favorite genre so I figured it would be a fun opportunity for me. Once again, thank you to all the members of the UNF library’s faculty and staff, and of course the judges. “ - 2020 2-Sentence Horror Story Contest, 1st place winner
- “Thank you so much! I had a lot of fun with this, and I’m very grateful.” – 2021 First Line Contest, 2nd place winner
- “Wow! Thank you so much for this honor, I’m glad you all enjoyed my haiku this much!” - 2021 Haiku Contest, 2nd place winner
- “Thank you! It was a lot of fun and I feel very honored to be in the top 10. I look forward to reading the other submissions that are posted.” - 2021 Haiku Contest, runner-up

Science Cafe Recording and Registration

Monday, February 7, 2022 at 6:37 AM

To: Atilano, Maria; Cc: Richard, Dan; Umapathy, Karthikeyan; +114 more



Thank you for your interest in the [Science Cafe!](#)

The recording of last week's presentation, [Science Cafe: Florida Data Science for Social Good](#), is now available online.

We hope you will join us on Friday, March 4 at 12noon for the next *Science Cafe* featuring Dr. Jody Nicholson, Associate Professor of Psychology. [Register here.](#)

**Maria Atilano**  
 Student Outreach Librarian  
 Thomas G. Carpenter Library  
 University of North Florida  
[m.atilano@unf.edu](mailto:m.atilano@unf.edu)  
[Schedule a Research Consultation](#)

**Thomas G. Carpenter Library** Ospreys, the library is open so feel free to give us a visit in person this week! Here are our hours: <https://libguides.unf.edu/u/hours>

**Thomas G. Carpenter Library** Working on a paper? Need some research help? We're online 24/7 this week! Chat, email, or text us 😊 <https://libguides.unf.edu/Contactus>

**Thomas G. Carpenter Library** Want to de-stress with some music? Take a look at our official Spotify playlists here: <https://open.spotify.com/user/r/996zn7o...>

Your Finals Week Pet Gram is here!

Monday, May 2, 2022 at 10:09 AM

To: Atilano, Maria <m.atilano@unf.edu>

Cc: M


Dear ,

We know this time of the semester is tough. That's why your parent asked us to send you this cheerful Finals Week Pet Gram! We hope it brightens your spirits and helps you power through.

"Hey E! :) Wishing you the best of luck on your final exam! You have had a very busy semester, and have been working so hard. We know you will finish strong, as you always do. Congrats on another great semester. We love you! "Mom and Dad"

Love,  
 Your Friends at Tommy G's

[Chat With Us](#)  
 Text Us: (904) 507-4122  
 Email Us: [ask@unf.libanswers.com](mailto:ask@unf.libanswers.com)



Iris

UNF Thomas G. Carpenter Library

# MAKING CONNECTIONS

Remote Outreach allows for follow-up and additional promotion of library resources

Entered By

Internal Notes

Name of Program

Outreach Unit Member

Partner or Sponsor

Location  
 Inside Library  
 Outside Library  
 Online  
Other Location

Start Date

End Date

Total

Category  Checkouts  Submissions  Views

Audience

or

# ASSESSMENT

LibInsight form for Remote Outreach  
(separate from Event/Tour form)



# FUTURE PLANS



- Offer a mix of in person, online, hybrid, and remote outreach
- Continue to track and assess remote outreach events/activities
- Collaborate with new Assessment Librarian at UNF
- Develop new ideas for remote outreach



# SUMMARY

## REMOTE OUTREACH = WORTHWHILE OUTREACH!

- Many libraries pivoted to online/remote programming
- Remote outreach can mean any asynchronous event or activity that, including online submissions or views
- Important to track, assess, and report statistics for remote outreach
  - Consider a separate form/reporting tool

# THANK YOU!

Questions? Contact us at  
[lib-outreach@unf.edu](mailto:lib-outreach@unf.edu)

Follow us on social at [@unflibrary](https://www.instagram.com/unflibrary)



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