

5-14-2015

Stop, Collaborate and Listen: Identifying Partnerships to Strengthen Your Library's Relevance in the Community

Lisandra R. Carmichael
University of North Florida, l.carmichael@unf.edu

Maria Atilano
University of North Florida, m.atilano@unf.edu

Cat Silvers
University of North Florida, cat.silvers@unf.edu

Follow this and additional works at: http://digitalcommons.unf.edu/library_facpub

 Part of the [Library and Information Science Commons](#)

Recommended Citation

Carmichael, Lisandra R.; Atilano, Maria; and Silvers, Cat, "Stop, Collaborate and Listen: Identifying Partnerships to Strengthen Your Library's Relevance in the Community" (2015). *Library Faculty Presentations & Publications*. 32.
http://digitalcommons.unf.edu/library_facpub/32

This Presentation is brought to you for free and open access by the Thomas G. Carpenter Library at UNF Digital Commons. It has been accepted for inclusion in Library Faculty Presentations & Publications by an authorized administrator of UNF Digital Commons. For more information, please contact [Digital Projects](#).

© 5-14-2015 All Rights Reserved



Stop, Collaborate and Listen:

Identifying Partnerships to Strengthen Your
Library's Relevance in the Community

University of North Florida Thomas G. Carpenter Library



Lisandra Carmichael - Director of Public Services
Maria Atilano – Marketing & Student Outreach Librarian
Cat Silvers - First Year Outreach Librarian

- **STOP**
 - Evaluate where you are
 - Assess current goals
 - Determine achievable objectives
- **COLLABORATE**
 - Identify opportunities for partnerships
- **LISTEN**
 - Assess and adjust outreach tactics
 - Garner feedback from users via surveys, social media, and more



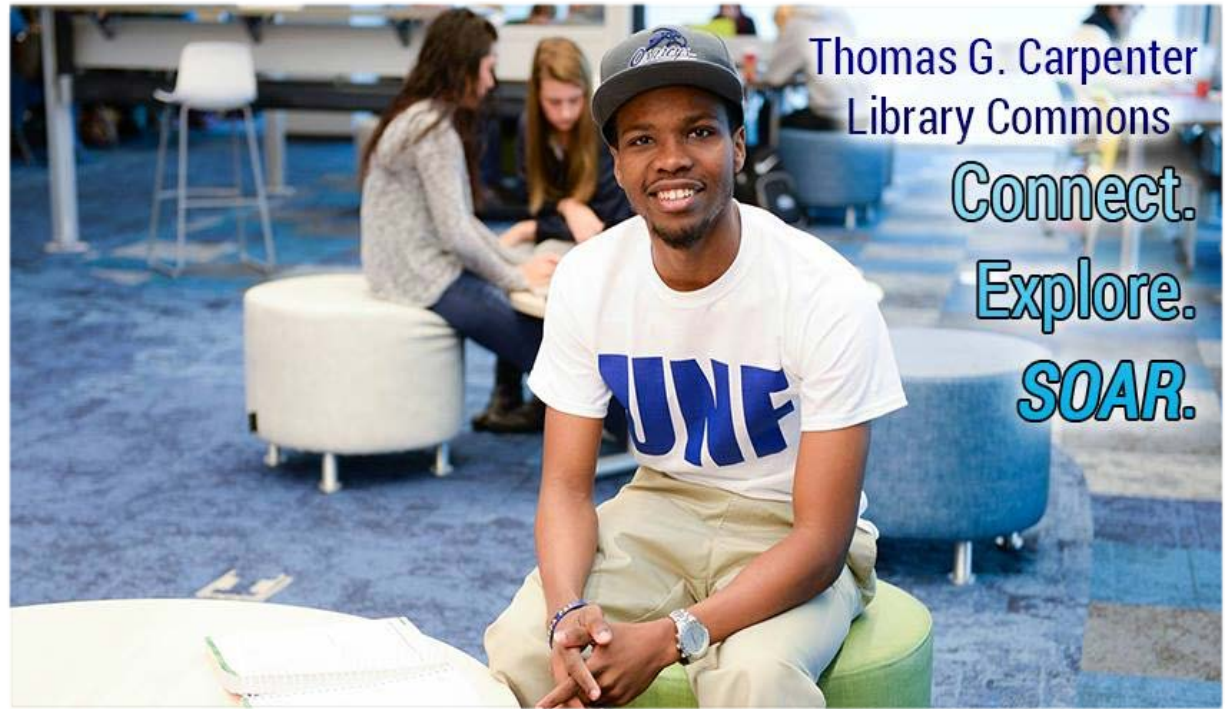


Flickr user frank fani



Administrative Perspective

- Goals
- Program
- Staffing
- Funds for Support





Flickr user Sharon & Nikki McCutcheon

Collaborate

UNIVERSITY OF NORTH FLORIDA CAMPUS *Life*



Summer B. Kickoff Resource Fair



Breakfast at Tommy G's



Finals Week



Parent and Family Programs



Public Relations



No one like you.
No place like this.

PAWS Your Stress



PAWS Your Stress



Noon to 3 p.m.
Monday, April 27

New Library Commons, First Floor,
Thomas G. Carpenter Library, Building 12

Student Union: Market Days



Housing and Residence Life: Resident Advisor (RA) Training



Housing and Residence Life

Ask a Librarian

@

the Osprey Clubhouse



One-on-One Research Help

Monday Nights, 5 - 7 p.m.
Fall and Spring

Osprey Clubhouse, Bldg. 17
2nd floor hallway

Walk-in or Schedule Ahead



Thomas G. Carpenter
Library

Cat Silvers, First Year Outreach Librarian
cat.silvers@unf.edu

New Student Orientation



Postcard 2014

New Student Orientation



1 Honors, 4 Transfer Student, and 13 New Student Resource Fairs

New Student Orientation



More Collaborations

One-Stop.
Two Spots.

Thomas G. Carpenter Library
Computer Lab, Room 2102A
Noon to 5 p.m., April 13-17

and

Hicks Hall
Building 53, Suite 1700
8 a.m. to 5 p.m., Monday-Friday



Athletics

The Writing Center





Flickr user: abrinsky

Listen

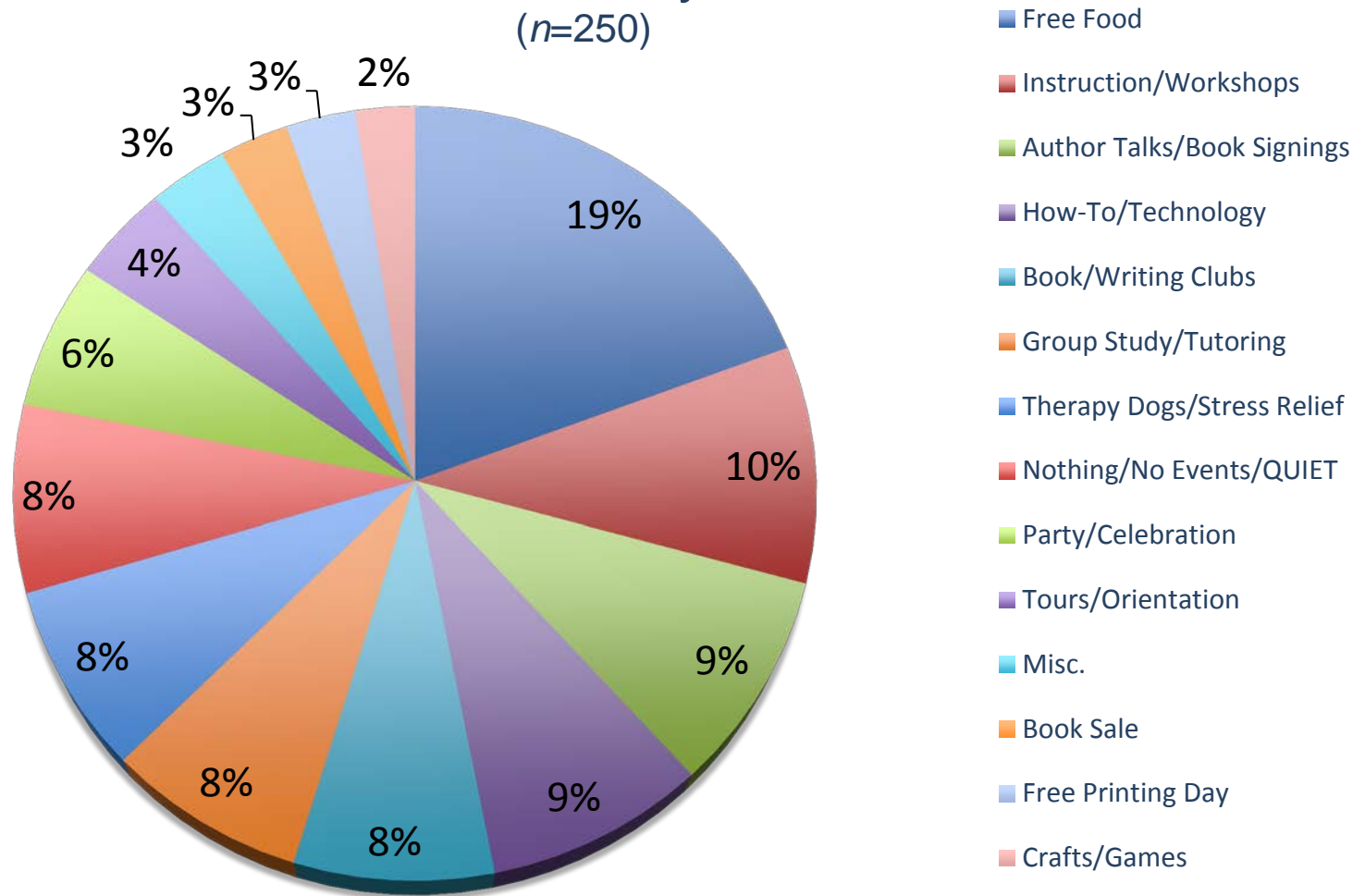


UNF
UNIVERSITY of
NORTH FLORIDA.

Campus Life Survey January 2015

What event or activity would you like to see take place in the Library?

(n=250)



Listen: Sustainability

Listen to feedback from
partnered organizations



Flickr user MacEntee



Record event logistics

Track your budget



Flickr user 401(K)2012

Listen: Social Media

 Swoop Hoops (UNF) follows



Raza @raazzzaaaa · Apr 27

Someone bring me some m&ms or cupcakes to the **unf library**. Will pay with high 5s.



Mario_G @Mario_Gocaj · Apr 27

Grind out a few hours at **unf library**



Connor Klein @notconnorklein · Apr 27

Shout out to the **UNF library** for having awful WiFi when I needed it most :)



nick silva @nicksi1290 · Apr 27

Last night I ever have to spend in the **UNF library**. Bitter sweet but mostly just sweet!



Healthy Osprey @HealthyOsprey · Apr 27

[#mindfulmonday](#) Paws Your Stress ! Starting at 12:00pm today the [#unf](#) Library (bldg 12, 1st floor)... [instagram.com/p/1-8cVSP4Jz/](https://www.instagram.com/p/1-8cVSP4Jz/)



Listen: Social Media



kalisita43

Kalyani 🌻

📍 Check The Map, 3 days ago

Thankful to go to a school that brings puppies to love on finals week 🥰🐶💜 #PawsYourStress



pawyourstress



64 likes



4 comments



danymarieexo Clever hashtag 🥰🥰

3 days ago



kalisita43 I took it from unf ha 🥰🥰
[@danymarieexo](#)

3 days ago



unf_admissions Puppies make everything better! 🥰🥰 glad you had a fun study break!

2 days ago



kalisita43 Yes they do! 🥰🐶💜 Thank you!
[@unf_admissions](#)

2 days ago

Say something...



Questions?



Contact us at ask@unf.libanswers.com

Download slides at <http://digitalcommons.unf.edu>