

8-12-2015

## Stop, Collaborate and Listen

Lisandra R. Carmichael  
*University of North Florida*, [l.carmichael@unf.edu](mailto:l.carmichael@unf.edu)

Maria Atilano  
*University of North Florida*, [m.atilano@unf.edu](mailto:m.atilano@unf.edu)

Cat Silvers  
*University of North Florida*, [cat.silvers@unf.edu](mailto:cat.silvers@unf.edu)

Follow this and additional works at: [http://digitalcommons.unf.edu/library\\_facpub](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" (2015). *Library Faculty Presentations & Publications*. 34.  
[http://digitalcommons.unf.edu/library\\_facpub/34](http://digitalcommons.unf.edu/library_facpub/34)

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](#).

© 8-12-2015 All Rights Reserved



# Stop, Collaborate, and Listen:

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

NEFLIN Workshop – August 12, 2015

# 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 current outreach program/efforts
- Set goals
- Create a plan
- Get support

◇ **COLLABORATE**

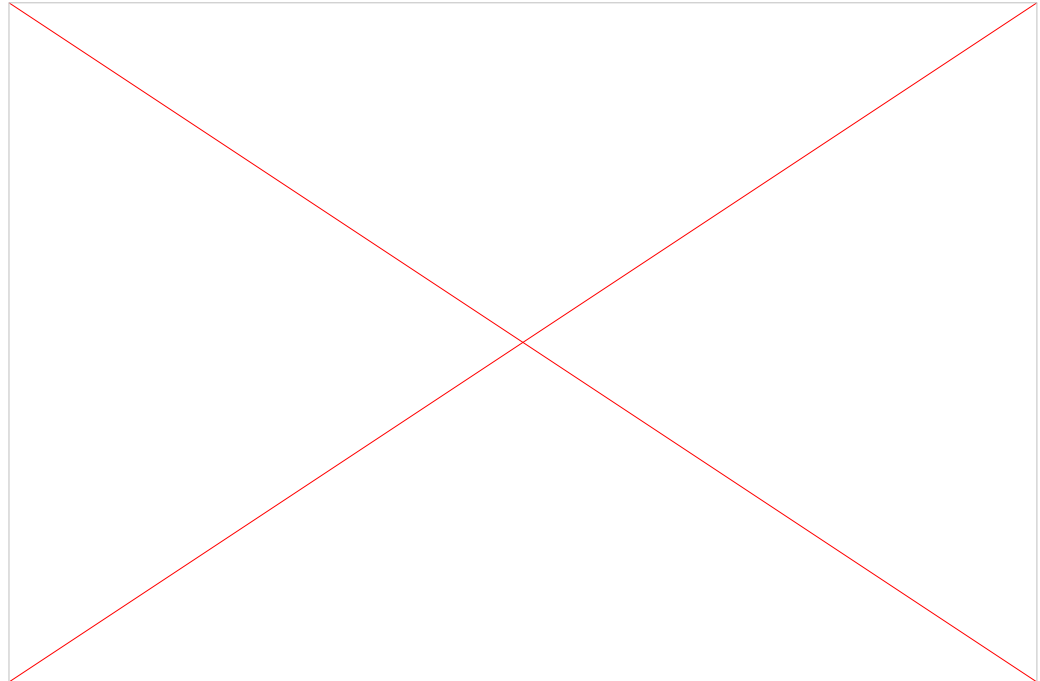
- Identify opportunities for partnerships

◇ **LISTEN**

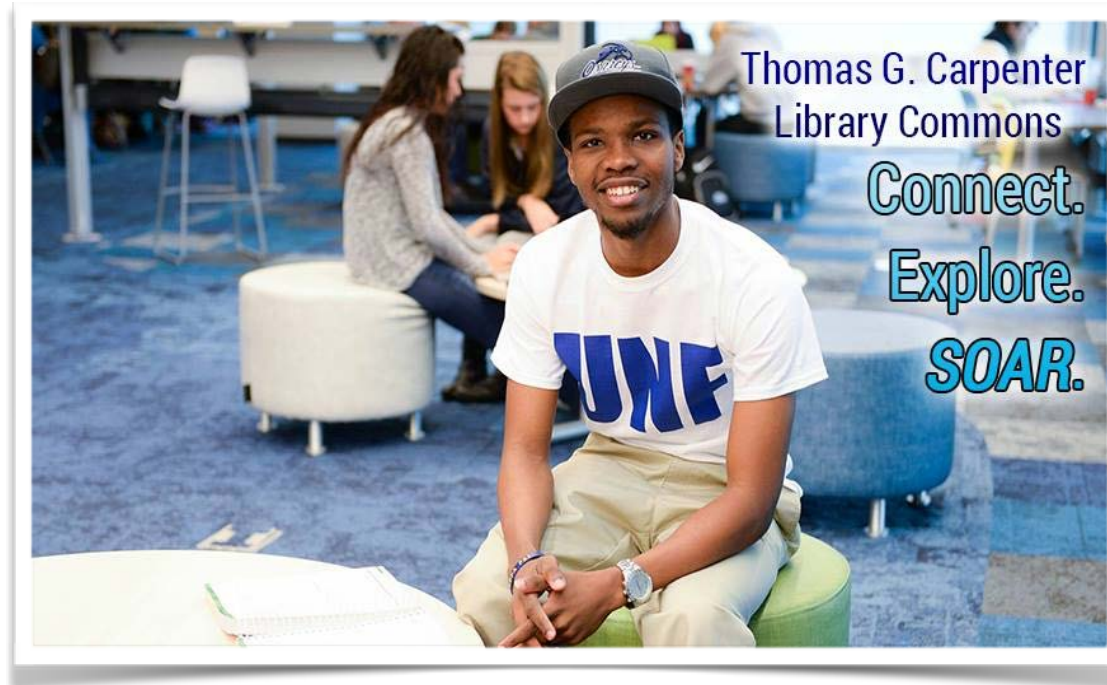
- Assess and adjust outreach tactics
- Garner feedback from users via surveys, social media, and more



**STOP**



# Administrative Perspective



- ✧ In Support of Library Goals
- ✧ Demonstrate Library Value to Community
  - ✧ Benefits vs Resources
  - ✧ Include a Budget

# Creating an Outreach Plan

## Basics for your consideration:

- ✧ What do you want to achieve?  
Select activities that will help you reach your library's goals and objectives.
- ✧ Whom are you trying to reach?  
List your library's target audiences.
- ✧ What do you want to say?  
Identify your library's key messages.
- ✧ Enlist support of your library administrator(s) and staff
- ✧ Spread the message via different venues

# Activity #1

- ✧ Choose a library from someone in the group
  - ✧ Example: Thomas G. Carpenter Library
- ✧ Using this library, outline the basic elements needed for an outreach plan
- ✧ Use the template we are providing you or create your own
- ✧ After 10 min, we want you to discuss the plan you created and challenges encountered
- ✧ Share with the group



# ✧ Outreach Plan Template:

\_\_\_\_\_ LIBRARY OUTREACH PLAN - FY 2015 - 2016 as of Aug 12, 2015

Activity	Timeframe	Target Audience(s)	Benefit to Library (Goal)	Staff Responsible	Budget	Measures of Effectiveness (assessment)	Comments
#1							
#2							
#3							

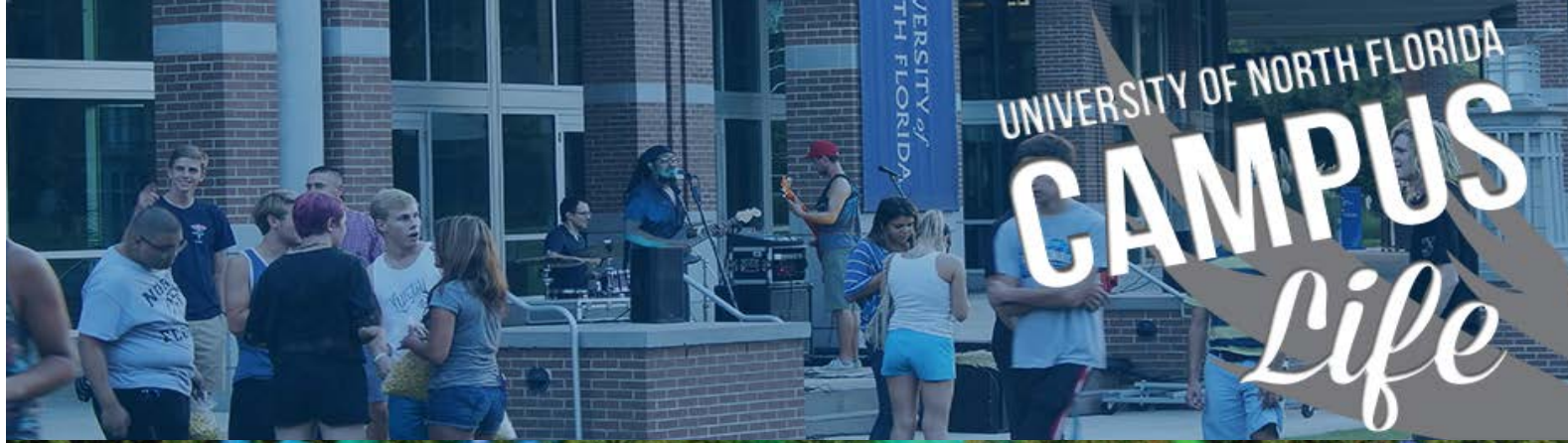
NOTES:



Flickr user Sharon & Nikki McCutcheon

# Collaborate

# UNIVERSITY OF NORTH FLORIDA CAMPUS *Life*



# Summer B. Kickoff Resource Fair



# Breakfast at Tommy G's



# Parent and Family Programs



# PAWS Your Stress



# Student Union: Market Days





# Community Outreach



# 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](mailto:cat.silvers@unf.edu)

# New Student Orientation



## THOMAS G. CARPENTER LIBRARY

[www.unf.edu/library](http://www.unf.edu/library)  
(904) 620-2615

- |                                    |   |
|------------------------------------|---|
| Osprey 1Card = Library Card        | One-on-One Help                               |
| Group Study Rooms                  | Open Extended Hours and<br>24/7 during Finals |
| Computers, Laptops and Wi-Fi       | Renew Materials Online                        |
| Online Research Databases          | Text and Chat with Librarians                 |
| Food and Drink Vending<br>Machines | Printers, Copiers and Scanners                |



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

Postcard 2014

# New Student Orientation



# Time for a Break!

See you back in 10 minutes

# Activity #2

- ✧ From your stack of cards, choose three potential partners your group's library can partner with (or write your own ideas on the provided blank cards!)
- ✧ Why were these partners chosen?
- ✧ How is this collaboration beneficial to your library and the partner?
- ✧ How does the partnership help the library reach its target audience(s) from Activity #1?
- ✧ Share with the group



Flickr user abrinsky

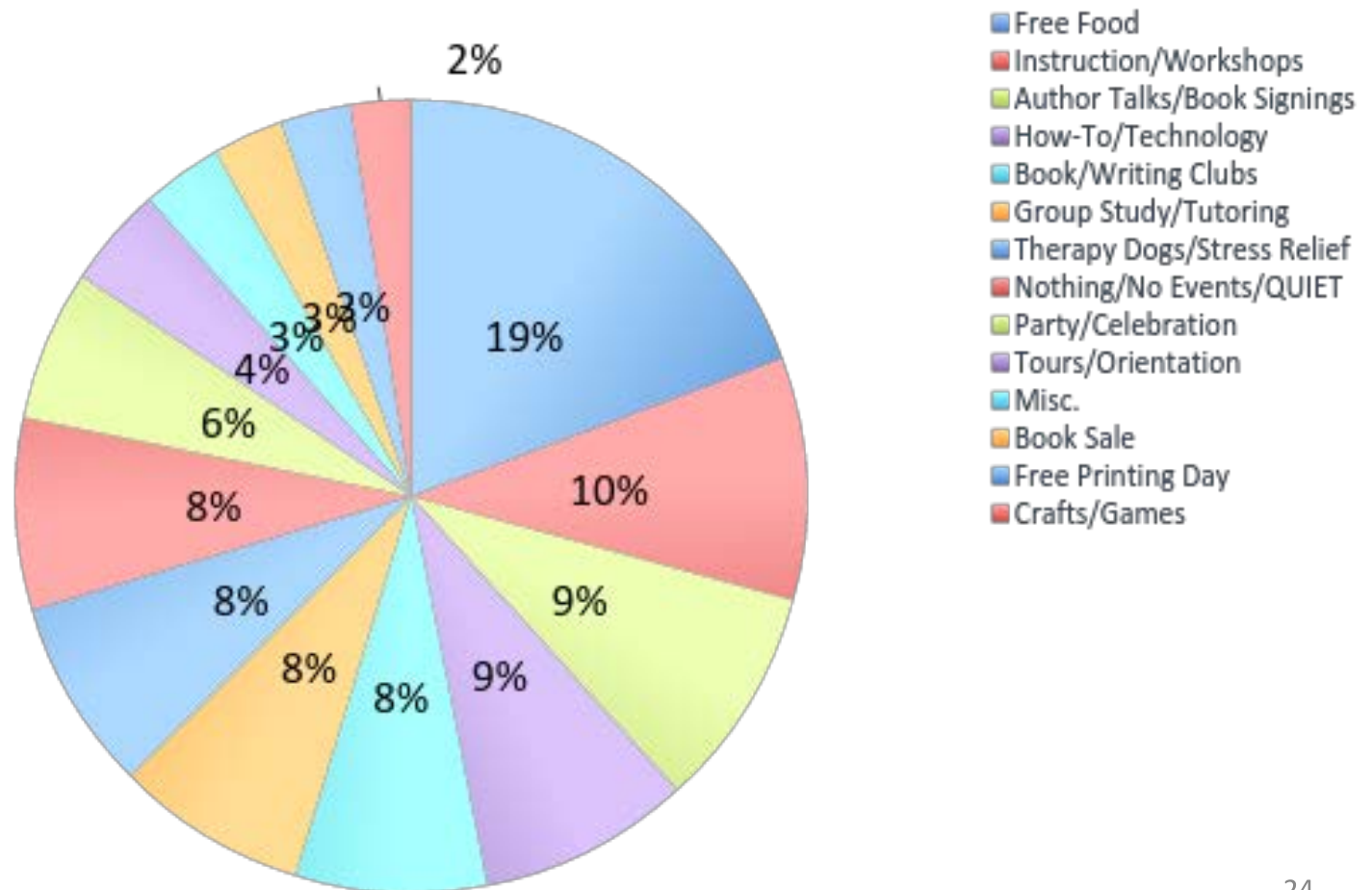
# Listen



# Campus Life Survey, 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



Like



Dislike

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**

Kaliyani 🌻

📍 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...



# Activity #3

- ✦ With your Outreach Plan and selected partners in mind:
  - ✦ Choose ONE partner with whom you will plan an event, service or activity
  - ✦ Think about the What, Who and How:
    - What will it be?
    - Who will it target?
    - How will the event, service or activity reach your intended target audiences?

# Activity #3

- ✦ But wait, there's more!
- ✦ How does the added wrench affect your library's planned event, service or activity?
- ✦ In what ways could the activity planners gauge success?
- ✦ Share with the group

# Conclusion

- ✧ What is one thing you learned from today's workshop?
- ✧ How might it help you in the future?
- ✧ What tip or trick do you look forward to incorporating into your library's current/future outreach plan?

# SOME RESOURCES

- ✧ OCLC Webjunction: [www.webjunction.org](http://www.webjunction.org)  
Includes Webjunction Florida
- ✧ ALA website: [www.ala.org/advocacy](http://www.ala.org/advocacy)  
What Outreach tools will work @your library? Your tactics.
- ✧ Enroll America: [www.enrollamerica.org](http://www.enrollamerica.org)  
How to create an outreach work plan.



# Thanks!



Contact us at [ask@unf.libanswers.com](mailto:ask@unf.libanswers.com)