

Scenario #1

A medium-sized academic library is collaborating with their local health and wellness center to bring in a team of five animal handlers. This event will take place over the course of four hours midday during finals week inside the library in a reserved space. Two library staff will be in attendance; one person is designated to support the animal handlers while the other interacts with attendees. Based on previous events, 150 students are expected to attend. The budget for the event includes parking passes for the animal handlers, treats for the animals, signage, and fees associated with the coordinating organization.

Goal: To reduce student anxiety and stress during finals after participating in the pet therapy activity.

SMART Goal:

Assessment Strategy #1:

Time involved:

Personnel required:

Type of data collected:

Limitations:

Assessment Strategy #2:

Time involved:

Personnel required:

Type of data collected:

Limitations:

Scenario #2

The library of a small liberal arts college is hosting a first-year orientation event for the incoming class of 500 students. This event will be one day, over the course of six hours, with multiple activities available, such as meeting with subject librarians, hands-on time with special collection specimens, a photo booth, and a trivia contest. Students will also be able to learn about library resources and services through a scavenger hunt throughout the library. Since this event is so large, it involves participation from all library staff (approximately 15 people). The budget for this event is moderate: approximately \$2,000 for library swag items (e.g. pencils, water bottles), marketing, and food to entice the students to attend.

Goal: To increase undergraduate student engagement with the library.

SMART Goal:

Assessment Strategy #1:

Time involved:

Personnel required:

Type of data collected:

Limitations:

Assessment Strategy #2:

Time involved:

Personnel required:

Type of data collected:

Limitations:

Individual Planning Activity

Describe the outreach activity:

What are your goals?

What partners do you need/want?

Strategy 1:

- Time involved:
- Personnel required:
- Type of data collected:
- Limitations:

Strategy 2:

- Time involved:
- Personnel required:
- Type of data collected:
- Limitations:

Strategy 3:

- Time involved:
- Personnel required:
- Type of data collected:
- Limitations: