

BEYOND BUTTS IN SEATS

Creating Campus and Community Partnerships Through Meaningful Outreach

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WHAT ARE OUR OUTREACH GOALS?

- To become familiar with library services and resources
 - circulate the collection
 - justify purchases
 - awareness of non-research materials
- To leverage our expertise
- To help make the research process easier
- To improve student grades
- To create a welcoming environment
- To lower stress of participants
- To allow others to see the library as a collegiate partner

HOW DO WE DO THIS?



National Library Week



Food & Coffee Study Breaks



Arts & Craft Study Breaks



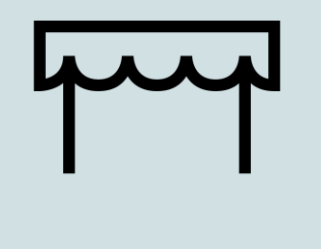
Gaming Events



Animal Therapy



Whiteboard Questions



Tabling at University Events



Social Media



Nature-Based Therapy

METHODS OF ASSESSMENT

METHOD	DESCRIPTION	CONSIDERATIONS
Compiling press cuttings	Gather coverage through social media, newspapers, and other media outlets.	Person, Cost, Time, Lock, Chat
Comments (e.g. books, letters, word of mouth)	Capture thoughts of motivated participants.	Person, Cost, Time, Lock, Chat
Documentation	Collecting images and anecdotes in e.g. a scrapbook to paint an overall picture of event.	Person, Cost, Time, Lock, Chat
Observations	Record what participants do at your event, and how they engage with the content.	Person, Cost, Time, Lock, Graph
Postcards	Capturing data through small set of questions on self-addressed postcard.	Person, Cost, Time, Lock, Chat
Vox pops	Audio or video recording quick interviews to get immediate impressions/impacts.	Person, Cost, Time, Lock, Chat
Focus groups	Meet with participants in groups, following the event.	Person, Cost, Time, Lock, Chat
Follow-up e-survey	Collect email addresses on the day and send a link to an e-survey shortly after.	Person, Cost, Time, Lock, Chat, Graph
Mini interviews	Very short interviewer-led questionnaires, using staff or volunteers.	Person, Cost, Time, Lock, Chat, Graph
Mystery shoppers	Pre-recruited researchers go 'undercover' to test your event, and feedback using a structured form.	Person, Cost, Time, Lock, Chat
Face-to-face audience surveys	Interviewer-led questionnaires, using staff or volunteers.	Person, Cost, Time, Lock, Chat, Graph

Staff Resources	Time Commitment	Cost	Accessibility	Outputs
Person icon: can be done as an individual	Watch icon: quick	Dollar sign icon: affordable	Lock icon: fully accessible	Chat bubble icon: qualitative
Person icon: small team	Watch icon: reasonable amount of time	Dollar sign icon: reasonable cost	Lock icon: some access issues	Graph icon: quantitative
Person icon: labor intensive	Watch icon: time-intensive	Dollar sign icon: expensive	Lock icon: not accessible	

Images from Noun Project: person (Alexander Smith), watch (Cheesefork), dollar sign (Creative Stall), lock (Gubi Mann), chat bubble (Martin Chapman Fromm), graph (Simple Icons)

PARTNERSHIPS

- Pet Away Worry and Stress Program
- Center of Spirituality & Healing
- Glitch
- Institute of Advanced Study
- Digital Arts Sciences + Humanities
- Orientation
- Colleges & Departments
- Student Union
- Farmers Market
- Public Libraries
- Graduate & Family Coop Housing

WHAT IS THE RETURN ON INVESTMENT?

- More use of the collection
- Increase in use of desk & chat services
- Increased number of reference consultations
- Improvement in student grades & retention
- Students view library as a welcoming & relaxing environment
- Library is involved in more campus-wide activities

References

Research audiences at outdoor events and festivals: <https://capacitycanada.ca/wp-content/uploads/2014/09/Researching-Audiences-at-Outdoor-Events.pdf>