Inviting Engagement:
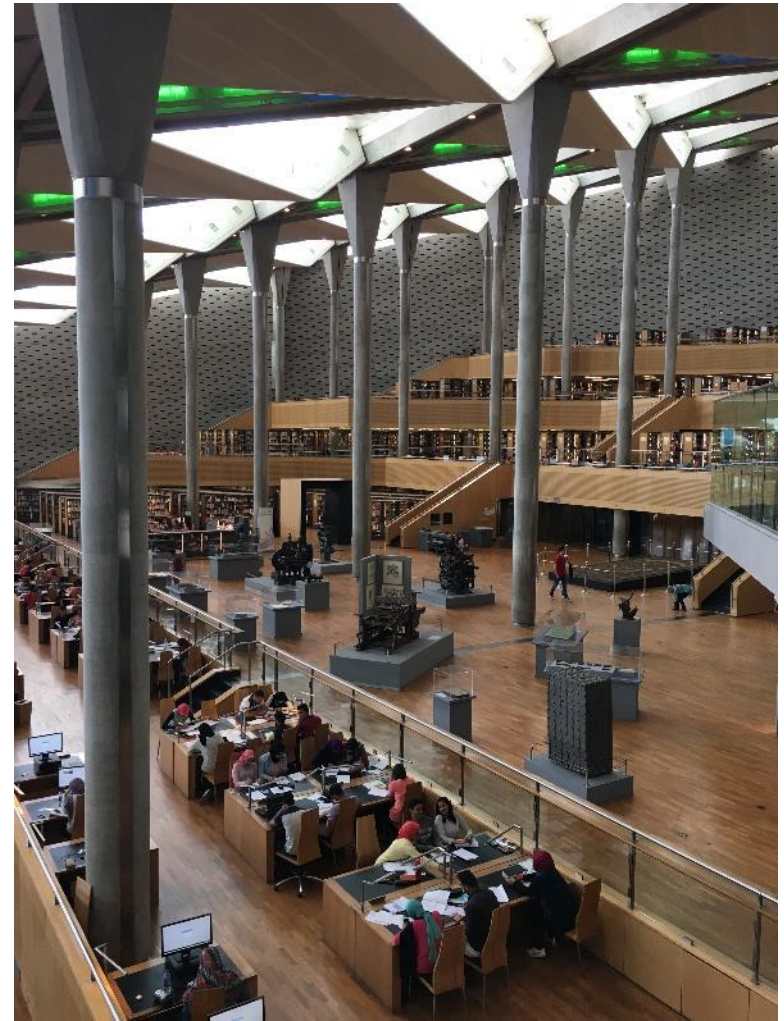## Connecting Libraries to Endusers for Outreach & Education

Rachel Berrington, MLS
Director, IEEE Xplore Client Services

CONCERT Conference
November 2017

◆IEEE
Advancing Technology
for Humanity

Agenda

- The problem of low awareness
- Why is enduser engagement so important?
- Examples of successful engagements
- Communicating value and measuring success

Problem #1: Library awareness among both users and nonusers is low

➢ Many people are unaware of the array of services libraries offer, including their website material

  … it's more important than ever to communicate the value of libraries to users

libraries.pewinternet.org

Problem #2: The classic stereotype of library & librarian is still alive

- Multiple studies suggest that information professionals need to aggressively promote their services

- Outreach must be an on-going effort, not a project

- Successful outreach is specific about what you can do for your community for success

Fanny Kuter librarian circa 1950 at the Ladies Free Library.
http://www.paintedhills.org/STEUBEN/Rogersville/RogersvilleHistory.html

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There is hope. People are changing

Lee Rainie, director of Internet, Science and Technology research at the Pew Research Center, presented at the *Computers in Libraries 2017* conference in March.

He presented new findings about how people are changing:

- People are shifting to a mindset of lifelong learners

- People's attitude towards information and knowledge shapes how they use library resources

- People are more engaged AND more cautious about information sources

Where does the library fit in?

- Studies, such as Pew, show that students struggle to find trustworthy information
- To stay relevant in work and have enriching lives, successful people need to be "lifelong learners"
- Databases = efficiency and authoritative content
- Not everything is delivered on the open web
- Students need to develop solid research skills

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People... Place....Platform

- Librarians
  - Pathfinders to trusted information
  - Curators of trusted information
  - Tech and data experts
  - Teachers in the age of lifelong learning
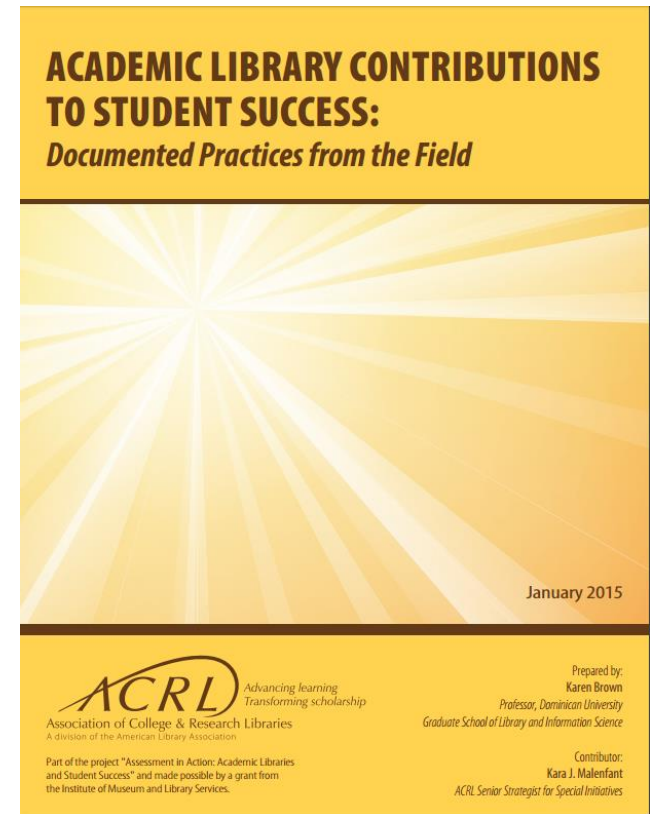 - Specialists in information organization

People… Place….Platform

- The library must embrace multidisciplinary learning
- Make the library a collaborative and flexible space
  - Allow your community to use the space in innovative ways
  - Offer distraction-free silent spaces
- Offer programs that no other departments can
- Cafés are proven.

People... Place....Platform

- A niche service. Unique.
- Trusted top-of-mind institution for learning
- One-on-one consultations and personalized service
- Split face-to-face and online services
  - Run each as totally different operations who share the same resources

7/27/2017

Why should we care?

- How do librarians contribute to their institutional success and the success of their students?
- Over 70 universities across North America completed assessments during a 3 year project
- Two major findings were revealed

ACADEMIC LIBRARY CONTRIBUTIONS TO STUDENT SUCCESS:
Documented Practices from the Field

January 2015

ACRL
*Advancing learning
Transforming scholarship*
Association of College & Research Libraries
A division of the American Library Association

Part of the project "Assessment in Action: Academic Libraries and Student Success" and made possible by a grant from the Institute of Museum and Library Services.

Prepared by:
Karen Brown
*Professor, Dominican University
Graduate School of Library and Information Science*

Contributor:
Kara J. Malenfant
ACRL Senior Strategist for Special Initiatives

http://www.ala.org/acrl/sites/ala.org.acrl/files/content/issues/value/contributions_report.pdf

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# 1. Research shows that library instruction and outreach equals more successful students

- Library instruction **builds students' confidence** with the research process

- Library instruction contributes to **retention** and **persistence**, particularly for students in first-year experience courses and programs.

- Students who receive library instruction as part of their courses **achieve higher grades** and demonstrate **better information literacy competencies** than students who do not receive course-related library instruction.

- A library's research and study space builds **social and academic community** among students.

2. Creative library outreach promotes better communities

- Library instructional **games** engage students, enhance information literacy skills, and **increase positive attitudes** toward the library and its staff.

- The library's use of **social media** promotes awareness of the library and builds academic community among students.

- **Library instruction activities in connection with a course** are more effective than one-shot instruction sessions.

- **Multidisciplinary and collaborative instructional activities** and services between the library and other campus units (e.g., writing center, study skills and tutoring services) **promote student learning and success**.

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Library marketing & outreach is my team's expertise

We, a team of 11 international librarians, visit about **900** libraries a year and speak to thousands of librarians – assisting them with marketing/training
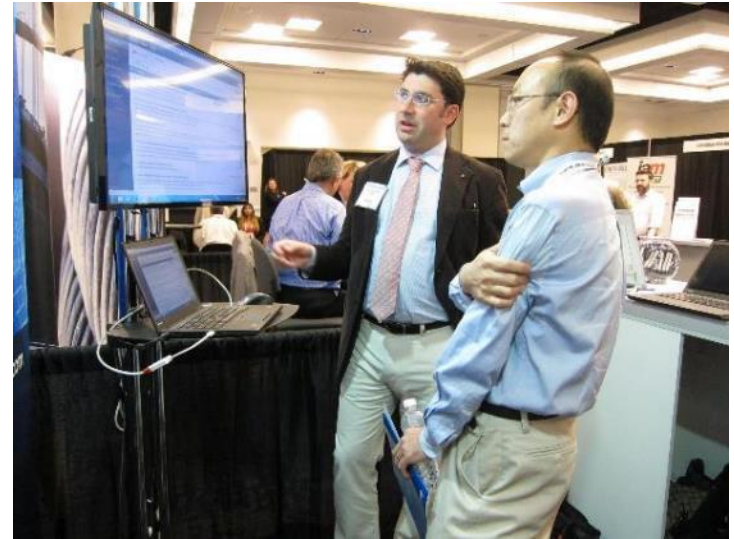
And we collect stories that reinforce library messages

- IEEE librarians produced a video about why researchers search IEEE *Xplore* directly (versus Google)

Video link: https://youtu.be/Pk9dL7XbSo4

ENGAGING YOUR COMMUNITY BY GETTING OUT OF YOUR OFFICE

7/27/2017

Case study at Drexel University

7/27/2017

At Drexel, *Embedding* promotes ongoing, informal "needs assessment"

- ◼ Understanding faculty and student needs is crucial
  - – What are their needs? We probably won't find out by staying in the library building
- ◼ Drexel University librarians use an embedding strategy
  - – Takes librarians out of their offices and places them in the locations on campus that allow close coordination with faculty and students

Drexel University Libraries

Embedding increases awareness in an ever-changing environment

- Evolving emerging technologies
- New research initiatives
- Enhanced interdisciplinary requirements
- Increased need for effective collaborations
- Students enrollment increasing
- Keeping current is crucial for researchers and students

Drexel University Libraries

Integration in the classroom

📁 **Week 2 - Topic selection and abstract writing**

Enabled: Adaptive Release

📁 **Week 3 & 4 - Technical & Business Writing**

Enabled: Adaptive Release

📁 **Week 5 - Intro to literature search at Drexel Libraries**

Enabled: Adaptive Release

Jay Bhatt is responsible for building library collections in engineering subject areas, outreach to faculty and students, and teaching information and research skills to faculty and students in Engineering, Biomedical Engineering, and related subject areas. He provides individual and small group consultations to students, instructional sessions to specific classes, online research support in both face to face and distance learning programs, and workshops for specialized research areas.

In this lesson, you will find:

- An Introduction
- Lecture Objectives
- Required Reading
- Library Research Assignment One

📁 **Week 6 - Literature search specifics and procedures, patents and plagiarism**

Enabled: Adaptive Release
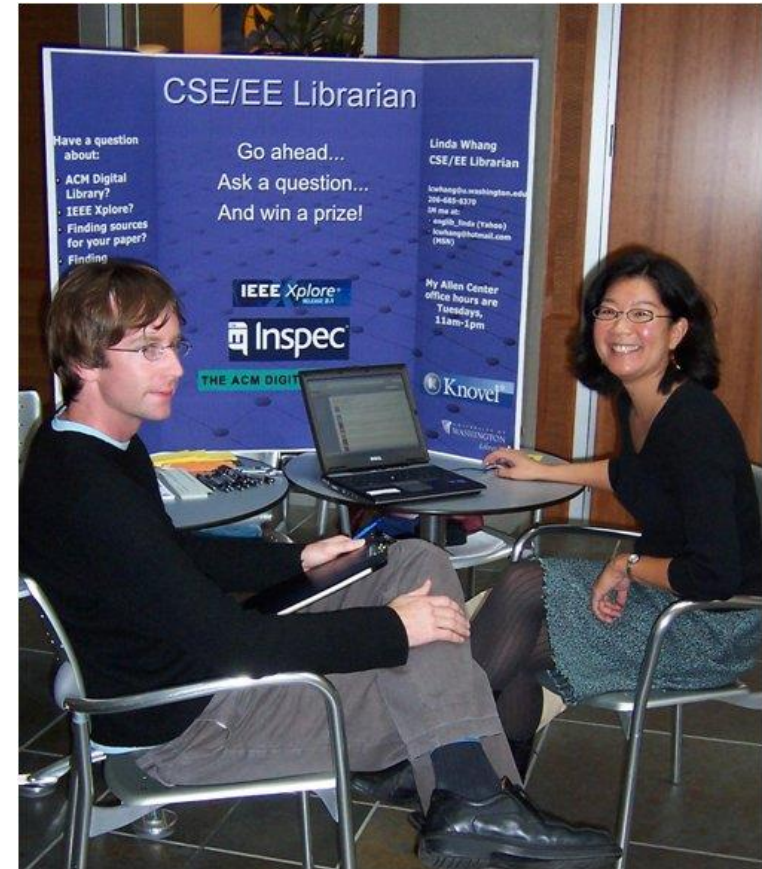
Integration online

Other ideas: Get out of the library

- Visit university deans in their offices
- Schedule 15 minutes to talk about information literacy in a class
- Connect with a student group (IEEE, ACM, etc.)
- Create "pop-up libraries" at campus events

https://www.instagram.com/barret_library/

Pop-up library

PROGRAMS AND EVENTS THAT LIBRARIES COULD (AND SHOULD) HOST

7/27/2017

What kind of events are the most successful?

- Publishing and career-focused workshops
- Programs that highlight research
- Networking events
- Conference collaboration
- And, of course, celebrations, games and fun

IEEE, Drexel, and UPenn Present

Drexel UNIVERSITY · Penn University of Pennsylvania · IEEE Entrepreneurship

MONDAY, 26 SEPTEMBER

Innovation & Entreprenurship PANEL

Drexel Graduate Student Lounge

STARTS AT 12PM - Light lunch will be served

Interested in founding your own business but not sure where to begin? Join IEEE for an enlightening panel discussion onentrepreneurship and innovation. This panel will feature accomplished entrepreneurs, librarians, and technology transfer professionals from Drexel & University of Pennsylvania to discuss the entrepreneurial process and the role of patents and standards in empowering entrepreneurs.

Discover resources that are available to you on campus to help you through the process

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What do students need and want?

To…
Be a better writer
Get better grades
Innovate
Invent
Win awards, etc.

Authorship Workshops

In STEM, "Publish or perish" is a stressful reality. Every serious student or faculty member must continually think of how to overcome this challenge. Authorship workshops are probably the most successful events we do, in partnership with university libraries.
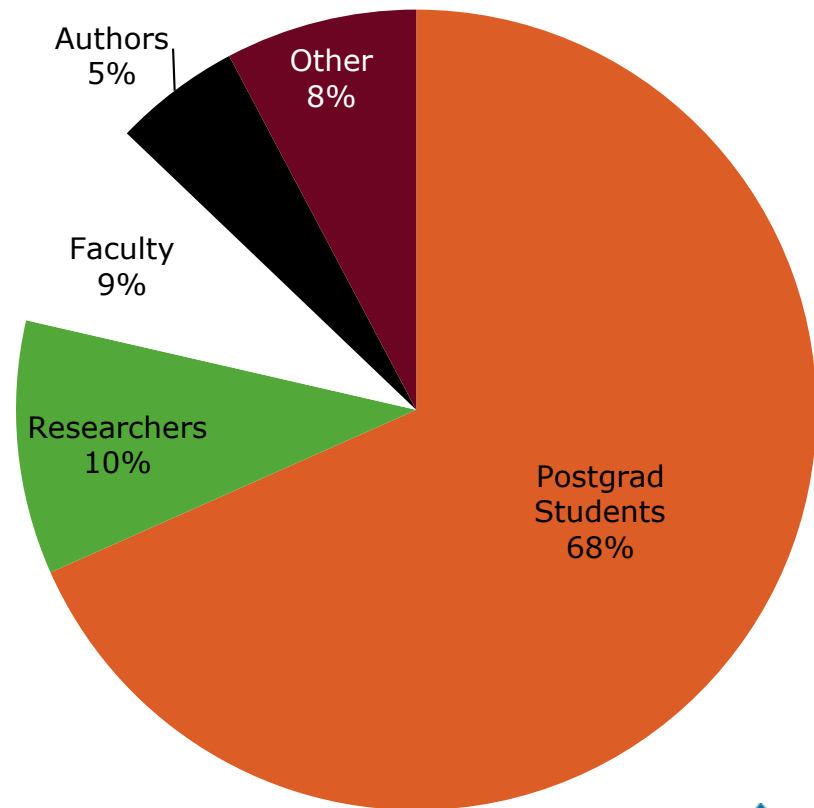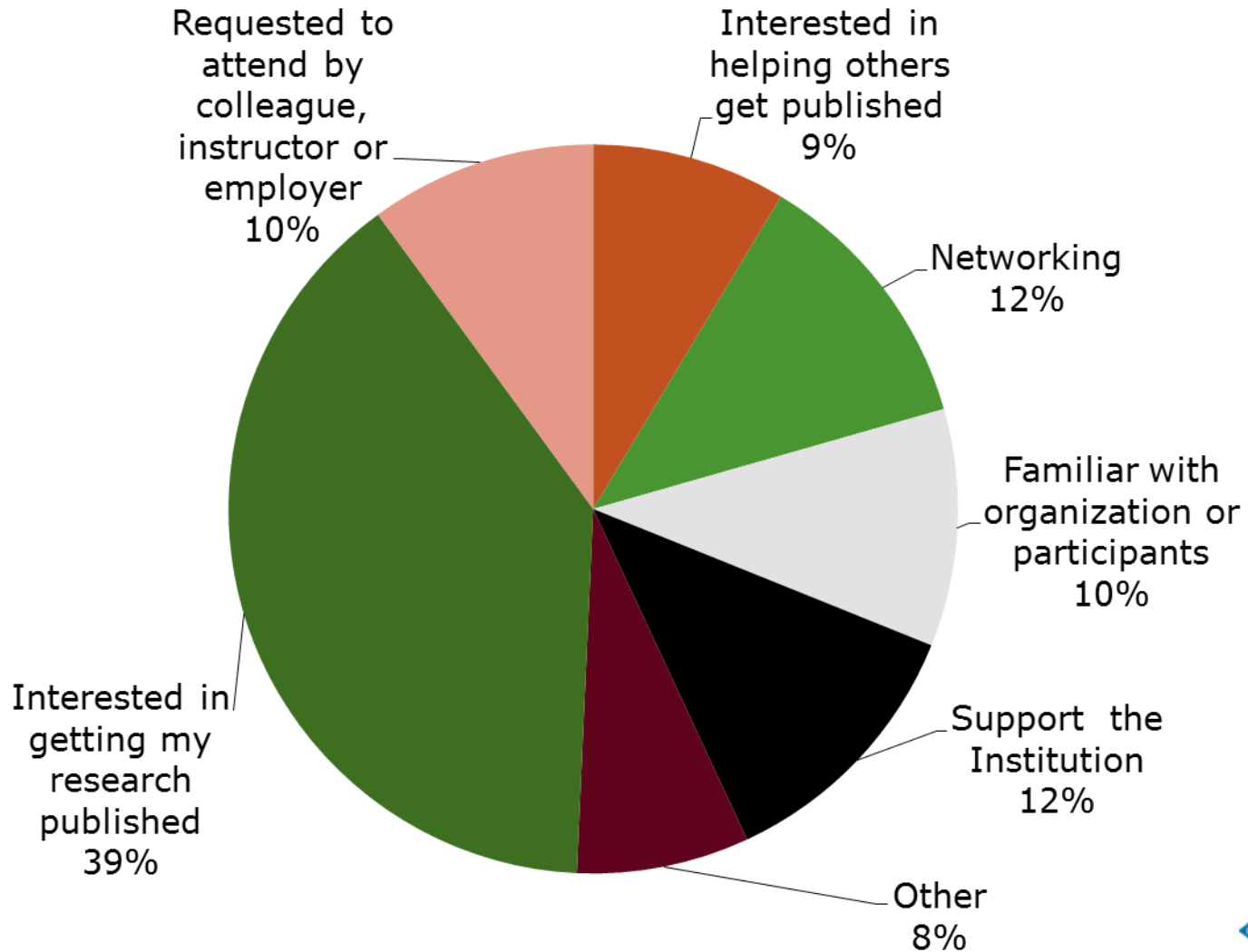
Author Workshop attendees demographics

Speakers:
IEEE Journal Editors
IEEE Client Services Managers

Attendees Roles/Occupations

- Authors 5%
- Other 8%
- Faculty 9%
- Researchers 10%
- Postgrad Students 68%

Why Did They Attend?

Multidisciplinary Event: Entrepreneurship & Innovation workshops

- Showcases courses & resources at your library & university
- Involves multiple departments
  - Tech Transfer Office
  - Business school faculty
  - Library
  - Engineering faculty and student groups (like IEEE)
- For even more impact, invite a local alumni entrepreneur to describe his/her personal successes and challenges
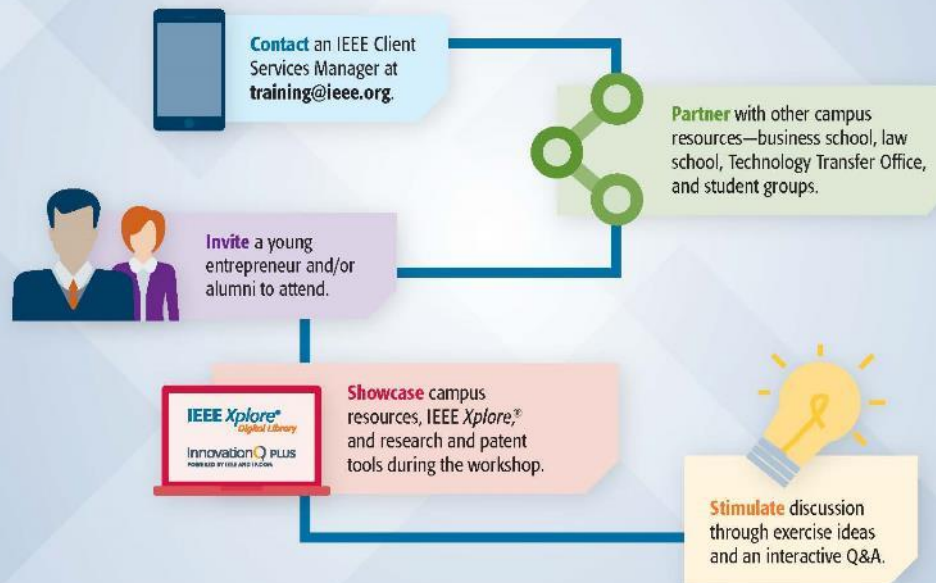- Invite students, faculty and alumni from a variety of disciplines

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Patents & Entrepreneurship Workshop
Position your University's Resources as the Innovation Hub

Partner with IEEE to host an entrepreneurship workshop on your campus.

It's easy—the IEEE CSM team helps you coordinate every step.

- Promote library services around patenting and innovation
- Increase visibility of the library
- Raise awareness of library databases and resources
- Build relationships with other departments (Technology Transfer Office, etc.)
- Reach a broader audience and new constituents
- Offer value-added programming beyond traditional database training

Contact an IEEE Client Services Manager at **training@ieee.org**.

Partner with other campus resources—business school, law school, Technology Transfer Office, and student groups.

Invite a young entrepreneur and/or alumni to attend.

IEEE *Xplore®*
Digital Library
Innovation Q PLUS

Showcase campus resources, IEEE *Xplore,®* and research and patent tools during the workshop.

Stimulate discussion through exercise ideas and an interactive Q&A.

"I learned about courses related to entrepreneurship that I did not know before!"

—Workshop attendee

For more information on IEEE workshops that highlight and expand your library's services, contact training@ieee.org

The IEEE CSM team has the sample templates you'll need to host a workshop, including invitation flyers and evaluation forms.
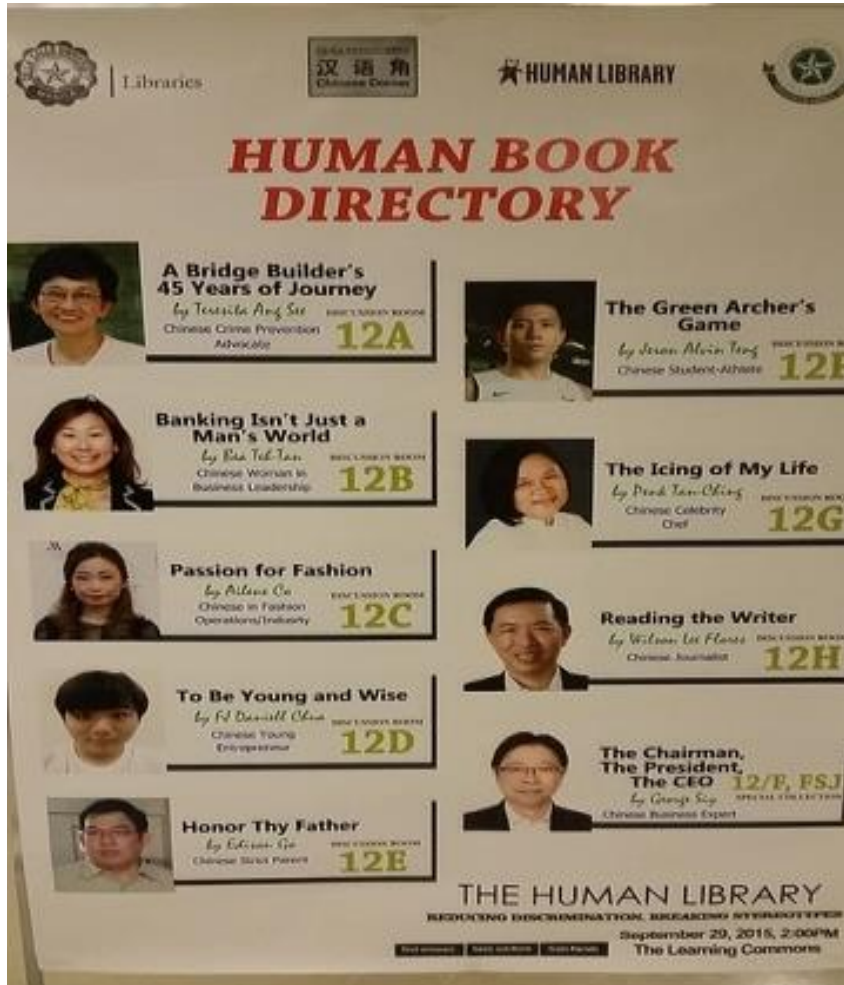
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Smaller event: Patent searching for students

- ▣ UESTC Patent Week around World Intellectual Property Day

- ▣ IEEE CSM worked with UESTC-IEEE Student Branch to present prior-art search with IEEE Xplore & InnovationQ Plus
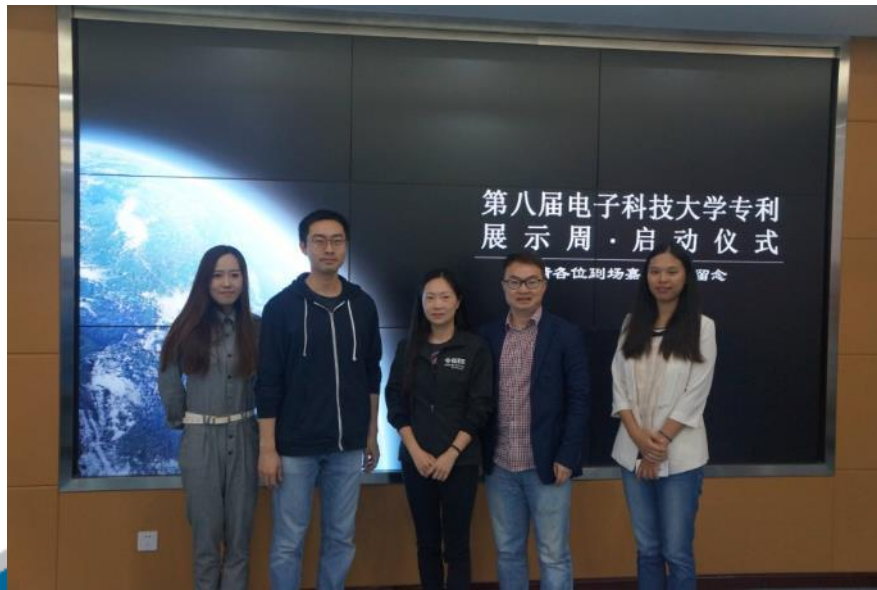
"The Human Library" event

- Leveraging the knowledge at your institution
- Students can talk to experts directly in casual setting
  - Careers
  - Life choices
  - Hobbies

De La Salle University, Manila

Celebrations & Recognitions

- Anniversary events
- Society Named Fellows
- Campus honors for teaching, research, grants, awards, patents
- New hires & appointments
- Community partnerships – schools, camps, training
- Celebrating authors

Example: Celebrating Drexel Authors- an annual library event

Celebrating Drexel Authors

Join Drexel University Libraries and the Office of the Provost to celebrate Drexel's book authors and editors at this annual celebration. President Fry will kick off the celebration, joining the Dean of Libraries and Provost to recognize authors who published in the 2014 calendar year.

This event is open to all members of the campus community and authors are invited to bring guests. RSVPs are requested, but not required.

If you are Drexel faculty or staff who authored or edited a book published in 2014, please contact Jenny James Lee at jaj92@drexel.edu or 215.571.4095 with your publication information.

A display of 2013 publications is currently available in Main Building in the display case outside of the Provost's Office.

Date: Wednesday, March 11, 2015
Time: 4:00pm - 6:00pm
Location: Gerri C. LeBow Hall, Room 220
Campus: University City Campus

Use your network

- Find collaborators and partners for future events, led by the library
  - Product/discipline specialists
  - Publishers
  - Faculty editors
  - Industry partners
  - Event speakers

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EDUCATION & OUTREACH WITH GAMES & COMPETITIONS

Gaming works! "Search Smackdown"

- Turns database instruction into a game

- Students watch tutorials on a group of popular databases for 15 – 20 minutes

- Teams of students compete to answer the most questions correctly using library databases

Smackdown!
Quick-Start Guide

- **Select** the databases
- **Choose** the tools/platform to create your online instruction (e.g., Screencasting tools, Tildee, LessonPaths, etc.)
- **Create** the database instructional videos
- **Design** the advance organizer to accompany/guide student video viewing
- **Write** questions for each database
- **Develop** relevant task cards
- **Determine** your scoring structure (points for organizers, game rounds, challenge question creation)
- **Consider** how to leverage points and team pressure to encourage completion of the flipped instruction

Library Journal, March 2013

Library Escape Game: Huge attendance at IEEE Science & Technology Culture Week at Peking University

- *Collaboration between Peking U Library, IEEE Student Branch and IEEE*
  - *Opening /Geek Forum*: 50 attendees for a high tech startup panel
  - *Library Break/Escape Game*: **900+ attendees (2 days on-site)!** Game follows a story line and students searched library in person and online for clues. This event won 1st prize at a China Library Innovation Competition
  - *Closing/Science Fiction Forum*: 150+ attendees for a talk by a sci-fi novelist

- Tips for successful implementation:
  - Close collaboration among 3 parties: Library provides space, students design & implement game, IEEE supports with resources
  - Difficult to duplicate "Library Break "without full support of a student branch
  - Simplify or implement one piece. Add fun event to an existing lecture, industry panel or job talk at the library

灵魂深处 | INSIDE

灵魂惊探 找出真相

12.13-14 北京大学图书馆

@IEEE北京大学学生分会
weibo.com/ieeepku

IEEE北京大学学生分会

主页　　　　相册

Line. Line. Line!

"Fun to Search" IEEE Xplore Competition

- Two competitions- over 1500 participations
- Tips for successful implementation
  - Content should be fun! Questions are from interesting articles in IEEE Spectrum & related magazines
  - Lots of promotion:
    - Emails and phone calls
    - Posters
    - Campus promotion via IEEE student branches
    - Online promotion via IEEE social media and website

"IEEE Authorship & Scholarship Competition" @Tsinghua University Annual Library Service Month

Get IEEE Members/Volunteers/Student Branches involved in your event:

Workshops with multiple unit collaboration: IEEE Fellow/Editor talk; IEEE Xplore training; IEEE Xplore booth, social networking event, competitions, Hackathons, etc.

NEW CHANNELS OF COMMUNICATION

Library presence in faculty communications

THE PATH NEWS AND NOTES

Issue 11

THEPATH
July 2017

Online Specializations Grow to Seven

This Fall, the college launches two online master's programs, bringing the total number of online graduate specializations to seven. Digital Strategy and Political Communication join specializations in Audience Analytics, Global Strategic Communication, Public Relations, Social Media and Web Design.

Digital strategy, also called digital marketing, is an umbrella term for all online engagement efforts. In the Digital Strategy program, students will master content and inbound marketing, such as how to drive people to a brand's web assets and engage them through a dazzling user experience. Students will earn Hubspot and Google certifications and build a diverse portfolio of ad copy and design, creative content such as infographics, blogs, and digital ads, as well as several executed marketing plans for actual clients.

Political communication is booming. Over the last eight years, it has skyrocketed from a $2 million to a $1 billion industry. The college's new program is led by Washington Communications specialist and CJC alum Patrick O'Keefe.

In the Political Communication program, students take core courses in political communication and advertising, followed by a chosen specialization. Specializations include web design, social media, analytics, communications and email marketing.

The program focuses on careers in politics after graduation, as its advisory council features several founders, CEOs, and directors of a variety of political strategy and campaign firms, and faculty are industry experts who have worked for state-wide campaigns and prominent organizations.

Library Resource of the Month: ProQuest Newspapers
By CJC Librarian: April Hines

Did you know we have access to several major national newspapers through our ProQuest US Major Dailies subscription? Find full-text access to the Chicago Tribune, Los Angeles Times, New York Times, Wall Street Journal, and the Washington Post from 1980's to current. http://bit.ly/2sxVCLN. We also now have access to ProQuest's US Newsstream which offers one of the largest collections of local and regional news content. http://bit.ly/2tyxb1W. Cross search all titles using ProQuest's super user friendly interface. A great tool for collecting data for a content analysis.

ProQuest

All databases > News & Newspapers databases

US Major Dailies

Basic Search   Advanced Search   Publications

University of Florida's monthly faculty newsletter, The Path, has a monthly "Library Resource of the Month" column

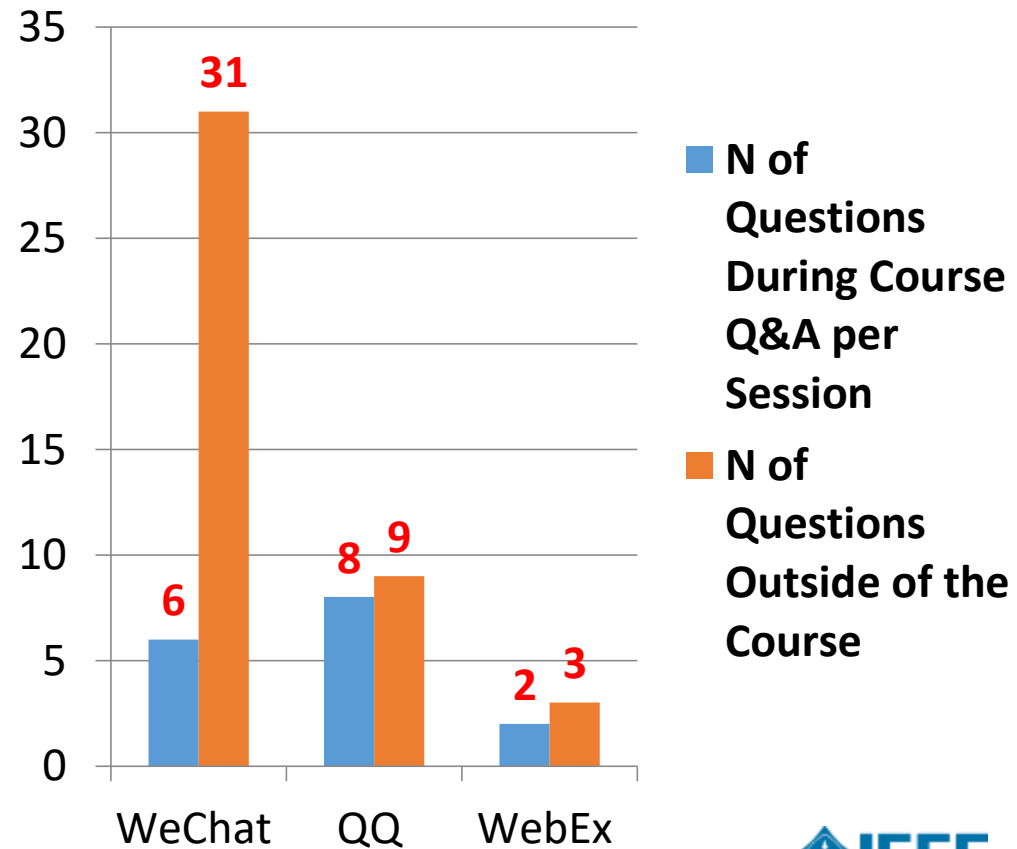# Real-time course delivery on Social Media

- IEEE courses on social media platforms hugely successful
  - Searching IEEE Xplore Effectively
  - IEEE Paper Submission Guideline & Process
  - Technical Paper Writing
  - Boosting Your Career with IEEE
  - Prior Art Searching with IEEE Xplore and More
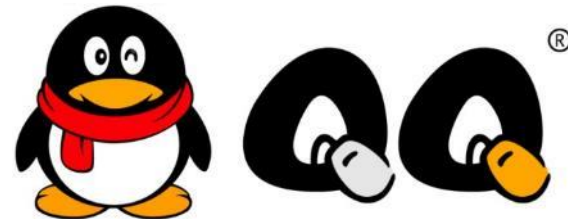
Embedded learning in our daily lives!

Course attendance & attendee engagement
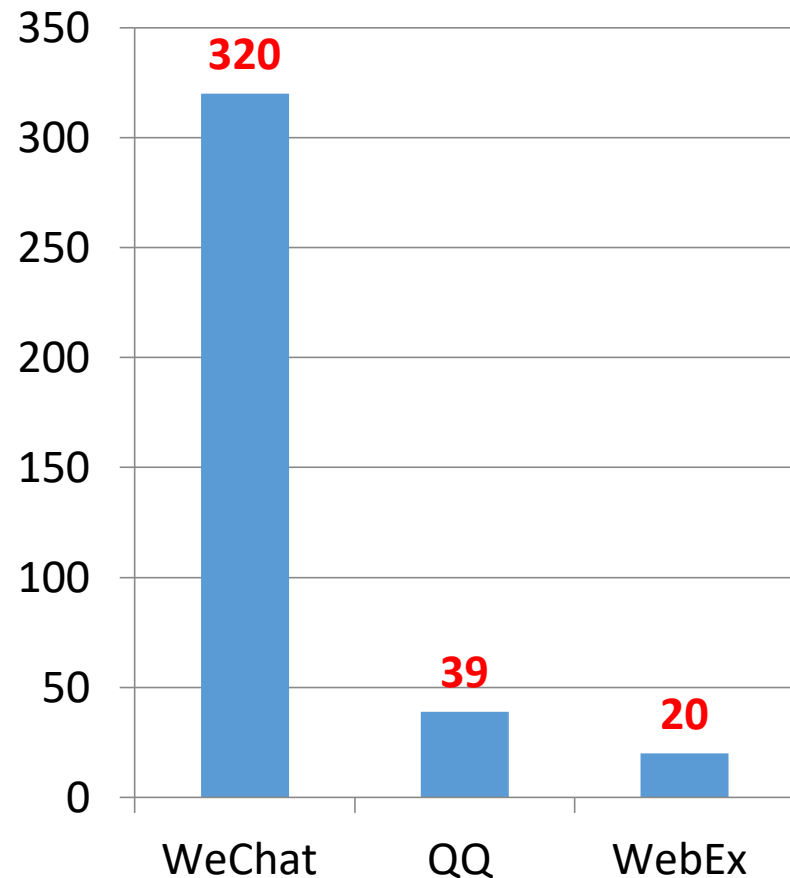
LIBRARY MARKETING CAMPAIGNS

Create your own library marketing

University of Philippines

Checking out needed items

7/27/2017   *University of Philippines, Manila*

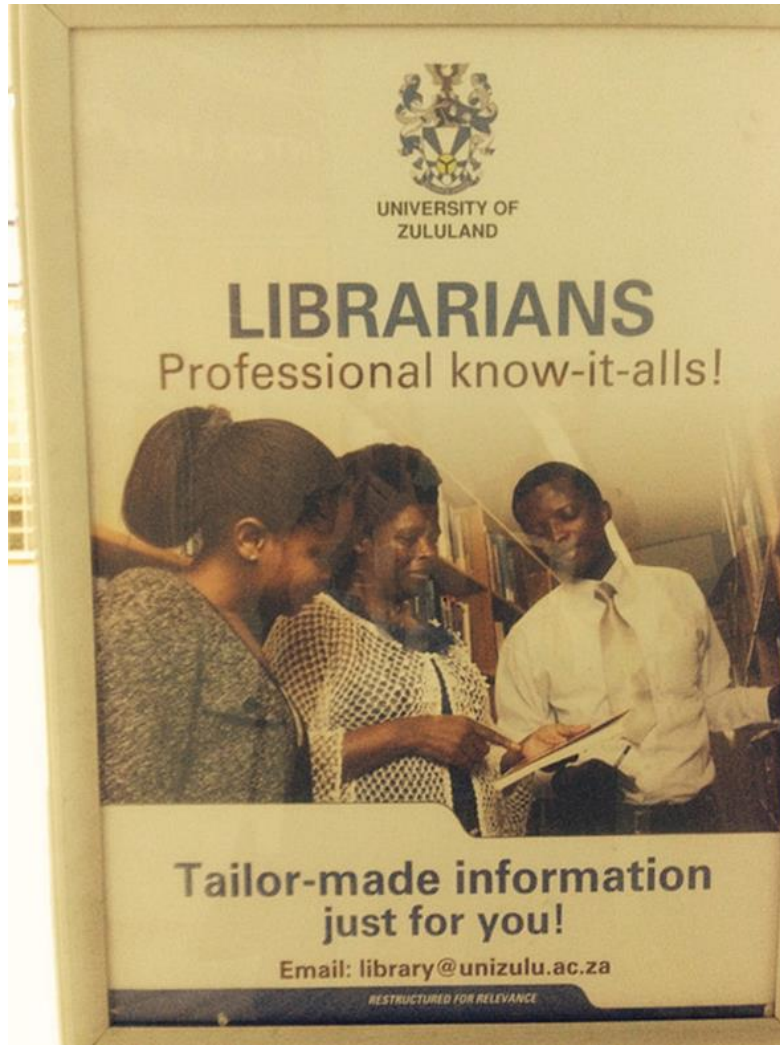# Librarian models?? Yes!

University of Zululand

Branding everywhere

Rhodes College, Barret Library

for Humanity
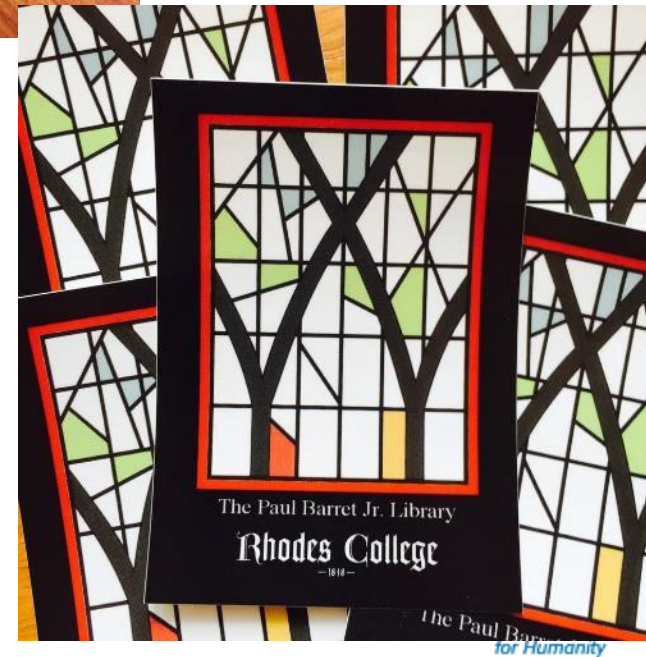
Capturing hearts & minds
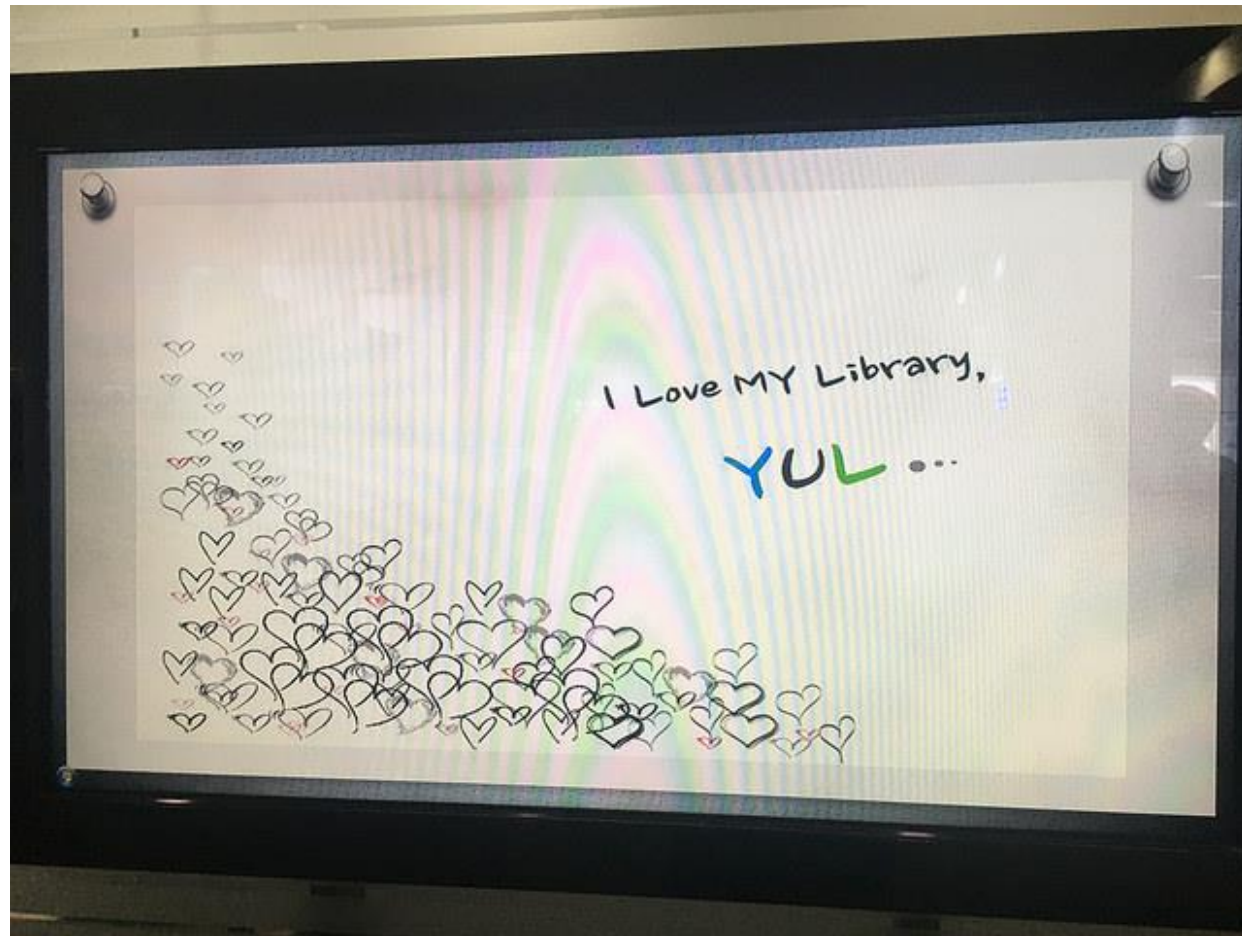
Yonsei University, Seoul, Korea

COMMUNICATING VALUE TO YOUR STAKEHOLDERS

The Library Annual Report

- Highlights library activities for past 12 months
- Professional report which can circulate to faculty, administration, donors to the university
- Includes both statistics & testimonials to give a full report

Harvey Cushing / John Hay Whitney
Medical Library, Yale University
Annual Report, 2015–2016

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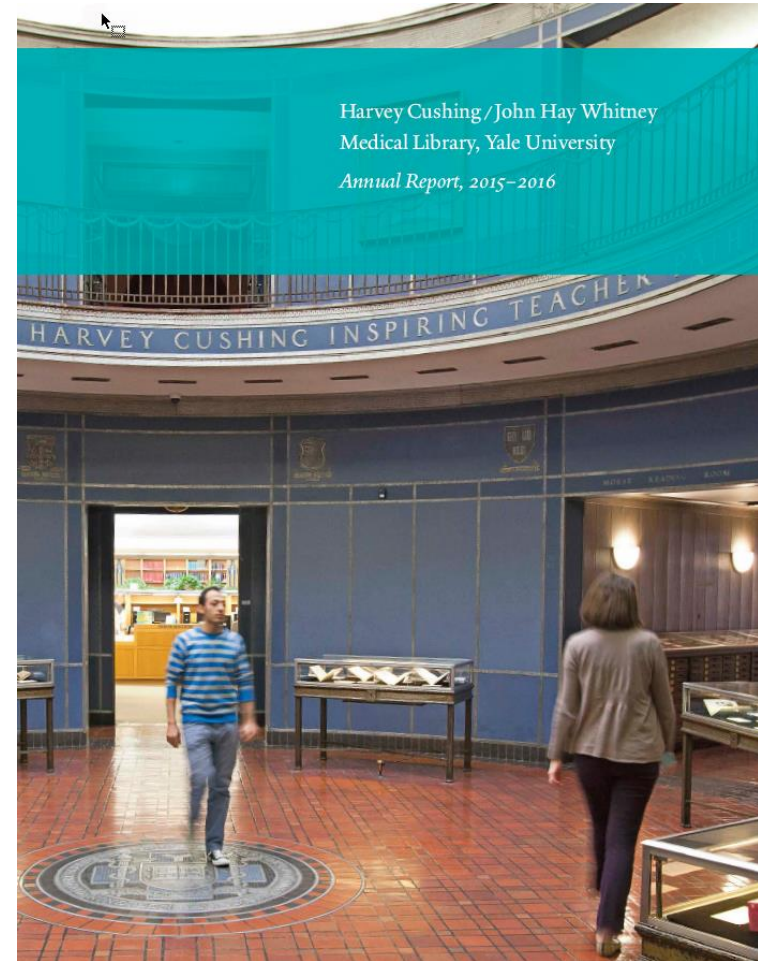
Praise from stakeholders

Institutional Animal Care and Use Committee (IACUC) process. Researchers in medicine and basic sciences at every university are familiar with federal animal welfare requirements enforced by point? Could the researchers reduce the number of animals in the experiment while maintaining statistical validity? The researchers must answer these questions themselves – but librarians help

Members of our Document Delivery team
Top: Aletia Garvey; Bottom: Velma Williams (L) and Dorota Peglow (R)
Photos: Melanie Norton

"The USDA inspector was especially enthusiastic about the work Rolando has done establishing a formal library program to assist investigators in seeking alternative procedures. This is terrific and, in addition to being a good thing in and of itself, reflects well on Yale's dedication to the humane care and use of animals."

— Steven M. Girvin, Deputy Provost for Research

Rolando García-Milian
Photo: JoAnne Wilcox

6

We asked, you answered!

YOU LOVE THE LIBRARY BECAUSE…

Grad school requires studying, and the group study rooms here are the best for that. Thanks!

The 24/7 room is a lifesaver!

The librarians are really great!

There are so many resources and everyone is very helpful!

Finn the dog!!

Great place to study!

It has the friendliest and most helpful librarians!

Footrests under every table!

I love the environment. It is intellectually stimulating!

It is a center for our learning community.

L to R: J
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Top: Visitors to the exhibit *Historical Illustrations of Skin Disease*; Bottom: Irwin Braverman teaching in the exhibit

Photos: Terry Dagradi

sources necessary to understand the work of this generation of plastic surgeons. This archive will include correspondence, patient records, photographs, drawings, office records including billing material, and more.

The Historical Library also received a major gift of visual materials depicting medical practice, public health, disease, and more from the collection of Bert Hansen, Ph.D. The Hansen gift contains more than six hundred prints, including chromolithographs and wood engravings from such nineteenth-century magazines as *Harper's Weekly, Frank Leslie's, Puck,* and *Judge.* Hansen also donated twentieth-century popular magazines

Did you know?

CWML now opens at 7:30 a.m. so students can swing by before their 8 a.m. class.

258,258
visitors to the physical CWML

1,074,028
visitors to the CWML homepage

11,115
hours reserved in CWML study rooms

283,047
scans, photocopies, and pages printed on our public multifunction machines

12,150
reference questions, referrals, and research consultations

37
faculty members trained to create 70 videos for the flipped curriculum

94,924
views of online tutorials

366
classes and orientations provided by the library

2,618
links to library resources provided for 73 courses

7,270
articles sent to our patrons through our Scan and Deliver service

13,319
articles and books borrowed from other libraries for our patrons

12,394
articles and books lent to other libraries

Innovative uses of the library space

New classes offered by CWML

The VERY Basics of the Unix Command Line

Expert Googling

Understanding Research Impact

Managing Research Data

GIS series:

   Searching Geospatial Literature
   Working with Census Data for Social
      Determinants of Health
   Choosing the Platform for Your Project

Making Sense of Genetic Variation

Cynthia Tsay, YSM '18, and Dr. Dennis Spencer use brains from the Cushing Center collection in their research

Exhibits

SEPTEMBER 17, 2015–JANUARY 15, 2016

Historical Illustrations of Skin Disease: Selections from the "New Sydenham Society Atlas" 1860–1884

OCTOBER 17, 2015–JANUARY 15, 2016

Discover the Beauty of Science

JANUARY 21–APRIL 1, 2016

"Contra Cocaine" and Other Works by Robbie Conal, Guerrilla Artist

Deaf: Cultures and Communication, 1600 to the Present

Selections from the Medical Instruments Collection

APRIL 6–AUGUST 29, 2016

The Founding Collection of Prints and Drawings: Bequest of Clements C. Fry

The Life of the Medical Library

The Medical Library at 75

HIGHLIGHTS

Staff highlights, awards and publications

Staff Highlights

LONGTIME SERVICE AWARDS

50 years
Jeannette Ponzio

30 years
Vermetha Polite

25 years
Alexandra Mashkautsan

20 years
Holly Grossetta Nardini

10 years
Melissa Funaro
Mary Hughes

5 years
Khadija El-Hazimy
Melanie Norton

PUBLICATIONS

Appel TA. "A woman can practice medicine: Connecticut women physicians, 1865–1920." *Connecticut History Review.* 2016. 55(1): 2–22.

Gruenbaum SE, Zlotnik A, Gruenbaum BF, Hersey D, and Bilotta F. "Pharmacologic neuroprotection for functional outcomes after traumatic brain injury: a systematic review of the clinical literature." *CNS Drugs.* 2016. June [Epub ahead of print].

Herring P, Spak JM, Blanco M, and Love N (Eds.). "Annotated bibliography of journals for educational scholarship." *AAMC-Regional Groups on Educational Affairs: Medical Education Scholarship, Research and Evaluation (MESRE) Section.* 2016. Revised March 2016.

Le Grand Rogers R, Narvaez Y, Venkatesh AK, Fleischman W, Hall MK, Taylor RA, Hersey D, Sette L, and Melnick ER. "Improving emergency physician performance using audit and feedback: a systematic review." *American Journal of Emergency Medicine.* 2015. 33(10): 1505–1514.

Malhotra A, Wu X, Kalra VB, Grossetta Nardini H, Liu R, Abbed KM, and Forman HP. "Utility of MRI for cervical spine clearance after blunt traumatic injury: a meta-analysis." *European Radiology.* In press [Epub 22 June 2016].

Silvestri MT, Bongiovanni TR, Glover JG, and Gross CP. "Impact of price display on provider ordering: a systematic review." *Journal of Hospital Medicine.* 2016. 11(1): 65–76.

Spak JM and Wang L. "Medical librarians support new medical school curriculum." *Nota Bene: News from the Yale Library.* 2016. 31(1): 4.

Wheeler S. "Yale medical students learn from historical illustrations of skin disease." *Nota Bene: News from the Yale Library.* 2016. 31(1): 3.

Zanin TZ, Hersey D, Cone DC, and Agrawal P. "Tapping into a vital resource: understanding the

Bolognia J, Braverman I, and Wheeler S. "Historical illustrations of skin disease: selections from the *New Sydenham Society Atlas* 1860–1884." Beaumont Medical Club. 2016. New Haven, Conn.

Canaan A, Arjona C, Seay M, and García-Milian R. "How does FAT10 silencing extend lifespan in mice?" Nathan Shock Center Summit: Personalized Geroscience. 2016. Seattle, Wash.

Dollar D, Heister C, Parker K, and Rupp N. "Research4Life: impacting the developing world." Standing Committee on Professional Awareness Forum. 2015. New Haven, Conn.

Jeannette Ponzio began at the CWML in 1965 and has worked for every one of its directors. We are so grateful for your contributions, Jeannette. Thank you!
Photo: Terry Dagradi

IEEE
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Tips to starting an outreach or engagement program

- Start small and get results soon
  - What works for some universities might not work at yours
  - Starting big could waste precious resources
- It's all about the connections you make
- Look beyond the library world for inspiration

Measuring your efforts

- Has library usage gone up?
- Higher attendance at events?
- More research requests?
- Positive feedback from user and post-event surveys?

- If you don't already, start capturing metrics that back-up the achievement of these goals

"The most valuable resource of the academic library are the academic librarians. As information has become ever more ubiquitous, the value of skilled and experienced information specialists has only increased. The role of the academic librarian has become even more critical in the core higher ed work of

teaching and research."

-- Dr. Joshua Kim, Dartmouth College Director of Digital Learning

https://www.insidehighered.com/blogs/technology-and-learning/what-would-online-first-academic-library-look

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- Kenan Padgett, Rhodes College
  https://www.instagram.com/barret_library/

- Our library customers and partners

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Thank you

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