Jumping over the Desk: Active Outreach to Increase Student Engagement

Presented by
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Introduction

• Purpose of Team
  ▫ Branding Access Services
  ▫ Create more of a relationship with the students

• Team Make-up
  ▫ Self-selected
  ▫ Coordinators as bridge between team and administration
  ▫ Representatives from different units in Access Services
Meet Our Team

- Particular
- Enthusiastic
- Creative
Meet Our Team

- Result Oriented
- Practical
- Good Communicator
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- Helpful
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Team Coordinator
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Team Coordinator
Communicator
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Team Coordinator
Communicator
Advisor
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Team Coordinator
Communicator
Advisor
RTL Liaison
Meet Our Team

- Social
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Team Coordinator
Communicator
Advisor
RTL Liaison
Student Liaison
Meet Our Team

- Trend-seeker
- Helpful
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- Collaborative
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- Conscientious

Team Coordinator
Communicator
Advisor
RTL Liaison
Student Liaison

Jackie — of all Trades
Meet Our Team

-Trend-seeker
-Helpful
-Effervescent

Team Coordinator
Communicator
Advisor
RTL Liaison
Student Liaison
Jackie – of all Trades
Social Media Organizer
Our Initiatives

Jeopardy

Winter Study Break

Library Connection

Bookmarks

"Why I Love My Library"

Finals Granola

Student Profiles

Infographic

Why I Love My Library

Library Palooza

Promotional Video
Jeopardy: Origin and Planning

Approached by student assistant to help organize an activity for her dorm
Rules of the Game

• Each team must have a designated member that will be in charge of buzzing in and answering the question (team members have a few seconds to consult with each other before answering)

• The entire question will be read before teams are allowed to buzz in

• If a team gets the question wrong, then the remaining teams have a chance to buzz in (there will be no penalties for incorrect answers)

• If all the teams get it wrong, then no one is awarded the points
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<th>It's Free Until It Isn't</th>
<th>Check Us Out</th>
<th>Do This, Not That</th>
<th>Speedy Delivery</th>
<th>Instruct Me</th>
<th>The Future is Now</th>
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It’s Free Until it Isn’t - $100

You can pay your fines at either of these two desks
Jeopardy: Assessment

• Pros
  ▫ Attendees enjoyed event
  ▫ Attendees gained library knowledge
  ▫ Started a relationship between Library and Housing and Dining

• Cons
  ▫ Team members’ roles and attendance not clearly assigned
  ▫ Low attendance

• What We Learned
  ▫ Need a Promotional/Marketing Plan
Why I Love My Library: Origin and Planning

Attempting a new technique to obtain feedback and engagement from students
Why I Love My Library: Origin and Planning
Why I Love My Library:

It's a great place to get work done!
Why I Love My Library: Assessment

• Pros
  ▫ Built formal relationship with StratComm
  ▫ Promotional tool reached wider audience

• Cons
  ▫ Lack of participation
  ▫ Preparation time rushed

• What We Learned
  ▫ Even if the primary goal isn’t achieved, a valuable result can still be obtained
Student Profiles: Origin and Planning

Desire to highlight student assistants and recognize their interests and achievements

The Library is starting a new feature on our Facebook and Instagram profiles, highlighting the many amazing personalities in our student workforce. If you'd like to be featured in a Student Staff Profile over the summer, e-mail DFEM@AMERICAN.EDU. We'd love to share your unique story!
BEHIND THE BOOKS: Meet Lindsey Halvorson, an ILL student assistant and Colorado native who is passionate about environmental policy.

What department do you work in at the library?
The coolest department, Interlibrary Loan.

What is your favorite movie/book/television show and what does it say about you?
My current favorite is *This Changes Everything* by Naomi Klein (http://bit.ly/1C0xCZC), as Klein explains how the rise of disaster capitalism and climate destruction is intricately related which has had a significant impact on how I work in the movement.

Where do you see yourself working or living in five years and how do you plan to get there?
Considering that I'm a Communications, Law, Economics, and Government major with an Environmental Science minor. I hope to be back in my native Colorado working on environmental policy after I finish the Masters in Public Policy in SPA.

What is one interesting thing about yourself that most people don't know?
I can bend both of my thumbs all the way backwards.
Student Profiles: Assessment

• Pros
  ▫ Increased social media engagement
  ▫ Provided avenue to show the library’s appreciation of their student workers
  ▫ Created a bridge between the library and rest of AU Community

• Cons
  ▫ Lack of response to general invitation

• What We Learned
  ▫ Students have a positive response to seeing their peers on social media
Library Palooza: Origin and Planning

Recreate an event mentioned by a student assistant and use it as a tool to promote our services
LibraryPalooza: Origin and Planning

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LibraryPalooza: Origin and Planning
LibraryPalooza: Assessment

• Pros
  ▫ Highly attended – very successful initial programming attempt
  ▫ Successful marketing plan
  ▫ Created a welcome break

• Cons
  ▫ Some students only came for snacks and didn’t engage with staff
  ▫ Lack of clearly designated stations
  ▫ Schedule of events not made available
  ▫ We weren’t prepared to start on time

• What We Learned
  ▫ In order to create a stronger relationship with the AU community, it is necessary to break down the student/staff barrier
Conclusion

• Think big
• Get to know your teammates/colleagues
• Be open to feedback and suggestions while building relationships with others
• Don’t be afraid of jumping over the desk
Questions?

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