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Stop, Collaborate and Listen: Identifying Partnerships to Strengthen Your Library's Relevance in the Community

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Stop, Collaborate and Listen:

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

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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

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- **STOP**
  - Evaluate where you are
  - Assess current goals
  - Determine achievable objectives
- **COLLABORATE**
  - Identify opportunities for partnerships
- **LISTEN**
  - Assess and adjust outreach tactics
  - Garner feedback from users via surveys, social media, and more





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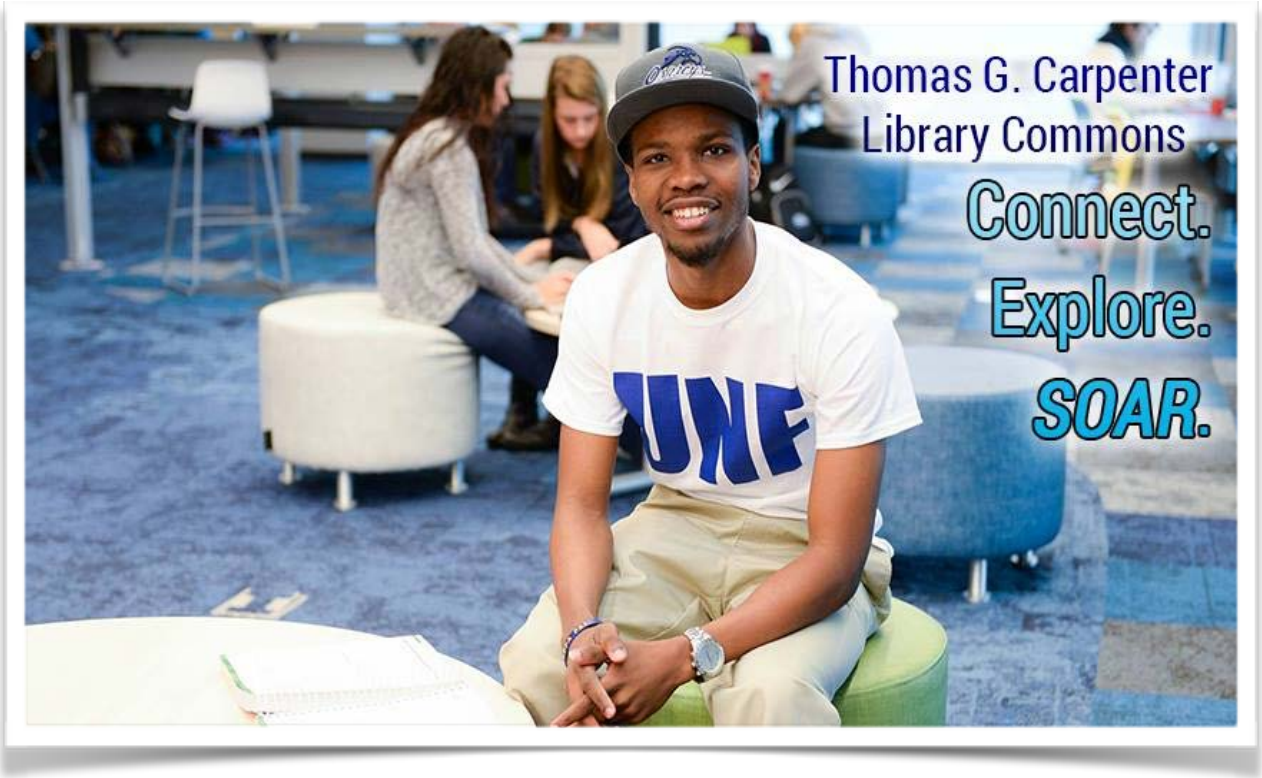


Flickr user frank fani

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Administrative Perspective

- Goals
- Program
- Staffing
- Funds for Support

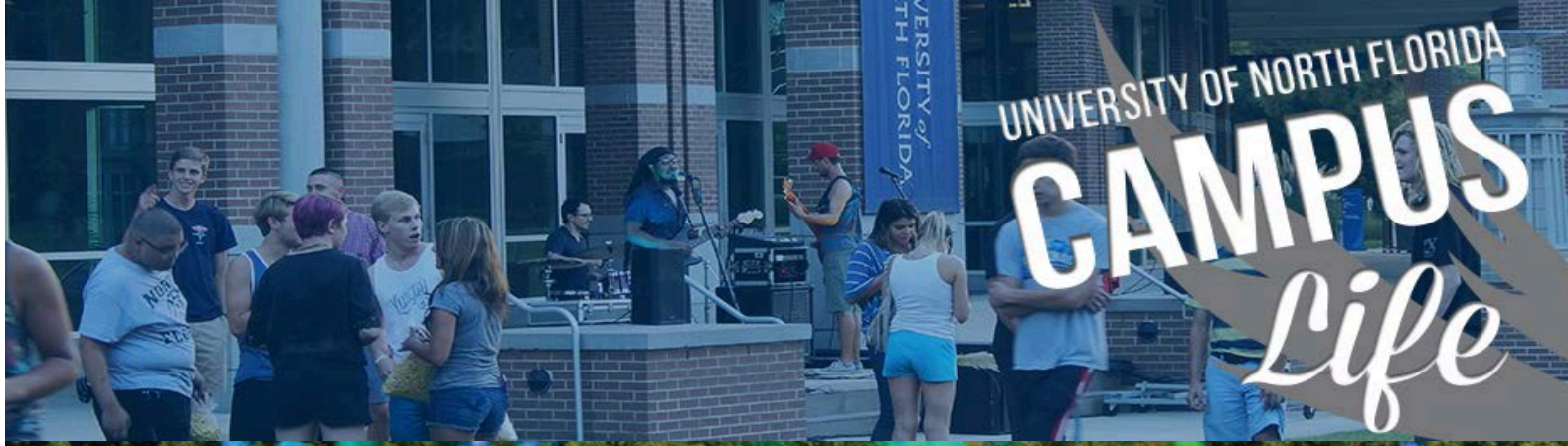


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Collaborate

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Summer B. Kickoff Resource Fair





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Breakfast at Tommy G's







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Finals Week



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Parent and Family Programs





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Public Relations



No one like you.
No place like this.

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PAWS Your Stress



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PAWS Your Stress



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Student Union: Market Days

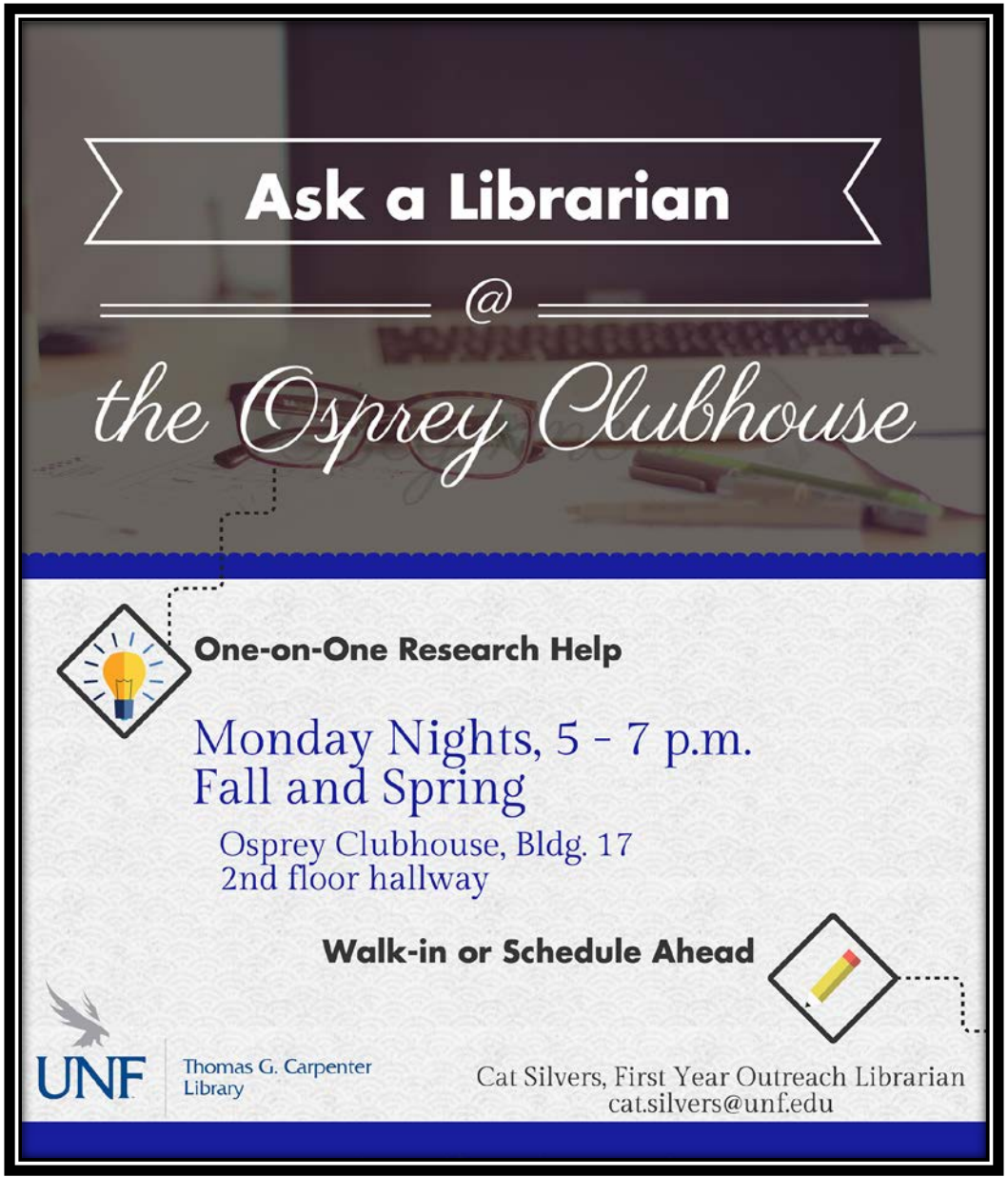


Housing and Residence Life: Resident Advisor (RA) Training



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Housing and Residence Life



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New Student Orientation



Postcard 2014

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New Student Orientation



1 Honors, **4** Transfer Student, and **13** New Student Resource Fairs

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New Student Orientation



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More Collaborations

One-Stop.
Two Spots.

Thomas G. Carpenter Library
Computer Lab, Room 2102A
Noon to 5 p.m., April 13-17

and

Hicks Hall
Building 53, Suite 1700
8 a.m. to 5 p.m., Monday-Friday



Athletics

The Writing Center



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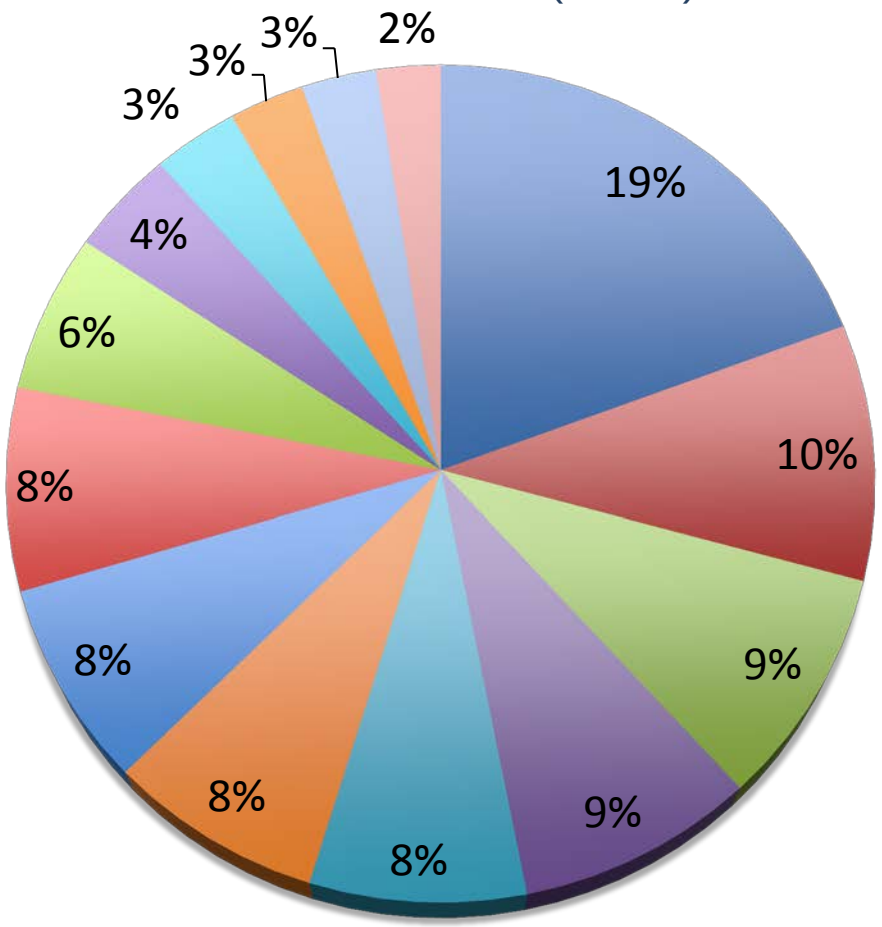


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Campus Life Survey January 2015

What event or activity would you like to see take place in the Library?

(*n*=250)



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Listen: Sustainability

Listen to feedback from partnered organizations





Flickr user MacEntee



Record event logistics

Track your budget



Flickr user 401(K)2012

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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.

5



Mario_G @Mario_Gocaj · Apr 27
Grind out a few hours at **unf library**

1



Connor Klein @notconnorklein · Apr 27
Shout out to the **UNF library** for having awful WiFi when I needed it most :)

3



nick silva @nicksi1290 · Apr 27
Last night I ever have to spend in the **UNF library**. Bitter sweet but mostly just sweet!

3

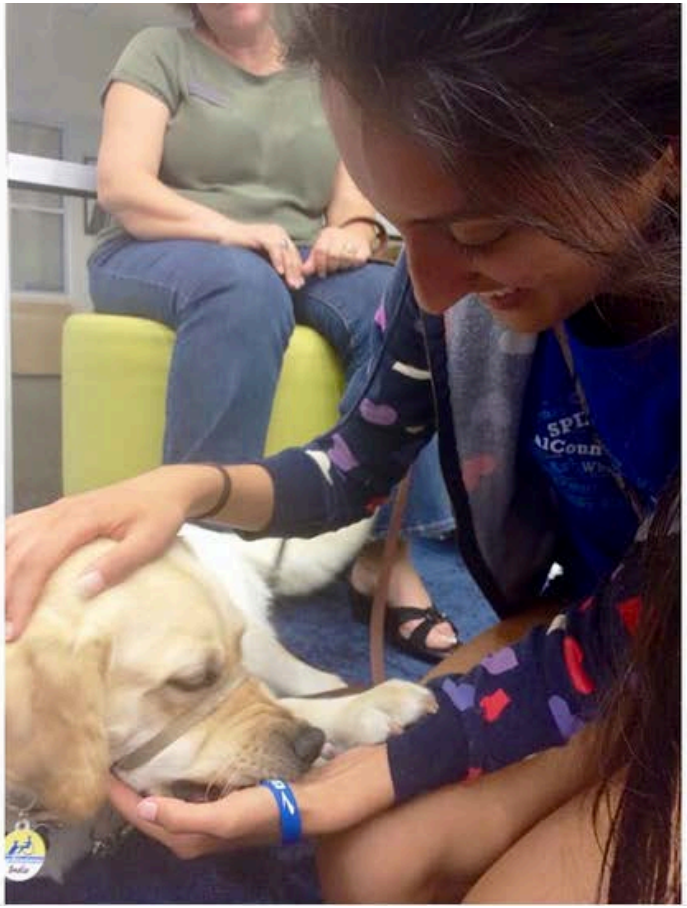


Healthy Osprey @HealthyOsprey · Apr 27
#mindfulmonday Paws Your Stress ! Starting at 12:00pm today the #unf Library (bldg 12, 1st floor)… instagram.com/p/1-8cVSP4Jz/

2

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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

pawsyourstress

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...

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Questions?



Contact us at ask@unf.libanswers.com

Download slides at http://digitalcommons.unf.edu

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