

8-12-2015

## Stop, Collaborate and Listen

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### Recommended Citation

Carmichael, Lisandra R.; Atilano, Maria; and Silvers, Cat, "Stop, Collaborate and Listen" (2015). *Library Faculty Presentations & Publications*. 34.  
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# Stop, Collaborate, and Listen:

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

NEFLIN Workshop – August 12, 2015

# 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



◇ **STOP**

- Evaluate current outreach program/efforts
- Set goals
- Create a plan
- Get support

◇ **COLLABORATE**

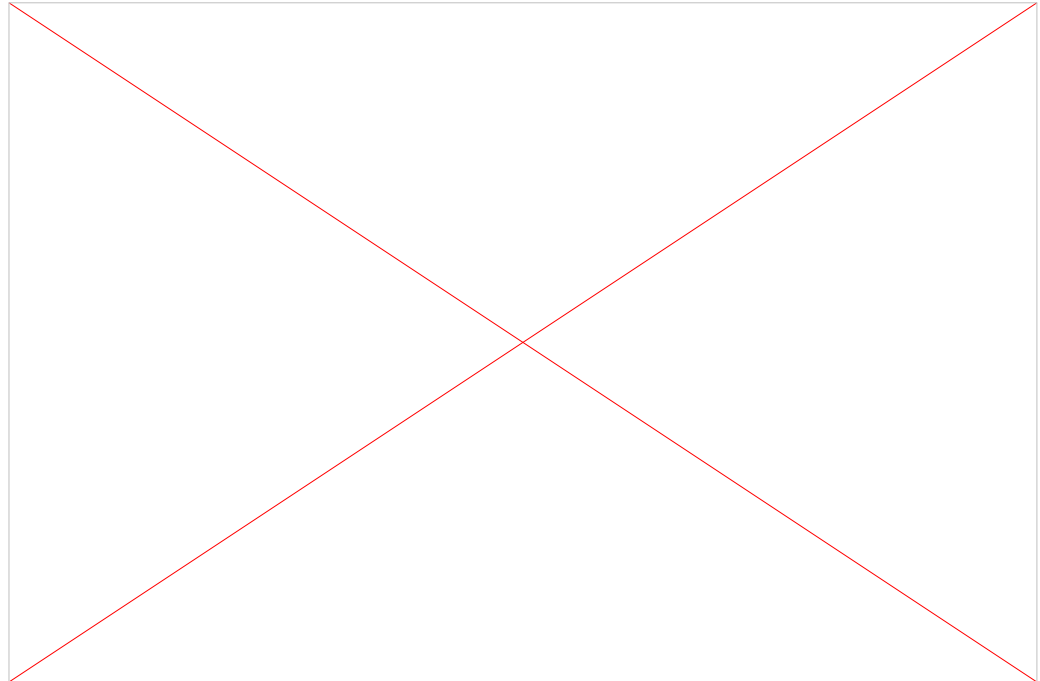
- Identify opportunities for partnerships

◇ **LISTEN**

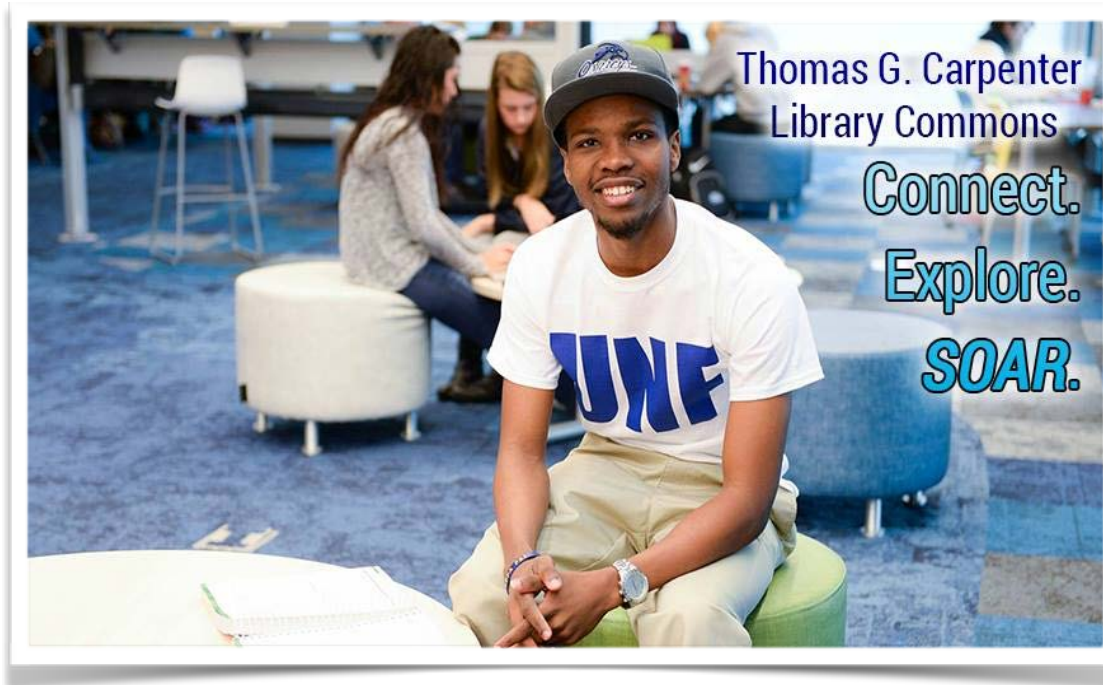
- Assess and adjust outreach tactics
- Garner feedback from users via surveys, social media, and more



# STOP



# Administrative Perspective



- ✧ In Support of Library Goals
- ✧ Demonstrate Library Value to Community
  - ✧ Benefits vs Resources
  - ✧ Include a Budget

# Creating an Outreach Plan

## Basics for your consideration:

- ✧ What do you want to achieve?  
Select activities that will help you reach your library's goals and objectives.
- ✧ Whom are you trying to reach?  
List your library's target audiences.
- ✧ What do you want to say?  
Identify your library's key messages.
- ✧ Enlist support of your library administrator(s) and staff
- ✧ Spread the message via different venues

# Activity #1

- ✧ Choose a library from someone in the group
  - ✧ Example: Thomas G. Carpenter Library
- ✧ Using this library, outline the basic elements needed for an outreach plan
- ✧ Use the template we are providing you or create your own
- ✧ After 10 min, we want you to discuss the plan you created and challenges encountered
- ✧ Share with the group



# ✧ Outreach Plan Template:

\_\_\_\_\_LIBRARY OUTREACH PLAN - FY 2015 - 2016 as of Aug 12, 2015

Activity	Timeframe	Target Audience(s)	Benefit to Library (Goal)	Staff Responsible	Budget	Measures of Effectiveness (assessment)	Comments
#1							
#2							
#3							

NOTES:



Flickr user Sharon & Nikki McCutcheon

# Collaborate<sup>9</sup>



# UNIVERSITY of NORTH FLORIDA CAMPUS *Life*





# Summer B. Kickoff Resource Fair





# Breakfast at Tommy G's





# Parent and Family Programs



# PAWS Your Stress





# Student Union: Market Days





# Community Outreach





# Housing and Residence Life: Resident Advisor (RA) Training



# Housing and Residence Life

**Ask a Librarian**

@

*the Osprey Clubhouse*



**One-on-One Research Help**

Monday Nights, 5 - 7 p.m.  
Fall and Spring

Osprey Clubhouse, Bldg. 17  
2nd floor hallway

**Walk-in or Schedule Ahead**



Thomas G. Carpenter  
Library

Cat Silvers, First Year Outreach Librarian  
[cat.silvers@unf.edu](mailto:cat.silvers@unf.edu)



# New Student Orientation



## THOMAS G. CARPENTER LIBRARY

[www.unf.edu/library](http://www.unf.edu/library)  
(904) 620-2615

Osprey 1Card = Library Card

One-on-One Help

Group Study Rooms

Open Extended Hours and  
24/7 during Finals

Computers, Laptops and Wi-Fi

Renew Materials Online

Online Research Databases

Text and Chat with Librarians

Food and Drink Vending  
Machines

Printers, Copiers and Scanners



Text: (904) 507-4122 Email: [ask@unf.libanswers.com](mailto:ask@unf.libanswers.com)

Postcard 2014



# New Student Orientation



# Time for a Break!

See you back in 10 minutes

# Activity #2

- ✧ From your stack of cards, choose three potential partners your group's library can partner with (or write your own ideas on the provided blank cards!)
- ✧ Why were these partners chosen?
- ✧ How is this collaboration beneficial to your library and the partner?
- ✧ How does the partnership help the library reach its target audience(s) from Activity #1?
- ✧ Share with the group





Flickr user abrinsky

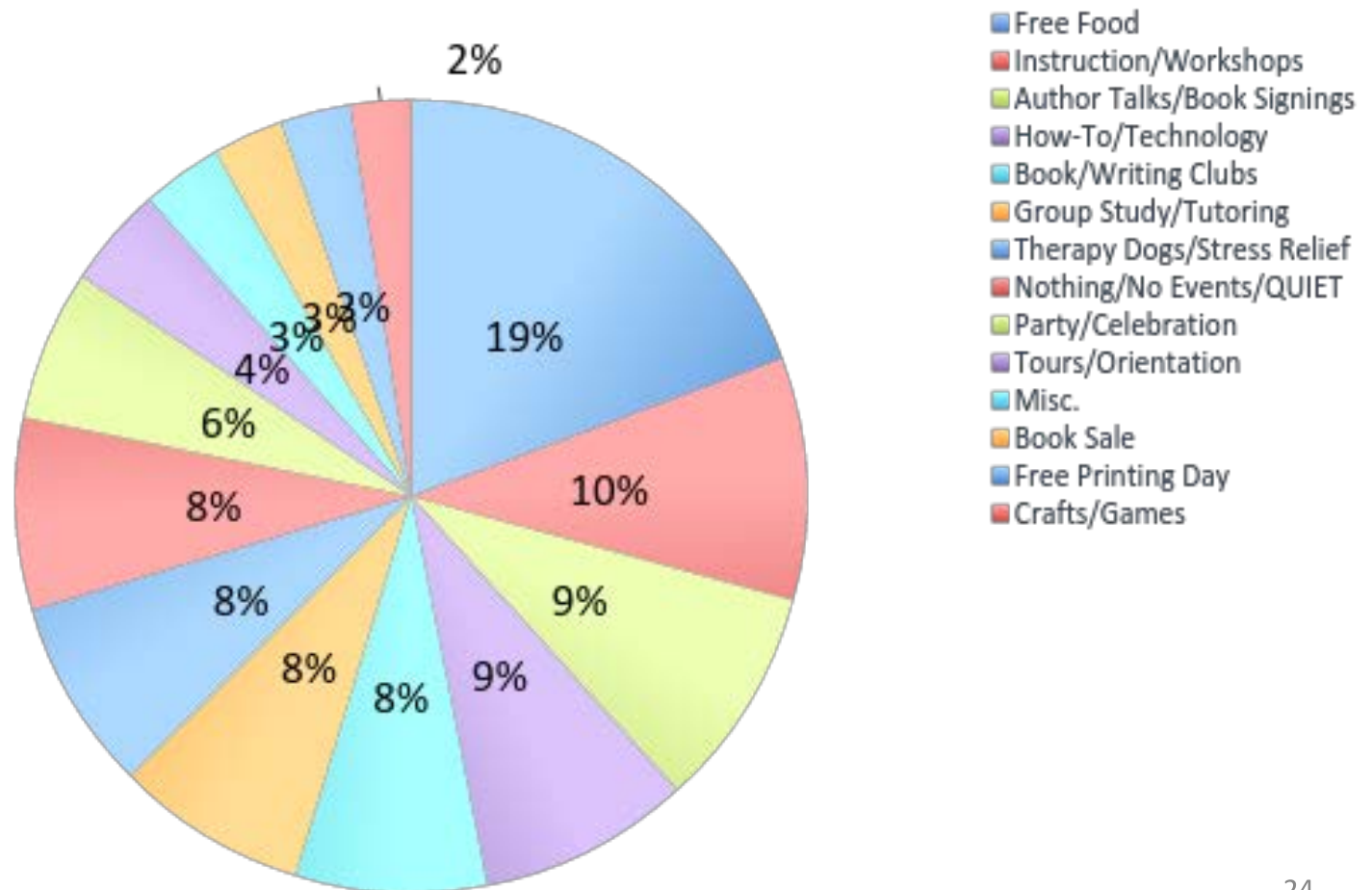
# Listen



# Campus Life Survey, 2015

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

(n=250)



# Listen: Sustainability

Listen to feedback from  
partnered organizations



Like



Dislike

Flickr user MacEntee



Record event logistics

Track your budget



Flickr user 401(K)2012



# 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.



**Mario\_G** @Mario\_Gocaj · Apr 27

Grind out a few hours at **unf library**



**Connor Klein** @notconnorklein · Apr 27

Shout out to the **UNF library** for having awful WiFi when I needed it most :)



**nick silva** @nicksi1290 · Apr 27

Last night I ever have to spend in the **UNF library**. Bitter sweet but mostly just sweet!



**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/](https://www.instagram.com/p/1-8cVSP4Jz/)



# 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...





# Activity #3

- ✧ With your Outreach Plan and selected partners in mind:
- ✧ Choose ONE partner with whom you will plan an event, service or activity
- ✧ Think about the What, Who and How:
  - What will it be?
  - Who will it target?
  - How will the event, service or activity reach your intended target audiences?

# Activity #3

- ✧ But wait, there's more!
  - ✧ How does the added wrench affect your library's planned event, service or activity?
  - ✧ In what ways could the activity planners gauge success?
- ✧ Share with the group



# Conclusion

- ✧ What is one thing you learned from today's workshop?
- ✧ How might it help you in the future?
- ✧ What tip or trick do you look forward to incorporating into your library's current/future outreach plan?

# SOME RESOURCES

- ✧ OCLC Webjunction: [www.webjunction.org](http://www.webjunction.org)  
Includes Webjunction Florida
- ✧ ALA website: [www.ala.org/advocacy](http://www.ala.org/advocacy)  
What Outreach tools will work @your library? Your tactics.
- ✧ Enroll America: [www.enrollamerica.org](http://www.enrollamerica.org)  
How to create an outreach work plan.



# Thanks!



Contact us at [ask@unf.libanswers.com](mailto:ask@unf.libanswers.com)