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
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 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
Administrative Perspective

- Goals
- Program
- Staffing
- Funds for Support
Breakfast at Tommy G’s
Finals Week
Parent and Family Programs
Public Relations

No one like you.
No place like this.
PAWS Your Stress
PAWS Your Stress

It’s time to PAWS YOUR STRESS!

Noon to 3 p.m.
Monday, April 27

New Library Commons, First Floor,
Thomas G. Carpenter Library, Building 12
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
catsilvers@unf.edu
New Student Orientation
New Student Orientation

1 Honors, 4 Transfer Student, and 13 New Student Resource Fairs
New Student Orientation
More Collaborations

The Writing Center

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

(n=250)

- Free Food: 19%
- Instruction/Workshops: 10%
- Author Talks/Book Signings: 9%
- How-To/Technology: 9%
- Book/Writing Clubs: 8%
- Group Study/Tutoring: 8%
- Therapy Dogs/Stress Relief: 6%
- Party/Celebration: 4%
- Tours/Orientation: 3%
- Misc.: 3%
- Book Sale: 3%
- Crafts/Games: 2%
- Nothing/No Events/QUIET: 3%
- Free Printing Day: 3%
Listen: Sustainability

Listen to feedback from partnered organizations

Like

Dislike

Record event logistics

Track your budget
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/
Listen: Social Media

Thankful to go to a school that brings puppies to love on finals week 😍🐶❤️ #PawsYourStress

4 comments

- @danymarieexo Clever hashtag 😊😊
- @danymarieexo took it from unf ha 😊😊
- @danymarieexo
- @unf_admissions Puppies make everything better! 😊 glad you had a fun study break!
- @unf_admissions
- @unf_admissions Yes they do! 😊🐶❤️ Thank you!

Say something...
Questions?

Contact us at ask@unf.libanswers.com

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