Representative Documents

Outreach Mission and Goals

**General Statement on the Subject Librarian Role
in the UCSB Library**

Subject librarians at the UC Santa Barbara Library are collaborative, dynamic, service-oriented professionals who foster excellence in scholarship and teaching by developing research collections and facilitating access to scholarly information resources in one or more assigned subject areas. The successful subject librarian provides leadership by actively engaging and building relationships with campus scholarly communities in the assigned subject(s), and serves as an expert resource to support traditional and emerging research practices and curricular development.

Responsibilities

The subject librarian enhances research, teaching, and learning by shaping the library's general and distinctive research collections in the assigned subject(s) and related interdisciplinary areas. Depending on the needs of the relevant campus user communities, the subject librarian also provides specialized instructional sessions and research services in the assigned subject(s) for faculty, graduate students, and undergraduates, including consultation on scholarly communication issues; works collaboratively with the library's data curators to support evolving needs in conducting data-intensive research; advocates and promotes the library's new services in digital scholarship; and builds and sustains trusted relationships with key campus constituencies to advance the research, teaching, and service mission of the university and further the library's strategic goals. The subject librarian may also contribute to the library's general reference services and instructional programs as assigned.

Collection development and access responsibilities include selection, assessment, and life-cycle management of scholarly information resources that support scholarship and teaching in the assigned subject(s). Through responsible stewardship of collection funds allocated to the areas of responsibility, the subject librarian ensures effectiveness of the library's investment in collections in order to provide maximum value for successful research and learning outcomes. Recognizing the unique strength of interdisciplinary scholarship on the UC Santa Barbara campus, the subject librarian works collaboratively with colleagues in related areas to develop scholarly collections and provide access to resources that cross traditional disciplinary boundaries and support new fields of inquiry. In partnership with curators in Special Research Collections and as relevant opportunities may arise, the subject librarian contributes to developing distinctive physical and digital collections and integrating the library's rich primary source materials into campus curricula in the assigned subject area(s). The subject librarian participates in the appropriate collection group(s) (Humanities; Social Sciences; Sciences / Engineering; Area, Ethnic, and Gender Studies), works with the Library's Development personnel and Outreach and Academic Collaboration department on activities that concern the subject area, and contributes to area-specific consortial activities of the UC Libraries.

Outreach Alignment with Strategic Roadmap

Research & Learning Resources

· Explore with faculty new strategies to provide necessary scholarly information to support the campus' research and teaching missions.

- Existing support:
  - Promoting library resources through publications/events/exhibits
  - Providing forums like the Faculty Reception for connecting subject librarians and faculty
  - Providing communications & outreach support to the Scholarly Communication & Data Curation Programs
- New support: ?

· Increase visibility of the Library's distinctive collections and their value for enhancing research and learning outcomes.

- Existing support:
  - Exhibitions
  - Book displays
  - Publications
- New support:
  - Exhibitions are not the "end" of promoting a collection. Continue to promote the collection beyond the exhibition.
  - Meet every once in a while with Collman or disciplinary collections groups (HUMA, etc.) to solicit ideas for promotion of collections
  - More "featured collections" columns in our publications, eg. Surfer magazine

· Align information resources with the strengths of the UCSB campus and its commitment to interdisciplinary research and learning. N/A

· Facilitate the discovery and use of data and information created and published by UCSB researchers and scholars.

- Existing support:
  - Local faculty notes in Library Catalog - continue to encourage and fill in gaps
  - Faculty book displays
  - Pacific Views series
- New support:
  - Regular promotion of e-Scholarship
  - Faculty authors event
  - Regular promotion of faculty new publications (books and articles) through website, publications, digital signs or physical display

Discovery & Delivery Services

· Develop programs and contribute to collaborative programs that foster student success.

- Existing support:
  - Transfer Student Center and related Library programming
  - Student Success Librarian outreach
  - Museum interns
  - Learning Commons
  - Promotion of Collaboratory
- New support:
  - Drop-in workshops (eg. Zotero) for graduate students
  - Undergraduate research award
  - Library collaboration with Undergraduate Slam
  - Reads essay contest
  - Interview students about use of collections and their research for features in Library publications

· Promote services that offer personalized discovery, collaboration, accessibility, and timely availability of scholarly information.

- Existing support: N/A
- New support:
  - Continue to promote remote access to databases

· Enhance user competence and confidence in the evaluation and use of information through instructional design and relevant technologies.

- Existing support:
  - Transfer Student specific instruction
  - FSSP, STEP/EOP, and other Student Success Librarian-initiated instruction
- New support:

- Form a Student Success team to support Jane and prioritize outreach & opportunities
- Drop-in workshops (eg. Zotero) for graduate students

· Build innovative services to enrich the impact of UCSB teaching and research.

- Existing support:
  - Events and publications provide a broader and bigger audience for faculty
  - Library exhibitions enrich teaching
- New support: ?

User Experience & Engagement
· Create a welcoming, comfortable, safe, and inspiring experience, both physically and virtually.

- Existing support:
  - Website redesign
  - Social media engagement
  - Wayfinding (naming, signage, elevator wraps)
  - Exhibitions are beautiful and inspiring
- New support:
  - Learning Commons space assessment
  - Pay more attention to student calendar and promote spaces as needed (quiet study, etc.)
  - Define who is in charge of Faculty Study and Graduate Studies

· As the intellectual and cultural commons of campus, serve as a forum for students and faculty to share their work and knowledge.

- Existing support:
  - Student exhibitions (Art of Science, Symmetry & Physics)
  - Pacific Views series
  - Graduate Division Lunch & Learn - can we open to public? Library can offer to pay to buy more food
- New support:
  - Undergraduate journal (OA?)
  - Practice presentation room and public student presentations
  - Student performances in cafe

· Integrate resources and services into non-Library learning spaces through partnerships across campus.

- Existing support:
  - Tabling: Transfer Student & Graduate Student Orientations
- New support:
  - Gauchospace integration

· Optimize delivery systems to provide access to relevant resources and services regardless of location, resource type, or technological platform.
Same as "Promote services that offer personalized discovery, collaboration, accessibility, and timely availability of scholarly information."

NARA Mission, Vision, and Values

MISSION STATEMENT

We drive openness, cultivate public participation, and strengthen our nation's democracy through public access to high-value government records.

Our mission is to provide public access to Federal Government records in our custody and control. Public access to government records strengthens democracy by allowing Americans to claim their rights of citizenship, hold their government accountable, and understand their history so they can participate more effectively in their government.

VISION

We will be known for cutting-edge access to extraordinary volumes of government information and unprecedented engagement to bring greater meaning to the American experience.

We collaborate with other Federal agencies, the private sector, and the public to offer information—including records, data, and context—when, where, and how it is needed and transform the American public's relationship with their government. We will lead the archival and information professions to ensure archives thrive in a digital world.

NARA VALUES

- **Collaborate:** Create an open, inclusive work environment that is built on respect, communication, integrity, and collaborative team work.
- **Innovate:** Encourage creativity and invest in innovation to build our future.
- **Learn:** Pursue excellence through continuous learning and become smarter all the time about what we know and what we do in service to others.

    Our values reflect our shared aspirations that support and encourage our long-standing commitment to public service, openness and transparency, and the government records that we hold in trust.

Young visitors create their own film from WWII records in the Public Vaults Exhibit, National Archives Building, Washington, DC.

3

STRATEGIC GOAL 2
Connect with Customers

Connect with Customers challenges us to continuously improve customer service, cultivate public participation, and generate new understanding of the importance of records in a democracy. We continuously engage with and learn from our customers: individuals, organizations, and other Federal agencies. We build long-term and strategic customer relationships to ensure our services are valued by our customers and we work together to improve overall efficiency and effectiveness.

2.1 By FY 2020, 93 percent of customer requests will be ready within the promised time.

NARA strives to provide consistent, reliable, and reputable service in order to increase customer engagement and encourage customers to see NARA as a trusted partner. NARA provides service to a variety of public and Federal agency customers, including responding to reference requests, furnishing items in public research rooms, providing veterans and their families with copies of military separation documents (DD-214), and responding to Freedom of Information Act (FOIA) requests from the public.

NARA currently provides 93 percent of customer requests in the promised time as a weighted average across multiple services. However, NARA will be challenged to maintain this standard as the agency transitions to a fully-electronic environment. NARA is committed to maintaining its current high standards of customer service to maintain the trust and confidence of its customers.

Strategies:
- Benchmark and revise standards for efficient and timely responses to requests.
- Develop and baseline new metrics that better address overall customer satisfaction.
- Migrate written correspondence and other off-site requests to an online solution.

Contributing Programs: Research Services; Agency Services; Legislative Archives, Presidential Libraries, and Museum Services; Office of General Counsel; Office of Innovation; Information Services.

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Teachers learn about scanning records in the Innovation Hub, National Archives Building, Washington, DC.

2.2 By FY 2020, NARA will achieve a 90 percent satisfaction rating from participants in museum, outreach, educational, and public programming activities.

NARA engages with the public through museum exhibits, educational and public programs, online tools and services, and by soliciting public participation in agency initiatives. NARA measures public satisfaction and participation levels to understand the breadth of agency engagement with its customers and the public.

NARA consistently receives customer satisfaction ratings in the 90th percentile from museum visitors and participants in educational and public programs. NARA will be challenged to maintain high satisfaction ratings as it explores ways to coordinate engagement functions and activities across multiple delivery channels, including online.

Strategies:
- Expand use of crowd-sourcing tools to improve public access and engagement.
- Develop a national outreach program that promotes awareness of our holdings nationwide.

Contributing Programs: Legislative Archives, Pres-idential Libraries, and Museum Services; Office of Innovation.

2.3 By FY 2025, NARA will have 1 million records enhanced by citizen contributions to the National Archives Catalog.

NARA encourages the public to engage with their government and explore American history by contributing unique content to the online National Archives Catalog. NARA encourages members of the public to add "tags" and transcribe records to improve search results and to make handwritten or difficult-to-read text accessible for a wider audience.

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Capital Area scouts learn about Patents in the Boeing Learning Center, National Archives Building, Washington, DC.

Strategies:
- Expand use of crowd-sourcing tools to improve public access and engagement.
- Build capabilities in design and user experience to better understand user needs.

Contributing Programs: Office of Innovation.

2.4 By FY 2020, NARA will have policies and processes in place to support Federal agencies' transition to fully electronic recordkeeping.

NARA's success in meeting its strategic goals and objectives depends on the capability of its customer agencies to transform their programs and systems to support fully-electronic record-keeping. NARA must enhance its support of Federal agency records management officials with effective policies, modern tools, and new services to support the transition to electronic records.

Strategies:
- Conduct a business process reengineering to improve customer-facing functions of the Electronic Records Archive 2.0.
- Provide Federal agencies with digitization guidance and "success criteria" for managing electronic records.
- Develop Federal records management requirements and work with Federal and commercial vendors to incorporate the requirements into software applications and cloud offerings.

Contributing Programs: Agency Services; Information Services.

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THE OHIO STATE UNIVERSITY
UNIVERSITY LIBRARIES

Strategic Directions
University Libraries

Vision

The Ohio State University Libraries aspires to be the leading library advancing the educational, research, and engagement missions of a national flagship public research university.

Mission

The University Libraries promotes innovative research and creative expression, advances effective teaching, curates and preserves information essential for scholarship and learning at Ohio State, and shares knowledge and culture with the people of Ohio, the nation, and the world.

Values

University Libraries' faculty and staff live these values in all that we do:

DISCOVERY
We embrace curiosity, experimentation, and learning.

CONNECTION
We share our knowledge and expertise, embrace differing perspectives, and build enduring relationships.

EQUITY
We advance diversity, inclusivity, access, and social justice.

INTEGRITY
We practice openness, accountability, and respect.

STEWARDSHIP
We leverage the resources entrusted to us for maximum impact.

Equip Students for Lifelong Success

Promote equitable learning through transformative teaching, services, and employment

FOCUS AREAS:
- Teaching and learning effectiveness
- Affordability and open educational resources
- 21st century literacies
- Educationally purposeful student employment

Empower Knowledge Creators

Advance innovative research and creative expression by fostering, preserving, and sharing knowledge and scholarship

FOCUS AREAS:
- Multidisciplinary scholarship and emerging research methods
- New models for scholarly communication
- Collaborative collection building and access
- Leveraging distinctive collections for use

Engage for Broader Impact

Pursue initiatives aligned with university priorities to promote a more engaged and better informed society

FOCUS AREAS:
- Underserved and at-risk communities
- Campus and external partnerships
- Cultural programming and outreach
- Open content for expanded access

Enrich the User Experience

Center the user experience in services, planning, and decision making

FOCUS AREAS:
- Seamless discovery, access, and delivery
- Exceptional service
- Inspiring learning and work spaces
- Iterative assessment and development

Invest in People

Develop the full potential of faculty, staff, and student employees

FOCUS AREAS:
- Recruitment, retention, and rewards
- Equity, diversity, and inclusion
- Workforce development and organizational learning
- Organization-wide culture of leadership, risk-taking, and accountability

Model Excellence

Increase effectiveness to achieve strategic and operational objectives

FOCUS AREAS:
- Agile planning and operations
- Communicating value to stakeholders
- Organizational efficiency and impact
- Fundraising for transformational change

THE OHIO STATE UNIVERSITY
UNIVERSITY LIBRARIES

THEMES & GOALS

Student Experience & Success

The SU Libraries: Your Competitive Edge Since 1870

Student Engagement

The Libraries' physical spaces are heavily used by students, and we are fortunate to be able to engage with them every day. The SU Libraries are deeply committed in our spaces and programs to student success, and we will continue to identify student needs through surveys, focus groups, and other feedback mechanisms, and build services to meet those needs; showcase excellence in student creative work through exhibits in library spaces such as the Biblio Gallery (4th floor, Bird Library) and the Learning Commons; provide them with safe, welcoming spaces and the collections and equipment they require; and look for new opportunities to partner with and contribute to campus student initiatives. A good recent example would be the Libraries' promotion of Orange SUccess, which "provides an efficient way to quickly offer coordinated support to all students ensuring they receive the right type of assistance/intervention to keep them on track."[1]

While students spend plenty of time in the Libraries' physical and virtual library spaces, we will also use technology to extend library content and expertise to other spaces our users occupy. We will seek better integration with SU's learning management system (Blackboard), online learning platforms such as 2U, and we will implement apps that guide one through the process of locating relevant information.

Library spaces have a positive impact on teaching and learning, but so, too, do our extensive hours of operation. We will continue to provide 24-hour access all semester, five days a week, to three floors of Bird Library, and extend hours across the library system during the two weeks of exams. We are unusual amongst our peers in providing 24-hour access all semester to so much of our library space. These services have real costs in staffing, security, and custodial impact, but they provide a safe academic setting that we believe contributes to student well-being and success.

The SU Libraries engage with students in another manner too: we employ more than 150 students each semester from across the graduate and undergraduate populations as part-time library staff. Our student workers are critical to the daily operation of the SU Libraries, and we have untapped opportunities to engage with our student staff in new ways. We will seek to understand their perceptions of the library more fully, and to employ them as library ambassadors to their own academic departments, clubs, and organizations, as a way to make our range of services more visible to their peers. We believe that we can influence the academic success of our students, aid student retention, and provide an environment in which they feel at home. Our goal is to have every student who graduates from SU to remember their time in the library fondly, to understand their engagement with library staff as a competitive edge in their research and learning, and to be skillful users of the vast intellectual resources we put at their disposal.

Syracuse University
Libraries
Special Collections Research Center

Syracuse University Libraries   Support SCRC   Email SCRC

Search the Collections

COLLECTIONS   PROGRAMS   EDUCATION   SERVICES   ABOUT   VISIT

Home / SCRC / About / Vision and Mission

Vision and Mission

ABOUT 🏠

Opportunities and Internships

SCRC News

Staff Directory

Support

Vision and Mission

Vision

The Special Collections Research Center aspires to be a vibrant research and learning environment for Syracuse University students, faculty, and the wider scholarly community. SCRC provides access to our world-renowned rare and archival collections and expert guidance in their use in order to facilitate personal discovery and the creation of new knowledge.

Mission

The Special Collections Research Center collects, preserves, and provides access to materials that document the history of Syracuse University and our global society, including rare printed materials, original manuscripts, photographs, artworks, audio and moving image recordings, University records, and more. SCRC staff is dedicated to encouraging and facilitating the use of the collections by:

- Engaging students, faculty, and the wider scholarly community with our collections through public programs, exhibitions, digital initiatives, and publications

- Supporting innovative undergraduate and graduate learning by fostering new ideas about the role of special collections in the University's curriculum

- Prolonging the life of the University's rare and archival holdings for generations of students and scholars by implementing ongoing preservation measures

- Providing a variety of ways for the University and wider scholarly community to access and explore these collections

Contact

Syracuse University Libraries
Special Collections Research Center (SCRC)
Bird Library, Room 600
Syracuse University
Syracuse, NY 13244-2010

scrc@syr.edu

315.443.2697

f: 315.443.2671

Staff Directory

SCRC Office Hours

This Week

Sunday:	Closed
Monday:	9 a.m. - 5 p.m.
Tuesday:	9 a.m. - 5 p.m.
Wednesday:	9 a.m. - 7 p.m.
Thursday:	9 a.m. - 5 p.m.
Friday:	9 a.m. - 5.p.m.
Saturday:	Closed

View all Hours

Search this site...   **Search**

Comprehensive collections

1. We will strengthen our worldwide reputation for building collections renowned for their scope, depth and scholarly impact.

2. We will enhance access, accessibility and discoverability of our collections.

3. We will preserve our print, digital and media collections for future generations of scholars.

Singular spaces

1. We will make major capital investments to expand and renovate the libraries.

2. We will provide physical spaces that inspire creativity and accelerate discovery. They will support the varied learning needs of our users to ensure their academic success.

Innovative inquiry

1. Our physical and digital spaces will inspire learning and knowledge creation, and enhance the University as a learning community.

2. We will continue to nurture the lifelong information literacy skills of our scholars by sharing advice and best practices, informed by an understanding and appreciation of their needs and goals.

3. We will be the partner of choice that researchers turn to for help finding the quality information they need for scholarship.

Exceptional engagement

1. We will engage deeply with the higher education community on issues that impact scholarship.

2. We will partner with colleagues locally, regionally, nationally and internationally to deliver outstanding research services.

3. We will build a strong culture of engagement with our diverse users.

Strategic stewardship

1. We will measure our contribution to the successful fulfillment of the mission of the University.

2. We will pursue opportunities to develop new revenue channels in support of key service areas and new service initiatives.

3. We will become a nimble organization that is able to continually adapt to the rapidly changing information and higher education environments.

STRATEGIC PRIORITIES

The Libraries recognize that diversity is essential to meeting these goals, and are committed to recruiting a diverse staff.

Strategic Plan 2013–2018 | 2016 Update   3

Creating strong and enduring collaborations and relationships with our stakeholders is essential to our mission. To provide outstanding services, we must build effective, differentiated methods of communication and continuously seek feedback from our many users with a strong focus on our students and faculty.

1. **We will engage deeply with the higher education community on issues that impact scholarship.**
   a. We will persuasively advocate for open access initiatives and provide credible leadership and guidance for new directions in scholarly communication and copyright.
   b. We will improve support of knowledge transfer activities by building strong partnerships with University researchers, the Office of Research and Innovation, Campus-Linked Accelerators and others.
   c. We will support faculty innovation in teaching by leveraging our partnerships with the Centre for Teaching Support and Innovation (CTSI) and providing the technology and expertise needed for tomorrow's classroom.
   d. We will influence new directions of knowledge dissemination by engaging with publishers regarding emerging forms of scholarly publication and viable models of scholarly communication for the future.
   e. We will build the technical infrastructure and support services that researchers need to meet emerging research data management requirements.

2. **We will partner with colleagues locally, regionally, nationally and internationally to deliver outstanding research services.**
   a. We will collaborate across our three campuses with all libraries at the University to further our shared missions of research and teaching service to our institution.
   b. We will partner with faculty, departments and external organizations to advance the University's mission to foster leadership in the discovery, preservation, synthesis and transmission of knowledge.
   c. We will strengthen our global connections with consortia to build distributed and large-scale research services.
   d. We will grow our international presence by enhancing engagement with alumni, exploring new partnerships with international peers, and inviting international delegations to Toronto.

3. **We will build a strong culture of engagement with our diverse users.**
   a. We will evaluate our collections and services through our users' knowledge and use of them.
   b. We will encourage all staff to proactively engage our students, faculty and other users – offering timely support and effective information at the point of need.
   c. We will improve collections, spaces and services through ongoing user consultation, and find new and creative methods of seeking user input.
   d. We will create opportunities for lifelong learning and community engagement by holding lectures, exhibitions and other public events with leading scholars and thinkers.

SELECTED CURRENT INITIATIVES

i. Partnering with Canada's leading academic libraries, Libraries and Archives Canada and Bibliothèque et Archives Nationales du Québec, UTL is preparing to implement a linked data metadata framework to improve discovery and access to scholarly information on the web.
ii. Open Robarts, a transmedia game of secret societies, ancient mysteries, rare books and leading edge technologies helped promote open access to the university community in innovative and surprising ways.
iii. The Gerstein Science Information Centre introduced a new Research and Innovation Services (R&I) unit to respond to demand for additional support for faculty research and innovation.

EXCEPTIONAL ENGAGEMENT

Outreach Programs and Services

Event Planning

COMMUNICATIONS & EVENT REQUEST FORM

All events, co-sponsorships, and communications involving UCSB Library's space or name are approved, coordinated, and assessed by the Library's Outreach & Academic Collaboration Department for quality and consistency. To request services from Outreach, complete this form and submit it to outreach@library.ucsb.edu.

A member of the Outreach team will initiate a meeting to review and refine the project, collect additional information, and agree on a timeline and responsibilities. Please submit the form a minimum of 90 days prior to the requested completion or event date to provide sufficient time for planning and production.

REQUESTER

Name: _____

Date: _____ Department: _____

Email Address: _____ Phone Number: _____

PROJECT REQUEST

Project Name: _____

Requested Services (check all that apply):

☐ Writing/Editorial ☐ Graphics/Design ☐ Media/Publicity ☐ Event

Project or Event Description (be as specific as possible):

_____

Target Audience(s):

_____

Objectives (what would make this successful?):

_____

Requested Completion Date/Event Date(s): _____

Budget Code (if costs are involved, which budget code should be charged?): _____

Updated 04/05/2017

Event Checklist

Preliminary:

- Identify audience
- Identify what would make the event successful
- Check calendar for conflicts
- Budget

Day of Event Details:

- Add to calendar
- Ask Isabella to add to Alan's calendar if needed for Library welcome/intro.

- Book room (use calendar)
- Book BOPS (invite library-BOPS.ucsb.edu to calendar event)

- Amplification or recording needed? Book Video Services/Instructional Development as needed
- Book IT support (add "library-desktopsupport@ucsb.edu to calendar item)

- Book photography if needed
- Book catering if using
- Gather literature and drape
- Recruit volunteers
- Create timeline and staffing
- Obtain speaker bio
- Write remarks for UL or designate and deliver
- Directional signs
- For SRC exhibition events, load poster to SRC desktop

Publicity:

- Obtain speaker photo
- Discuss publicity with speaker
- Contact subject librarians
- Obtain or create title and description of event
- Add title, description, photo to website
- Flyer/poster
- Distribute flyers/posters
- Other publicity on and off campus
- Add link to pdf of flyer to website

Post event:

- Forward invoices/recharges to person responsible

- If recorded, create title slide and forward to Video Services

- Debrief
- Thank volunteers

Send any video and photos to Rick Stockwood to post

Event Evaluation:

- Event survey

Notes:
Headcount doesn't measure engagement. One way to measure engagement is by the number of people who asked questions.

Proposal for

FRESHMAN LIBRARY ORIENTATION 2018

August 20 – 27, 2018

Heidi Herr (Special Collections)
Jen Ditkoff (Student Engagement)
Meredith Shelby (Marketing)

JOHNS HOPKINS
SHERIDAN LIBRARIES

2

Goal
To raise awareness among the student body about the library's academic liaisons, services and resources.

Objective
To provide an engaging library tour, open house, information session, and table event to encourage interaction with the resources and services of the library.

Desired Outcomes
To increase traffic in the RCO, increase reaches to individual librarians via chat, walk-ins and appointments, and increase website traffic to articles/databases, guides, events/workshops, and other important library webpages. For SC Open house, to introduce and encourage students to participate in *Freshman Fellows*.

Measuring Effectiveness
Academic Liaisons should be prepared to measure effectiveness by tracking, calculating and submitting data on student and faculty engagement to the Department Director. Marketing will track and submit social media analytics, Word Press analytics, and Google analytics from the library website. The purpose is to measure overall ROI and strategize how to improve the effectiveness of future campaigns. As a first step, we could administer a 2-question survey via the "Class of 2022" Facebook page (managed by the Office of First Year Experience), and the "Intro to Hopkins Course" (administered by the Advising Department).

Activities
Library Tours – Monday, August 20th
11:00-11:30 a.m.
12:15-12:45 p.m.
1:45-2:15 p.m.

Special Collections Fire & Ice
Wednesday, August 22nd, 9:00, 10:00, and 11:00 a.m.

Special Collections Open House
Wednesday, August 22nd, 2:00- 5:00 p.m.

Blue Jay Day – Thursday, August 23rd, 5:00 – 7:00 p.m.

Table Runner
We're requesting the purchase of a table runner that can be used not just for Blue Jay Day, but any library event.
- Table runner: blue (003082)
- Sheridan Libraries shield horizontal white screen print

If Student Programming & Events does not supply table linens, a pair of table cloth(s) will be ordered from *Bon Appetit*.

This campaign is part of the Sheridan Libraries Academic Liaisons marketing campaign.

3

Blue Jay Day continued…

Touch Screen Interactive

Large tablet or touch screen so librarians can demonstrate to students how to use the library website. If possible, we'd like to order (another) touch screen similar to the one ordered for the DC library, and use this opportunity to prototype student interaction in anticipation for the new Service Desk model. Since the coding is finished, Meredith would upload it to the unit, and swap out the video file for Brody Learning Commons: A Second Home. Librarians would show students our webpage, along with Instagram, Facebook, Twitter, and Blog. Most importantly, librarians would direct students to the Subject Guides page to find their librarian.

Marketing Campaign

Meredith will execute an integrated marketing communications campaign:
- Print
  - Lav Notes #1: Monday, August 20th
  - Lav Notes #2: Friday, August 31st
  - PocketMaps
  - Daily Grind cup sleeves Avery labels #8164
- Online Digital
  - *library.jhu.edu* "What's Happening at the Libraries" page slider
  - Social Media
    - Library FB, Insta, Twitter — excluding Special Collections Open House
    - #classof2022 FB page
  - Hub Events
  - Today's Announcements
  - Sheridan Libraries Blog
    - SC Open House
    - Library Tours
    - Fire & Ice
    - Re-publish blogs on the RCO, online & offline resources
- Offline Digital
  - Orca — excluding Special Collections Open House
    - Library Tours
    - Blue Jay Day
    - Swag
    - Visit the RCO
    - Meet *Your* Librarian
  - BLC Screens
- Swag distribution at MSEL service points

Meredith will contact the Office of First Year Experience to have our swag announcements added to their Facebook page: *"Attend these events and pick up your freshman swag!"*

This campaign is part of the Sheridan Libraries Academic Liaisons marketing campaign.

4

Freshman Library Orientation Budget

Jen Ditkoff will reach out to our various vendors to request free swag for students. Jen has successfully accomplished this in the past, and MSEL has a good reputation with its vendors, so we expect to a positive response. Best scenario would be tee shirts, cups, lanyards, bookmarks, buttons, etc.

Table Runner	$ 125
Bon Appetit table cloth	$ 24 (pair)
All-in-one touch screen	$ 329
Swag	
Phone silicone wallet 240 @ $0.80 or Phone Popsockets 240 @ $1.50	*Friends of the Library*
240 cotton bags	Already purchased
Blue Jay stickers 4,000	$ 1,500*
Micro Sticky Book: 240 @ $1.00	$ 240
Library Vendor Swag	Free
3.3x4" Cup Sleeve Avery labels 150 x 4 @ $12.99	$ 52
Mini Size Candy Bars	$ 22
Total	**$ 2,492***

Per Shellie, Friends of the Library is willing to subsidize some of the cost on the Blue Jay stickers. Therefore, the final amount RSC Department would pay is TBD.

Remaining swag will be used for year round events and workshops.

Retrospective Summary Report

This campaign should be followed up with a retrospective report to measure the effectiveness of the campaign. *See appendix.*

This campaign is part of the Sheridan Libraries Academic Liaisons marketing campaign.

5

APPENDIX
PROJECT> RETROSPECTIVE SUMMARY REPORT
<date>

Summary

Coordinator	<name>
Sponsor	<name>
Participants	<names and roles>
Facilitator	<name>
Metrics	<the total labor hours spent on planning and performing the retrospective> Planning: Meeting (meeting duration multiplied by the number of participants): Documentation Production:

Things That Went Well

Business Issues	1.
Requirements	1.
Process	1.
Project Management	1.
Technology	1.
<other category>	1.
<other category>	1.

Things That Could Have Gone Better

Business Issues	1.
Requirements	1.
Process	1.
Project Management	1.
Technology	1.
<other category>	1.
<other category>	1.

This campaign is part of the Sheridan Libraries Academic Liaisons marketing campaign.

6

PROJECT> RETROSPECTIVE SUMMARY REPORT PG 2 OF 2

Things That Surprised Us

Business Issues	1.
Requirements	2.
Process	1.
Project Management	1.
Technology	1.
<other category>	1.
<other category>	1.

Lessons Learned

Business Issues	1.
Requirements	1.
Process	1.
Project Management	1.
Technology	1.
<other category>	1.
<other category>	1.

Final Thoughts

Things to Keep	1.
Things to Change	1.

This campaign is part of the Sheridan Libraries Academic Liaisons marketing campaign.

Event Checklist - Planning

Event:

Date of Event:

Location:

Primary Contact:

Additional Staff:

Number of Volunteers:

Audience Estimation: _____

Arrangements for All Events:

Communication

- ⬜ Publicity Plan/Printed Pieces/Signs/Sign Holders
- ⬜ Add to UNL Events Calendar
- ⬜ Add to Sharepoint Calendar

Venue

- ⬜ Room reserved/checked out
- ⬜ Room set up (please describe)

_____

_____

- ⬜ Additional Chairs
- ⬜ Additional Tables

Project managers are responsible for moving furniture and returning the room to it's original arrangement after the event. Options include working with managers for student assistant help, finding library volunteers or working with Moving Services.

Logistics

- ⬜ Event Staff assignments
- ⬜ Event Script written

Equipment & Materials:

- ⬜ CORS Equipment (requires a Footprint)
  - ⬜ Projector

- Screen
- Presentation Laptops
- Presentation Clicker
- Sound System
- Mobile Screen
- Name tags
- Whiteboards/Markers
- Library Tablecloth
- Cart for Book Display

Evaluation:

- Evaluation Sheet OR Assessment Plan

Follow Up:

- Thank You Notes Sent
- Event follow-up discussion
- Final Report

Additional Considerations:

Refreshments:

- Internal:
  - Library cambros (and felt floor squares)
  - Popcorn popper
  - Cooler
  - Ice
- Items to be purchased:
  - Bottled Water
  - Dunkin Donuts Items: _____
  - Other Items:_____
- Caterer:
  - Ask participants about dietary restrictions
- List other menu items: _____

Custodial:

- Notify Custodial Staff
- Request Trashcans/Recycle Bins

Speaker:

- ☐ Confirm date
- ☐ Confirm topic/title_____
- ☐ Confirm honorarium_____
- ☐ Paragraph/Synopsis of presentation for publicity
- ☐ Headshot for Publicity
- ☐ Speaker biography
- ☐ Videographer needed
- ☐ Permission to Video-tape signed
- ☐ Handouts
- ☐ Books to Sell_____

Photography:

- ☐ Photographer needed/Photo Releases

Alcohol:

- ☐ Alcohol request (must be completed 6 weeks before event)
- ☐ Notify UNLPD (via EMS)

Large Events (over 100 participants expected)

- ☐ Notify UNLPD

Program with Dignitaries:

- ☐ Remarks by: _____
- ☐ Written by:_____
- ☐ Entertainment booked _____
- ☐ Invitations
    - ☐ Number of Print Invitations
        - ▪ Mail by Date_____
        - ▪ Design & Text: _____
    - ☐ Email invitations needed?
    - ☐ RSVP's

Stony Brook University | Libraries

2018-2019 Event Policies & Guidelines

Stony Brook University Libraries inspire learning, research, scholarly inquiry and service in an environment dedicated to the open exchange of ideas and information. The University Libraries are engaged in scholarly, cultural and artistic interactions with Stony Brook University, and its regional and global communities.

General Policies

- All events should advance University Libraries' Strategic directions and guiding principles, and be introduced in that context at the start of each event. This is an opportunity for library faculty liaisons to consider programs and events that will help them cultivate deeper relationships with their academic departments. We also encourage staff members to submit proposals that engage the wider SBU community.

- We encourage events to be *student-centered* whenever possible. 'Student-centered' are events that can be as equally enjoyable as they are informative, and that events are designed to appeal to students.

- All events involving external departments must acknowledge the University Libraries as co-sponsor or partner in all publicity materials.

- Event proposals should be submitted using the Event Proposal Form by the deadline given.

- If there is a request for funding for any honoraria and/or other expenses to be paid to an external guest speaker, 6 months notice is required.

- The event organizer will receive an email of acceptance, denial, or request for more information prior to semester start date. Review of event proposals will be done a rolling basis.

Updated 6/13/18

- Event organizers must provide a brief event description with each proposal they wish to have submitted to the University Calendar and Campus Announcements. This must be completed through the event proposal form.

- Recurring events (e.g. series with more than one date) require separate submissions to the Event Proposal Form. Please do not submit them as one event through the form as each date needs to be reviewed individually.

- The purpose of all blog posts is to showcase our expertise and to promote the Library's engagement with the SBU community. The event organizer must write **one blog post** following the conclusion of the event however, it will be at the discretion of the event organizer to write one blog post prior to the event.

- All approved supplies must be purchased through Wolfmart with budgetary approval from the ADs. Personal reimbursement for purchase of any supplies will not be approved.

- Promotional materials (digital signage, web banners, social media campaigns) are created and designed by the Libraries' graphic designers *unless otherwise specified*.

- **The event organizer is responsible for all set-up before and breakdown after event.** Please ask for volunteers. All volunteers must secure approval from their supervisors.

- It is the responsibility of the event organizer to take attendance and submit to the COWG chair following each event. An event attendance sheet will be provided to all event organizers.

Updated 6/13/18

Syracuse University
Libraries

SUL Event Planner Responsibilities

1. Complete Event Logistics Form.

2. Establish a budget.

   » Include catering (food/alcohol), cost of printing/mailing invitations, honorarium, publicity, space rental, travel expenses).

3. Request a Mycode for major (complicated) events from Dean of Administration Services to track expenses.

4. Request a meeting with Library Communications (Pamela McLaughlin and Julie Sharkey) at least two weeks in advance to discuss specific publicity requests once you've completed the Event Logistics Form.

5. Secure mailing list through BSR and/or HR, if applicable.

6. Make all necessary room reservations, including setting up the room and returning the room to its standing seating configuration and layout.

   » Users of Libraries' meeting spaces are expected to set up, take down, and operate their own presentation equipment. Please review AV policy for selected location on the Libraries website.

7. Confirm with Facilities and Security Coordinator that all "after hours" facilities arrangements are set.

8. Make arrangements for any video/photography requirements.

9. If needed, make arrangements for American Sign Language (ASL) and/or Communication Access Real-time Translation (CART) services.

   » When is ASL and/or CART needed. Find out using the ASL/CART flow diagram.

   » Use this form to request ASL and/or CART for your event.

   Note that two weeks lead time is needed, but one month or more is preferred.

10. Make sure room is cleaned up once the event is over (i.e., having all food, catering items, and trash removed) and securely locked at the end of the event.

2018-03-29

Syracuse University Libraries

Event Logistics Form

I have read and understood the SUL Event Planner Responsibilities [PDF] document: (required)

☐ I agree

Event Contact Information

Name

Email

Phone

Event Information

Type of event: (required)

| Make a selection | ▾ |

Is this event open to the public? (required)

○ Yes ○ No

Event Title (required)

Event Start Date/Time (required)

| MM/DD/YYYY | HH:MM am/pm |

Event End Date/Time (required)

| MM/DD/YYYY | HH:MM am/pm |

SYRACUSE UNIVERSITY LIBRARIES
Event Logistics Form
https://syr.libsurveys.com/event-logistics

*If this is a recurring event, please indicate additional dates/times below:

Event location (required)

AV Policy

Users of Syracuse University Libraries' meeting spaces are expected to set up, take down, and operate their own presentation equipment. Please see Meeting Rooms and Classrooms for information about equipment available in specific rooms.

Room Use

The group or individual sponsoring the event must ensure that:

- room set-up is returned to its standard configuration, as posted on the website at the conclusion of the event, and

- the room is not left unlocked and unattended at any time during the event and is securely locked at the end of the event.

Approximate number of attendees

Event Description
For events open to the public, should be suitable for inclusion in event calendars and other announcements.

Who will be staffing the event?
May be different from the Contact. (required)

Catering

Will food or non-alcoholic beverages be served? (required)
○ Yes
○ No

Syracuse University Catering Services requires 30 business days' notice for all events requiring alcoholic beverage service.

Publicity/Services

Other publicity/services needs (check all that apply) (required)

- SU News release
- Library News post
- Add to University calendar
- Local media informed
- Written remarks
- Mailing through Dupli
- Photography
- Videography
- Stanchion sign
- Elevator sign
- Sidewalk sign
- None
- Other

Please request a meeting with Library Communications (libcom@syr.edu) at least one month in advance to discuss specific publicity requests once you've completed this form.

Disability Accommodations

- Adding an access accommodation statement on all event announcement materials
- Providing American Sign Language (ASL) and/or Communication Access Real-time Translation (CART) services
- Arranging special transportation
- Booking accessible hotel rooms
- Creating a special seating section
- Hosting event at an accessible location
- Lowering the podium
- Wheelchair access to the stage

Please contact Lisa Moeckel at lemoecke@syr.edu for more information about the Libraries' disability services.

Other

Describe other special needs or requirements:

Submit

EVENT NAME

DATE:
LOCATION:
TIMING:
- Setup:
- Event Time:
- Tear Down:

SOCIAL MEDIA DESCRIPTION

PARTNERS/VENDORS CONTACT INFORMATION

VOLUNTEER NEEDS

TIME			
# of Volunteers			
Duties			

RESOURCES

ITEM	LOCATION	REASON

COORDINATOR SHIFTS

SHIFT	COORDINATOR

FEDS FULL TIME STAFF SUPERVISOR:

ADDITIONAL INFORMATION

Draft: Event Planning for Therapy Dogs

Event Overview:

Registered volunteers from St. John's Ambulance with their certified therapy dogs will visit the Library to help ease student stress and encourage wellness in the Library.

This program has been approved by LibExec, Campus Police, the Secretariat, the Safety Office, and PlantOps.

The Student Engagement Committee plans on doing this event each semester during midterms. This time has been selected to prevent overlap with campus partners running similar events.

The Sims Reading Room on the third floor of Porter has been selected as the event location. This is because the enclosed space contains the dogs for those who have allergens or phobias. This containment also helps with crowd management and for PlantOps' cleanup.

SJA dogs can only stay for an hour to ensure that the dogs are not overwhelmed, and can only see 5 or 6 students at a time. Multiple dogs will ensure that the maximum number of students can visit.

The Library cannot make a donation to a charity, we can only pay invoices. To ensure St. John's Ambulance receive a donation for their time, please request for the SJA coordinator to invoice the Library for an amount decided upon with the committee co-chairs.

Event Preparation:
-Determine when midterms will be taking place in the semester, and pick a date and time for the event. (St. John's Ambulance volunteers have better availability after 4:00pm.)

-Check the University Calendar of events to ensure it does not overlap with major campus events (For example, limited parking during convocation).

-Contact SJA for the event request. The SJA coordinator's name is Andy, and can be reach via email at _____.

-Contact LibExec requesting the use of the Sims Reading Room on the specific dates and times.

-Andy will confirm 1 week from the event the number of volunteers and their names.

-Contact _____ to begin Social Media promotion.
-Contact _____ for website and digital signage promotion.

-Contact Campus Police informing them of the date/time/location of the event. As well as the names of the volunteers.

  -Our contact with Campus Police is the Sergeant of Special Events: _____

-Contact Parking Services to request both a parking voucher, and for a parking space to be reserved for the volunteer(s) in parking lot 'D' (The one beneath Needles Hall).

  -Our contact for Parking Services is: uparking@uwaterloo.ca

-Contact PlantOps to request deep cleaning of the space after the event, and for on-call support during the event in case of biological accidents within the room.

  -Our contacts with PlantOps are Custodial Supervisors:

    _____
    _____

-Contact Library Facilities to request for queue lines to be delivered to the event space day of the event and specify a pick up date.

-Post signage on the Sims Reading Room in advance of the event warning that the space will be needed on the specific dates.

-Pick up a thank you card from Library Assistant.

-Purchase a thank you gift/library swag for volunteer/dog.

-Print numbers for crowd management. Each dog can see 5 students at a time, for 6 minutes. Do the math to estimate how many people can visit in total. This will prevent a student from needlessly waiting in line only to be disappointed.

-Send an email to all Library staff warning them about the presence of dogs in the Library.

Day of the Event:

-Arrive at the event space ten minutes early to ensure the signage is still up, and to warn all patrons within the space that they will have to leave by the event start time.

-Ensure that queue lines have been delivered, then set up the line directing it down the hallway towards the Flexlab.

-Post signs on nearby workstations warning about higher than usual noise levels due to the event.

-Have a volunteer waiting at 'D' lot to meet the volunteer and walk them to the event space.

-Clear any remaining patrons from the event room at the start time.

-Prepare a bowl with water for the dog(s).

-Move furniture as needed.

-Let the volunteer and dog acclimate to the space and they will let you know when to begin.

-Have a committee member stand by the door to count off the groups of students that are allowed in at a time. This member will also encourage students leaving to sign the thank you card.

-Have a committee member inside the room with a timer. This member should give the group a 1 minute warning at the end of their session.

-A committee member should wait at the end of the line to hand out numbers, and if needed turn away extra patrons we don't have space for.

-At the conclusion of the event, help the volunteer leave, remove signage, and reset the furniture, then set aside the queue line for facilities to pick up.

Event Follow Up:

-Ensure that SJA sends an invoice to the Library.

-While the event is recent, have an after action meeting with all committee members who helped plan and run the event.

>   -Cover what went well, what could be improved, what should be stopped. This helps the event evolve and improve. Pass this information along to the group planning the next session.

	1 Month Before	2 Weeks Before	1 Week Before	Day Before	Day of Event	1 Week After
Select Date/Time	▓					
Contact SJA	▓					
Contact Lib Exec	▓					
Contact Mary Lynne for Social Media		▓	▓			
Contact Sara for website promotion		▓	▓			
Contact Facilities		▓				
Contact PlantOps	▓					
Contact Parking Services			▓			
Contact Campus Police			▓			
Pick up thank you card/gift			▓			
Post warning signage			▓			
Print numbers			▓			
Warning Email to staff about dogs				▓		
After Action Review						▓

Student Engagement Committee: Event Resource Expectations

Last Updated on July 12th 2018: Ryan Ball

Overview:

These guidelines are to govern how Student Engagement events are planned and resourced in the UW Library system. These guidelines are intended to clarify event expectations and the objectiveness of the event planning process. The Student Engagement Committee strives to provide a positive student experience for as many patrons as possible, but must be mindful of and work within logistical constraints. This creates differences in the distribution of event resources across Library locations.

Location	Resources
Porter	All major events and initiatives, Library Ambassadors, special events that are specific to the Porter environment or interests (for example, Therapy Dogs).
Davis	All major events and initiatives, Library Ambassadors, special events that are specific to the Davis environment or interests (for example, Blind date with a science book).
Musagetes	Select major events and initiatives. Events are identified, scaled and budgeted for as appropriate for the site, keeping in mind the student FTE, distance from main campus, School of Architecture policies and practices, availability of staff to support events, etc. Key events are determined by the Student Engagement Committee chair/co-chairs in collaboration with Student Engagement Committee standing member from Musagetes. Local coordination and hosting is the responsibility of Library staff at Musagetes.
Witer	Select major events and initiatives. Events are identified, scaled and budgeted for as appropriate for the site, keeping in mind the student FTE, distance from main campus, School of Optometry policies and practices, availability of staff to support events, etc. Key events are determined collaboratively by the Student Engagement Committee chair/co-chairs and the Student Engagement Committee Associated Representative from Witer. Local coordination and hosting is the responsibility of Witer staff and

	the Liaison Librarian for Optometry.
AFIW	Each AFIW location organizes their own activities. Coordination with SE events is managed by the Associated representatives from the AFIW locations.

Event Outcomes

Reach of Training and Outreach Programs: Participants | Southeastern Atlantic Region
https://public.tableau.com/profile/national.network.of.libraries.of.medicine#!/vizhome/
SEAParticipantsasofFeb2018/SEAParticipantsDashboard

Big Red Ruckus Final Report
Sunday, Aug. 28th 5-7 p.m.
Adele Coryell Hall Learning Commons

Gate Counts[1]

2017

Branch	Date	Time	IN	OUT
Love Library North	8/27/17	5:00 PM	609	667
Love Library North	8/27/17	6:00 PM	340	493
Love Library North	8/27/17	7:00 PM	182	191

2016

Branch	Date	Time	IN	OUT
Love Library North	8/28/16	5:00 PM	599	671
Love Library North	8/28/16	6:00 PM	372	621
Love Library North	8/28/16	7:00 PM	146	208

Passports[2]

The activity passport encouraged participants to complete five or more of the #UNLneedtoknow activities for a chance to win gift cards from the University Bookstore, iTunes, Dunkin Donuts, Target and Amazon. Completed activities were checked off the list by the staff member running the station.

2017
202 completed passports
1299 signatures

2016
208 completed passports
1113 signatures

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[1] https://libstaff.unl.edu/sites/user_exp/Shared%20Documents/Events/Big%20Red%20Ruckus/Gate%20Counters_08_28_2016-Big%20Red%20Ruckus.xlsx?Web=1
https://libstaff.unl.edu/sites/user_exp/Shared%20Documents/Events/Big%20Red%20Ruckus/2017/Gate%20Counters_2017%20Big%20Red%20Ruckus.xlsx?Web=1 Learning Commons Gate Counts via Regina Flowers retrieved from LibManager.

[2] https://libstaff.unl.edu/sites/user_exp/Shared%20Documents/Events/Big%20Red%20Ruckus/2017/BRR%20Passport%20Info%2016-17%20(1).xlsx?Web=1 Compiled by Alex Paun.

Activity:	Number of Visits 2017:	Number of Visits 2016:
Solve word jumbles	189	168
2017-Master the library quiz 2016-library catalog search	146	122
Reserve a study room	126	187
2017-Play Study Skills Plinko 2016-mini workshops	160	50
Meet & Chat	105	131
Where in the world	140	122
Exam Commons	112	149
Explore Huskertech	202	
Brain Teasers	125	

Giveaways

The first 200 attendees were given a University Libraries and Adele Hall Learning Commons branded reusable coffee cup.

The activity passports encouraged participants to visit the #UNLneedtoknow activities for a chance to win various gift cards. In addition to the large prizes, most #UNLneedtoknow activities had a giveaway item or other incentive to participate. We gave away University Libraries mobile chargers and screen cleaners. Our partners also provided giveaway items: FYE had erasable highlighters, Education Abroad had globe stress balls. The Digital Learning Center gave away headphones. Huskertech provided a variety of tech prizes including: camera covers, INK t-shirts, $5 printing cards, and USB drives.

Publicity
The goal of the publicity plan for Big Red Ruckus was target the incoming freshmen and their allies with information about the Big Red Ruckus. While new students were the key audience, we knew that RAs, faculty and parents needed to know about this event in order to encourage students to attend.

The following products were put into place to carry out the plan:
- Postcards that were included in packets of every student that attended New Student Enrollment in June/July 2017.
- Information included on the flyer for parents attending New Student Enrollment in June/July 2017.
- Our FYE partners talked up the event at New Student Enrollment.
- Extensive social media was posted including a Snapchat session done by Tyler Thomas/University Communications

- A digital banner was posted in the Union Plaza.
- Digital signage was posted in dining halls, library kiosks and the study room screens in the Adele Hall Learning Commons.
- Announcements were posted in Nebraska Today, Next@Nebraska and the Parents E-Newsletter
- Additional postcards were handed out at the Big Red Welcome (the Sunday, one week before the Ruckus).

To align with the trend towards digital signage, and as a cost saving effort, we did not produce a physical banner for the Union Plaza, table tents for the Union, or posters for the residence halls on campus. Similarly, the Big Red Welcome committee chose not to produce flyers for residence halls listing signature events, choosing to focus on promoting BRW events via the website and NEBRASKA Campus Guides app instead. The reduction of physical signage did not have an adverse effect on Big Red Ruckus attendance numbers.

Social Media Posts

Facebook

Twitter

Instagram

Event Staff
As a cost sharing effort, the Office of Undergraduate Research and First Year Experience provided extra staff to run the welcome tables and assist with the yard games activity. This effort allowed Libraries to reduce the number of student assistants needed to work the event.

Event Staff	2017	2016
Full-time library staff	4	4
Library student assistants and peer guides	8	12
Education Abroad staff	2	3
ITS full-time staff	4	1
Huskertech student assistants	2	2
First Year Experience staff	6	6
Digital Learning Center staff and student assistants	4	5
Office of Undergraduate Research staff and student assistants	6	

Strengths
- Big Red Ruckus continues to be a Big Red Welcome signature event, providing additional exposure for the event.
- There continues to be strong partner involvement in all aspects of the event: planning, promotion and execution. This year's partners included: Information Technology Services, First Year Experience, Office of Undergraduate Research, Education Abroad, UNL PD and Dunkin Donuts.
- Event is well-branded and recognizable to target audience. UNL Libraries participated at the Big Red Welcome Street Festival and students commented that they knew about "the ruckus."
- Crowds were almost identical in size to previous year even though we cut down on paper promotion (posters and table tents) and focused on digital solutions
- Student assistants did a fabulous job running event activities. We have continued to provide a one-hour training session for library students before the event and provide event expectations and activity documentation to our partnering units. Event staff are empowered to make their activity fun and engaging for participants. Each activity supports their own set-up and clean-up which streamlines the process for event organizers.

Challenges
- Finding faculty to participate in the meet & greet continues to be a challenge. We would like to let go of the meet & greet and find another activity for library faculty and/or administrators to participate in next year.

Lessons Learned
- Order more cheese and less meat pizza. Request an earlier delivery time, as the first delivery is often late.
- Only print 300-350 activity passports
- Continue to think through crowd control efforts

Ideas for Next Year:
- Encourage students to complete activities by following directed paths. Include way-finding on the passport
- Provide a mobile screen for the UCARE activity
- Enlist peer guides to help develop new puzzles for library activities
- Exam Commons activity needs bigger signage. Add an activity to the corner by Exam Commons to activate the space. This was not an area of congestion and could support another activity.

Outreach/Campus Engagement

Prepared by: Dana Haugh

The **Communications and Outreach Working Group** recommends strategies, policies, and procedures to ensure that events align with and fully support the University Libraries' mission, vision, and goals. The Working Group collaborates closely with Library faculty and staff to plan, promote, and execute cultural, scholarly and advancement events and programs in the Library. Also, the Working Group coordinates and oversees the Library's full-range of publicity and communications strategies for consistent messaging and branding of its resources, services, and programs.

Membership: Dana Haugh (Chair), Will Blydenburgh, Vincent Clark, Janet Clarke, Shafeek Fazal, Lisa Miller, Jamie Saragossi, Chris Sauerwald

2016-2017 Accomplishments

Total of 59 events reaching approximately 4,000 patrons
Fall: 29
Spring: 30
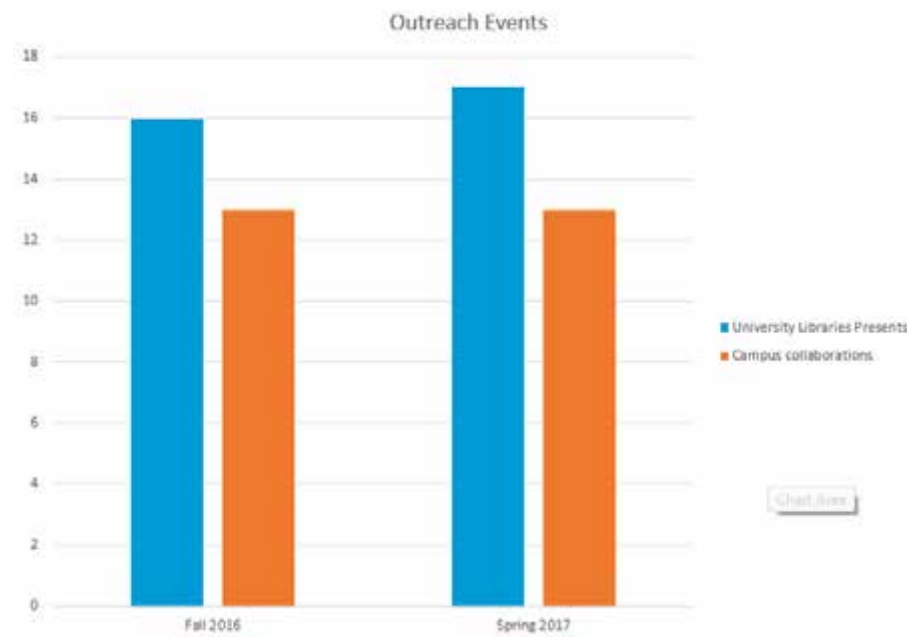
Highlights:
- **Partnered with CAPS,** Counseling and Psychological Services to co-host events (Pet Therapy) on Main Campus and Southampton Campus
- **Partnered with campus groups,** Student Life and Resident Advisors (Southampton), University Art Crawl (campus-wide), URECA CAS Think BIG! Sculpture Competition, George England (Music Department)
- **Created workflow for event submissions**, streamlining submission and approval processes
- **Hosted 18 invited faculty speakers,** from various departments at Stony Brook University

Accomplishments:
- Updated Event Policies & Guidelines
- Membership & Roles
- Social Media Guidelines
- Event Materials Request Form
- Updated Colloquium Series Format

2017-2018 Goals
- Establish Communications best practices
- Implement new digital signage in Galleria
- Deepen engagement with Southampton community

Job Descriptions

University at Albany

State University of New York

University Libraries

Public Services Division

Job Description

Name:

Title:　　Outreach and Marketing Librarian

Reports to:　Head, Reference and Research Services

Job Description:

- Develops, implements, and assesses user-focused outreach programs and initiatives in order to increase student awareness and use of the Libraries' collections, services, and facilities

- Seeks and creates opportunities for collaborative initiatives beyond and within the Libraries

- Serves on or chairs the Marketing Coordinating Committee

- Participates in initiatives of the Reference and Research Services Department

- Provides general reference service during assigned hours at the reference desks in the University and Science Libraries (may include evenings and weekends) to students, faculty, staff and community users, in person, by phone, via chat, and the Personal Assistance with Searching (PAWS) consultation service

- Participate in the development of policies and procedures for the Division and Libraries

- Performs committee duties and other responsibilities expected of a member of the University Libraries' academic faculty

- Contributes to the profession, University, Libraries, and Division through scholarship and service

- Supervise students as necessary

University at Albany

State University of New York

University Libraries

Public Services Division

Job Description

Name:
Title: Student Outreach and Communications Associate
Rank: SL-2
Reports to: Director of Public Services

Job Description:

Participates in the development, planning and execution of marketing campaigns for the University Libraries. Develops, plans and executes campaigns tailored to the Dewey Graduate Library and the Science Library.

Develops and communicates to students, faculty, staff and the surrounding community information about the University Libraries services, programs and events. Collaborates closely with the Marketing and Outreach Librarian, the User Experience/Web Design Librarian and the faculty of the Dewey Graduate Library and the Science Library.

Serves as the primary content provider for the University Libraries Social Media presence including content tailored to all three libraries.

Creates, maintains and updates the digital content displayed on the digital monitors in all three libraries and maintains and updates the front page images on the libraries' website.

Serves as a resource to the Dean of the University Libraries and to the development officer in their outreach efforts.

Works to ensure a consistent visual identity for the University Libraries, working with the Web Developer and the User Experience Librarian

Develops measureable outcomes to review and evaluate the success of marketing strategies and programming efforts.

Serves on the Marketing Coordinating Committee providing representation for the Dewey Graduate Library and the Science Library.

Collaborates with the Marketing and Outreach Librarian in programming and outreach activities. Serves as the lead for programming and outreach activities tailored to the Dewey Graduate Library and the Science Library.

Promotes and participates in events sponsored by the University Libraries, including Campus Conversations in Standish, various orientation activities as well as stress less events.

Collaborates with campus and community groups to provide and promote library services and resources.

STATEMENT OF DUTIES AND RESPONSIBILITIES
Librarian Series

Name:

Functional Work Title: Events & Exhibitions Librarian

Academic Rank:

Date of Initial Appointment:

Current Date:

Supervisor:

SUMMARY OF DUTIES AND RESPONSIBILITIES
(Outline of major duties associated with this position)

Under the direction of the Associate University Librarian for Research, Learning & Engagement, the Events and Exhibitions Librarian leads efforts to shape the UCSB Library as an intellectual, cultural, and social hub on campus. The Events and Exhibitions Librarian is responsible for defining, creating, and implementing a comprehensive events and exhibitions program that showcases the richness of scholarly and creative work at UCSB, and that connects researchers, teaching faculty, students, librarians, and audiences from multiple disciplines in our central campus location to learn, collaborate and engage with ideas. The Events and Exhibitions Librarian manages public programming for the entire organization, working together with Library administration and employees to realize diverse goals within a centralized framework.

DESCRIPTIVE DETAIL OF DUTIES AND RESPONSIBILITIES

- Develop and lead a comprehensive events and exhibitions program that highlights UCSB Library's contributions to the University's teaching, learning, and research mission, and brings visibility to faculty and student output.
- Work with the Instruction Coordinator and Subject Librarians to ensure that Library programming is integrated into appropriate UCSB curricula.
- Approve, schedule, coordinate, and manage all Library public events, ensuring consistency and quality.
- Collaborate and support Library departments and employees with their programming needs, in particular with the Development Director, Special Research Collections staff, and Student Success Librarian.

- Lead annual campus-wide UCSB Reads initiative, including chairing the Selection Advisory Committee, developing and executing programming, and managing all contracting and contact with the author.
- Chair the Library Exhibitions Committee, which is charged with making procedural decisions related to exhibition spaces, content, installation, and security; reviewing and approving exhibition proposals; seeking out exhibition ideas and partners; creating an exhibitions calendar; and managing exhibition supplies and resources.
- Identify and invite campus and guest scholars, authors, curators, and artists. Make curatorial decisions for exhibitions where no other Library or guest curator is identified.
- Cultivate relationships with experts on campus in relevant areas, such as the Art, Design & Architecture Museum and other campus programmers. Seek partnerships with campus departments and community organizations around shared themes and interests.
- Hire or contract professional service providers for event and exhibition implementation, as needed.
- Bring relevant informational and training opportunities to Library employees engaged with events and exhibitions.
- Create and disseminate tools, resources, documentation, and templates for guest curators and speakers as well as Library employees involved with events and exhibitions. Work with guest curators and speakers to shape events and exhibitions for UCSB general audiences.
- Define, maintain, and enhance appropriate spaces, equipment, and supplies for events and exhibitions in the Library.
- Work with Communications & Marketing Manager to promote events and exhibitions through various broadcast channels (print, television, radio, online), both on campus and in the local community.
- Create and maintain an online presence for Library events and exhibitions.
- Continuously evaluate the events and exhibition program to determine its effectiveness in meeting organizational goals and objectives, and to ensure the success and continual improvement of the program, utilizing standard assessment tools.
- Manage budgets for Library events & exhibitions program and UCSB Reads program.
- Submit annual report for Library events & exhibitions program.
- Supervise one student assistant, as well as student interns.
- Participate in professional activities, including serving on Library or University committees.
- As appropriate, contribute to the department's publications, outreach, and promotional initiatives.

STATEMENT OF DUTIES AND RESPONSIBILITIES
Librarian Series

Name of Librarian:
Date of Appointment:
Rank of Librarian:
Primary Supervisor:
Period Covered:

A.   Student Success Librarian (50%)

Develops and implements programs aimed at engaging students with the UCSB Library and ensuring that the Library is contributing to their academic success. Investigates challenges particular to students, especially first years and those in traditionally underserved populations. Proposes initiatives to help students develop as early scholars and, ultimately, thrive as members of the UCSB research community.

Seeks out and builds relationships with student-centered units and programs across campus committed to student learning. Acts as a Library liaison to student groups, especially Associated Students and Graduate Student Association.

Follows students through their cycle from prospective student status through graduation, leading Library outreach programs during Spring Insight, Graduate Student Orientation, and Week of Welcome, among other milestone events. Organizes, offers, and trains others to lead Library orientations and tours for students, as needed.

Participates in the Library's efforts to assess how the use of Library resources and services impacts student success and learning.

B.   Collection Management and Development

Collection manager for English and French. Responsible for all aspects of collection development and management for these collections, including selection of information resources, collection management (including storage, preservation, and weeding decisions), faculty liaison, collection interpretation (including specialized reference services and user instruction), collection evaluation, management of collection budgets, and resource sharing. Develops resource guides for the collections. Under the general direction of the Collections Coordinator for Humanities and Area Studies, participates in collaborative collection development projects.

C.   Reference and Research Consultation

Serves at the Reference/Information Desk and participates in the UC digital reference service as assigned. Provides in-depth reference, research consultation, and user instruction.

D.   Instruction Services

Provides library instruction, orientation tours and lectures, and other training as assigned. Teaches course-integrated library instruction as appropriate. Responsible for monitoring and responding to the library instructional needs of the English and French Departments. Teaches sections of Interdisciplinary Studies 1 as scheduled.

E.   Professional Activities

Participates in professional programs and activities, including service on library committees and special projects as assigned. Pursues professional growth activities in the areas of student success, the first year experience, user-centered design, and/or student learning.

_____   _____
Signature of Employee   Date

_____   _____
Signature of AUL, Outreach and Academic Collaboration   Date

UF | UNIVERSITY *of* FLORIDA

George A. Smathers Libraries
Administrative Services and Faculty Affairs

422 Library West
PO Box 117024
Gainesville, FL 32611-7024
352-273-2595
352-392-4538 Fax
www.uflib.ufl.edu/pers/

POSITION VACANCY ANNOUNCEMENT

POSITION: Instruction and Outreach Librarian

RANK: Assistant or Associate University Librarian

REPORTS TO: Chair, Humanities and Social Sciences Library (Library West)

SALARY: Minimum salary $50,283 at the Assistant University Librarian rank
Minimum salary $58,179 at the Associate University Librarian rank
Actual salary will reflect selected professional's experience and credentials

REQUISITION #:   501741

DEADLINE DATE: May 1, 2017 - applications will be reviewed beginning April 5, 2017

Please note that this posting has specific instructions for the submission of application materials - see our website at: http://web.uflib.ufl.edu/pers/careers.htm or the APPLICATION PROCESS section below for further details. Failure to submit the required documents may result in the application not being considered.

JOB SUMMARY
The Instruction and Outreach Librarian at the George A. Smathers Libraries is a 12 month, tenure track faculty position, which serves as the instruction, outreach, and student engagement librarian with additional responsibilities supporting Library West's Humanities and Social Sciences (H&SS) reference and collection services. Develops and leads library programs related to student engagement and information literacy instruction. Connects the Libraries with campus-wide initiatives focused on student engagement, success, and academic wellbeing. As the liaison to the University Writing Program, Innovation Academy, the Honors Program, and the Dean of Students Office, develops customized information literacy programming and works with the Assessment Librarian to assess services to undergraduate students. Works closely with and provides training and support for all Library West faculty and staff members who teach. Coordinates all major H&SS instruction initiatives in collaboration with other branch libraries.

The Libraries encourages staff participation in reaching management decisions and consequently the Instruction and Outreach Librarian will serve on various committees and teams. To support all students and faculty, and foster excellence in a diverse and global society, the Instruction and Outreach Librarian will be expected to include individuals of diverse backgrounds, experiences, races, ethnicities, gender identities, sexual orientation, and perspectives in work activities. The Instruction and Outreach Librarian will pursue professional development opportunities, including research, publication, and professional service activities in order to meet library-wide criteria for tenure and promotion.

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RESPONSIBILITIES:

1. Coordinates the Library West undergraduate instruction and information literacy program, including creating and updating instructional materials, videos, course guides, and tutorials using a variety of formats including print, digital, and web-based technologies such as LibGuides and social media.
2. Liaises with the University Writing Program (UWP), Innovation Academy (IA), the Honors Program, and the Dean of Students Office (DSO). Regularly communicates and meets with the departments' staff and faculty; provides specialized assistance to faculty and students. Builds and strengthens established relationships with groups on campus.
3. Actively pursues new humanities and social sciences outreach opportunities on campus; cultivates new constituencies and identifies new services.
4. Co-chairs the Smathers Libraries Instruction Committee and leads instruction and outreach strategies to promote and support library programs, services, and collections. Coordinates H&SS instruction programs with other libraries on campus.
5. Teaches sections of Introduction to Library and Internet Research (LIS2001). Leads the Libraries Instruction Committee in development of new content for LIS2001, supports other LIS instructors, and helps promote and market the course.
6. Provides reference services at the Research Assistance Desk, online via chat and email, and by appointment.
7. Defines goals, establishes objectives, plans and manages budgets, and coordinates collection development activities with other subject specialists and librarians.
8. Participates in appropriate professional development and continuing education endeavors and engages in scholarly research resulting in publication, including digital humanities projects.
9. Participates in planning, policy formation, and department decision-making relating to Library West services, collections, and new technologies.
10. Represents the Libraries in appropriate university, local, state, regional, and national bodies.
11. Participates in Library fundraising efforts.

QUALIFICATIONS

Required:
- Master's degree in Library and/or Information Science from an ALA-accredited program, or equivalent professional experience, plus advanced degree in subject specialty.
- Eight years of relevant, post graduate degree experience for appointment at the Associate University Librarian rank.
- Experience with in person and online instruction.
- Competence with information technologies and demonstrated effectiveness in integrating technology with traditional services and resources, particularly instruction.
- Excellent verbal and written communication skills, as well as strong presentation skills.
- Excellent analytical and organizational skills.
- Ability to work both independently and collaboratively as part of a team within a culturally diverse user community of faculty, students, staff, administrators, and the general public.
- Capacity to thrive in a dynamic environment, respond effectively to shifting needs and priorities of library constituents, and afford a willingness to be flexible with liaison and selector assignments as appointed.
- Flexible and forward-thinking approach to challenges and opportunities.
- Strong potential for meeting the requirements of tenure and promotion outlined at http://library.ufl.edu/cdh.

Preferred:
- Advanced degree in a related field in the humanities and/or social sciences, or in curricular design.
- Experience providing instructional services and outreach in an academic or research library environment.

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- Experience in provision of online and in person reference assistance to users or experience with public service.
- Experience in the digital humanities.
- Experience managing collections in an academic or research library.
- Record of including individuals of diverse backgrounds, experiences, races, ethnicities, gender identities, sexual orientations, and perspectives in research, teaching, service and other work.

THE UNIVERSITY OF FLORIDA

The University of Florida (UF) is a major, public, comprehensive, land-grant, research university. The state's oldest and most comprehensive university, UF is among the nation's most academically diverse public universities. UF was ranked 9th among public universities in Forbes' "America's Best Employers 2015. UF has a long history of established programs in international education, research and service. It is one of only 17 public, land-grant universities that belong to the Association of American Universities. UF traces its beginnings to a small seminary in 1853 and is now one of the largest universities in the nation, with more than 50,000 students. For more information, please consult the UF homepage at http://www.ufl.edu.

UNIVERSITY OF FLORIDA LIBRARIES

The libraries of the University of Florida form the largest information resource system in the state of Florida. The UF Libraries consist of seven libraries on the Gainesville campus and three off-campus facilities; six of the campus libraries, and all of the off-site facilities, are in the system known as the George A. Smathers Libraries at the University of Florida. The remaining library is the Lawton Chiles Legal Information Center. Collectively, the UF Libraries (the Smathers Libraries and the Legal Information Center) hold or provide access to over 5.45 million print volumes, 8,100,000 microfilms, 1.25 million e-books, over 152,000 full-text electronic journals, over 1100 electronic databases, 1.26 million documents and 1.35 million maps and images.

The UF Libraries have built a number of nationally significant research collections, including the Latin American, Judaica, Florida History, Children's Literature, and Maps and Imagery collections. The UF Libraries are a member of the Association of Research Libraries (ARL), the Center for Research Libraries (CRL), and the Association of Southeastern Research Libraries (ASERL). The library staff consists of more than 300 FTE librarians, technical/clerical staff and student assistants. The organizational chart is available at http://www.uflib.ufl.edu/orgchart.pdf.

HUMANITIES AND SOCIAL SCIENCES LIBRARY (Library West)

The Humanities and Social Sciences Library (Library West) is the largest branch library on the UF campus, with 17 faculty and 13 staff members, seating for 1,600 patrons, and 217 public computers, including iPads and other circulating technologies. Last year, Library West received over 1.2 million visitors. Renovated in 2006, the branch offers 18 group study rooms, a student video production space, faculty and graduate carrels as well as a limited-access floor for graduate students. One classroom is available with 19 computers for hands-on instruction. The Scott Nygren Digital Scholars Studio is a flexible space that allows seats to be arranged for individual or group projects, or auditorium style for presentations/workshops. Within the branch, there are four functional units: Research Assistance, Instruction and Outreach, Collections, and Circulation; these units are managed by coordinators who oversee the daily functions. See the organizational chart for current structure of the department.

COMMUNITY

Gainesville, Florida and the surrounding community are home to approximately 257,000 people and both the University of Florida and Santa Fe College. Situated just over an hour from the Gulf of Mexico and the Atlantic Ocean, the city is surrounded by over 40 nature parks, including many spring-fed lakes and rivers. In 2015, Gainesville was named the "Best Midsize College City in America" by WalletHub and

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ranked no. 7 on Livability.com's "Top 10 College Towns". Gainesville is known as an innovative municipal government and an innovative city. Gainesville continues to receive national recognition as a top-rated city. Some of Gainesville's accolades are listed at the Gainesville Awards and Recognition link. The *Guide to Greater Gainesville* combines award winning photography and compelling articles that capture all of the reasons for calling Greater Gainesville your next home. The area has numerous cultural institutions and is a haven for sports fans. Jacksonville, Orlando, Tampa, Tallahassee, and St. Augustine are all within a two-hour drive.

BENEFITS
Vacation days, paid holidays, and sick leave days; retirement plan options; insurance benefits; tuition fee waiver program; no state or local income tax. Prospective employees should review the information about employment and benefits at UF available at http://hr.ufl.edu/benefits/.

APPLICATION PROCESS
To apply, submit 1) a cover letter detailing your interest in and qualifications for this position; 2) a written statement regarding instructional needs in academic libraries (250 words); 3) your current resume or CV; and 4) a list of three references including their contact information (address, telephone number, and email). Apply by May 1, 2017 (applications will be reviewed beginning April 5, 2017). Submit all application materials through the *Jobs at UF* online application system at http://explore.jobs.ufl.edu/cw/en-us/job/501741/instruction-outreach-librarian Failure to submit the required documents may result in the application not being considered. If you have any questions or concerns about this process please contact Bonnie Smith, George A. Smathers Libraries Human Resources Office, at bonniesmith@ufl.edu.

The University of Florida is an Affirmative Action, Equal Opportunity Employer and encourages applications from women and minority group members. We are dedicated to the goal of building a culturally diverse and pluralistic environment; we strongly encourage applications from women, members of underrepresented groups, individuals with disabilities, and veterans. As part of the application process, applicants are invited to complete an on-line confidential and voluntary demographic self-disclosure form which can be found at: http://www.hr.ufl.edu/job/datacard.htm. This information is collected by the University of Florida's Office of Human Resources to track applicant trends and is in no way considered by the Smathers Libraries in the selection process.

Final candidate will be required to provide official transcript to the hiring department upon hire. A transcript will not be considered "official" if a designation of "Issued to Student" is visible. Degrees earned from an education institution outside of the United States are required to be evaluated by a professional credentialing service provider approved by National Association of Credential Evaluation Services (NACES), which can be found at http://www.naces.org/.

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Campus Engagement Committee

Charge & Responsibilities

Charge: The Committee helps meet the UH Libraries Strategic Directions by developing innovative programming that promotes the UH libraries and targets specific user groups with customized outreach efforts.

Responsibilities:
1. Develop and execute innovative programming to promote UH Libraries on campus and bring users into the building
2. Collaborate with various UH units to promote library collections and services by participating in campus-wide events, such as orientations and Cougar First Impressions
3. Coordinate with the Communications Department to effectively advertise committee programming through available marketing channels
4. Develop a repository of UH Libraries-branded promotional materials to be used by all librarians
5. Research, develop, and document best practices, standards, and benchmarks for assessment of current and future outreach and promotional endeavors
6. Investigate funding opportunities for library outreach projects
7. Solicit feedback and evaluate information from library users to better inform planning and promotion of services

Position Description for the Coordinator of Outreach

The Coordinator of Outreach position reports to the Head of Liaison Services and is responsible for providing leadership and a programmatic approach for Liaison Services' outreach to the campus and greater community. The responsibilities will include:

- Collaborate with the Outreach team, Liaison Services coordinators, and liaisons to develop a comprehensive outreach plan which highlights library services and provides consistent and coordinated messaging to campus and community partners
- Collaborate with liaisons to integrate outreach events and messaging into departmental communications and evaluate and assess the impact of the outreach performed
- Coordinate with the Liaison Services Instruction team as well as the Libraries' Campus Engagement Committee, the Director of Communications, and other relevant positions to ensure that liaison outreach is integrated into the overall Libraries' outreach and strategic plan
- Supervise three full-time librarians
- Work with direct reports to develop individual goals in accordance with the performance planning review process
- Contribute as a member of the Liaison Services Advisory Board to develop projects and personnel within Liaison Services and to support the department head

The position will also continue to have regular liaison responsibilities, including advanced, upper-division, and graduate instruction as well as research support for assigned departments.

Job Description

Marketing and Outreach Coordinator

The Marketing and Outreach coordinator designs, develops, and implements programs to improve patrons' interactions with the Sheridan Libraries, trains and supervises Information Desk students, and takes the lead on promotional activities and special events for the department. The coordinator investigates, assesses and promotes social media and emerging technology resources, including LibGuides and the LibAnswers Knowledge Base, to build relationships with this community; keeps abreast of relevant literature and research; and investigates current standards, trends and best practices for current and emerging social media channels. The role reports to the Academic Liaison department but also works with closely with Associate Director for Collections and Academic Services and Assistant Director for Access services.

The coordinator uses his/her demonstrated leadership capabilities to implement the directorate's social media policy and coordinate contributions to social media (including Twitter, blog, and FaceBook); trains and educates staff members across the Sheridan Libraries in the use of social media channels; and prepares and maintains a marketing calendar to coordinate this work.

The coordinator serves as the library's point person for presentation of web-based library services information. This includes regularly reviewing and updating content in the library's knowledge base, service-related LibGuides, the blog, and other community-facing outlets.

The coordinator provides logistical support to curators and liaisons for exhibit and programming development, including coordinating with printers and designers, planning exhibit openings, scheduling speakers and helping with travel arrangements, and scheduling meetings.

The coordinator also maintains statistics, creates reports, and analyzes data on instruction and reference activities, to make connections between the data and user populations to improve services.

Other duties include setting agendas and taking minutes for Academic Liaison, Exhibit Committee and Special Collections Research Center meetings; serving as selector for the McNaughton Collection (books and DVDs); preparing and distributing guides, newsletters, and other departmental publications; overseeing reference collections processing; ordering supplies and coordinating conference registrations. The Sheridan Libraries are strongly committed to diversity. A strategic goal of the Libraries is to work toward achieving diversity when recruiting new and promoting existing staff.

QUALIFICATIONS:

Requires bachelor's degree and three years related experience. Computer skills including working knowledge of Microsoft Office Suite; experience creating marketing materials using the Adobe Creative Suite or other tools; demonstrated leadership capabilities; working knowledge of social media channels; experience with creating Web pages; excellent interpersonal, writing, and organizational skills; ability to set and respond to priorities, work on multiple tasks and deadlines, observe and report developing problems, and maintain confidentiality and professionalism.

PREFERRED:

Related work experience in an academic library.

University Libraries and Museums
Sheridan Libraries
JOB DESCRIPTION

Title: Librarian III, Student Engagement and Information Skills Librarian

Reports To: Margaret Burri, Assistant Director, Academic Liaison and Special Collections

Role: ATP

Level: 4

Range: PD

_____

Position Summary: This position plans, designs, implements, reviews, and assesses programs and services that foster the research needs of students, with an emphasis on undergraduates. Capitalizing upon the intersection of orientation, learning, and research support, this position focuses on creating effective and sustainable connections between the libraries and targeted undergraduate learning environments and communities. This position partners with Expository Writing, the Writing Center, the Common Read Book Committee, the Undergraduate Public Health Program and the Office of Undergraduate Research (KSAS and Whiting) to develop programs that support student learning through positive engagement in both formal and informal settings, and explores ways to further integrate information literacy and research skills across the curriculum. This position also oversees the hiring and training of students who staff the Sheridan Libraries' Information Desk. This key triage point connects students with librarians for help at point-of-need.

The position requires a desire and ability to be responsive to the growing socially innovative academic endeavors across the disciplines. This requirement entails engagement with the university, local, and academic library communities in order to enhance and improve inclusivity in our library, and promote innovation through understanding of diverse perspectives and ideas. The incumbent also provides ongoing assessment and analysis of library instructional activities.

Responsibilities:
- Serve as a liaison to student academic groups and undergraduate learning communities that are not affiliated with specific departments
- Investigate and implement innovative and future-oriented strategies to integrate information literacy and research skills into the curriculum
- Develop best practice classroom models of integrated information competencies across different levels of classroom involvement
- Investigate, develop, implement, and share expectations and trends in teaching and learning in both academic libraries and universities in general
- Investigate aligning information literacy standards with the institution's program review, departmental learning objectives, and/or accreditation standards

- Serve as liaison to designated academic department and/or program, which includes providing research support for faculty and students; collection development and assessment; and instruction
- Serve as a full member of the Academic Liaison team, including participating in delivery of general reference services and creation of social media content
- Hire, train, and manage Information Desk students
- Serve as a member of the Library Teaching and Learning Team, and collaborate with the Center for Educational Resources (CER).
- Develop services and programs that emphasize access and inclusion.
- Deliver information literacy instruction in the undergraduate classroom.

Minimum Qualifications

- MLS from an ALA-accredited program or equivalent
- Knowledge of instructional design, pedagogy, and assessment principles for effective information literacy instruction, in both face-to-face and on-line environments
- Track-record of outstanding teaching/instruction for undergraduates
- Track-record of outstanding outreach and user-centered services, including evidence of providing a leadership role in shaping these services
- Advanced cultural competency that demonstrates an interest in participating in and leading discussions, initiatives, and collection development activities that reflect diversity and inclusion issues relevant to students, faculty, staff, and the community.
- Minimum of three years professional work in an academic library
- Demonstrated ability to make connections both across library departments and the campus
- Demonstrated ability to embrace change and welcome opportunities to experiment and innovate
- Understanding of the undergraduate research process
- Demonstrated knowledge of new and emerging technologies and the role they play in the delivery of library services
- Effective communication style

Desired Qualifications

- Demonstrated assessment and analytical skills
- Advanced degree in an academic discipline
- Demonstrated leadership ability and ability to develop short-term and long term plans in a collaborative environment

Outreach Librarian

Learning Commons, Syracuse University Libraries

Positon created: November 2017

Description

The outreach librarian provides leadership for outreach activities and programming in the Learning Commons and the library as a whole. S/he utilizes innovative methods to engage with user populations and proactively collaborates with library and campus partners. The outreach librarian serves as liaison to offices and programs such as the Office of Multicultural Affairs, Slutzker International Student Center, English Language Institute and SU Abroad.

In collaboration with the Director of Communications & External Relations, and the library as a whole, the Outreach Librarian will work with others to increase the volume and types of collaborations and partnerships in which we engage, employing new strategies for reaching targeted patrons as well as improving and maintaining relationships with current users and partners across campus. The Outreach Librarian will develop best practices, advise and guide others, and lead assessments of programming efforts. The Outreach Librarian will be an active contributor to the library's social media program, professional mentoring efforts, and diversity and inclusion programming and leadership.

Major Responsibilities (outreach):

- Identify and develop new library partnerships and collaborations
- Identify, develop, and advise on best practices for outreach and engagement in academic libraries
- Plan and provide outreach services and collaborate with colleagues inside and outside the library
- Provide leadership for assessment of outreach programming
- Expand programming, explore new methods and techniques
- Conduct outreach activities in collaboration with Department Head and Director of Communications & External Relations

Specialized Knowledge/Skills

- Excellence in the use of current and emerging technologies, including instructional technologies, social media, mobile apps, and productivity tools.
- Demonstrated application of best practices in the delivery of reference and customer service, information literacy instruction, and training and mentoring colleagues.
- Demonstrated ability to effectively teach and present, both in-person and online.
- Proven success in learning commons' or other service-oriented environments.
- Exceptional oral and written communication skills.
- Demonstrated ability to establish and foster productive and effective working relationships.