Outreach: What, why, who, how, strategies?

- What: Library’s efforts to move beyond its physical spaces to interact with its users
- Why: Raise users’ awareness of library services and collections and add to “Value of Libraries” and “Return on Investment” metrics
- Who: Faculty, students, administrators, community users
- How: Subject Librarians reaching out to their assigned constituencies via printed and electronic communications, face-to-face or virtual meetings, presentations, programs, etc.
- Strategies: Offering library assistance for new university or department enterprises

Outreach to Faculty

- Research Grants
- New Faculty Orientations
- Textbook Alternatives OERs
- Faculty Author Program & Award
- Research Intensive Courses
- Faculty Cluster Initiatives

Outreach to Students

- New Student Orientations
- Targeted Student Groups
- Student Chapters of Prof. Assoc. & Clubs
- Research Instruction & Workshops
- Library Programming