Library Outreach: An International Perspective on Successful Strategies

The Charleston Conference • Nov 8, 2018
“Sharing ideas, strategies (successful or otherwise), and concerns with librarians across the globe supports the librarianship profession holistically, as well as provides assistance to librarians individually.”
- Jen Park

“In my opinion, university librarians should focus on outreach because a library without a public is pointless. We don’t work for ourselves but for the university community we must serve.”
– Lucie Tryoen
Common Mission to Improve:
• STEM student outcomes
• STEM retention
• Research skills
• Etc.

Active Learning techniques and resources – such as JoVE, are a great way to tackle these goals.
Our winners and presenters

DORIT VAN-MOPPES
Ben-Gurion University of the Negev
Israel

JEN PARK
Mount Saint Mary College
U.S.

BERTHA CHANG
North Carolina State University
U.S.

LUCIE TRYOEN
Université Evry-Val d’Essonne
France
Outreach via User Studies and Faculty Partnerships

Bertha Chang
NCSU Libraries
North Carolina State University
Raleigh, NC USA
Challenge: knowing your users

• Engineers are not “typical” library users
• Many questions!
  – What do they need?
  – How do they do their work?
  – Do they use the library?

Goal: find ways to serve our engineering users by better understanding their needs
Getting to know our users

• User studies
  – Interviews
  – Surveys
  – Observational studies (library spaces)

• Outcomes:
  – Learned about users’ practices and needs
  – Imparted information about library resources
  – Received faculty requests for support
  – Launched faculty relationships
Building relationships

• Meeting with engineering faculty
  – Department heads
  – Directors of undergrad and graduate programs
  – Instructors of seminars and core courses

• Outcomes:
  – Opportunities found for supporting both researchers and students
  – Developed new relationships
    ➢ Multiple engagement opportunities can result from a single relationship
Conclusions

• Outreach efforts as investments of time
• Building relationships – a long-term investment
• These partnerships can lead to opportunities for new forms of support
• Important to continually learn about your users
# Opportunities and Challenges

| Library as a highly recognizable place | 17 labs, most of them with shared institutional affiliations |
| Well-defined interlocutors for teachers and students | Part of a community of institutions: Université Paris-Saclay |
Origin of the project

Sept.-Oct. 2017
JoVE Trial

Dec. 2017
Individual contacts with teachers

Feb. 2018
Submission of the project « Teaching differently » to the university

May 2018
Acceptance of the project
“Teaching differently”: the project

**Project team:** 3 undergraduates from the Biology Department, 2 librarians, 1 educational engineer

**Goal:** Modify teaching practices to better serve students

**Means:** Reverse or interactive pedagogy tools
# Progress report

<table>
<thead>
<tr>
<th>Actions</th>
<th>Achieved</th>
<th>Unachieved</th>
</tr>
</thead>
<tbody>
<tr>
<td>Integrating JoVE videos into the University’s educational platform</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Setting up a training program for students to get familiar with the resource</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Satisfaction surveys for students and teachers</td>
<td></td>
<td>✗</td>
</tr>
</tbody>
</table>
iROC: Investigating Research on Campus

Jen Park
Mount Saint Mary College
New York State
The Problem(s)

• Division of Natural Sciences & Investigating Research on Campus
• Poor attendance
• Limited marketing
• No visibility
Goal: Highlight Research on Campus

• Library partnered with Natural Sciences
• Formalize iROC information
• iROC venue
• iROC scheduling
Increasing iROC Attendance & Engagement

• Marketing
  – E-mails
  – Flyers
  – Posters
  – Digital Signage
  – Social Media
  – Newspaper/website

• Outreach to Potential Presenters
  – Sabbaticals
  – Authors
  – Collaborative research efforts on campus
Dorit van Moppes
dvm@bgu.ac.il
Ben-Gurion University of the Negev
Beer Sheva, Israel
A PERSONAL JOURNEY

My career as a biotech researcher has given me unique insights into the needs of students, teachers and researchers.
CHALLENGES

• English is not the students' mother tongue

• Students are required to acquire literacy skills in the language of technological communication—English

• Students lack motivation to internalize the principles of searching and evaluating information
MY GOALS

• The challenges for libraries in general and STEM libraries in particular are to remain relevant and to become integral players in student studies.

• To help them acquire information literacy skills

• My task as a STEM librarian is to develop and run a set of tutorials using library resources and tailored to the needs of STEM students during the 3 to 4 years of their undergraduate studies—and beyond
B.Sc. (Bachelor of Science) Years 1&2

- I designed tutorials to aid students in writing laboratory reports.
- The tutorials are based on JoVE videos, my tool of choice for the initial exposure of students to the entire academic information world.

B.Sc. Years 3&4

- **Literature review** – teaching students how to perform the literature review section of their final year research project (which consists of laboratory work, literature review, oral presentation and final written report), using JoVE science education tools with other databases.
- **Cooperation with departments** - I initiated cooperation with the STEM departments to create a set of training tutorials tailored to departments’ needs in terms of content and time frame.
CONCLUSIONS

- Information tutorials are crucial for the quality of STEM education
- One of the most important tools is JoVE
  - It provides a visual display of academic material of high quality and reliability in a variety of STEM fields
  - Starting tutorials with JoVE videos promotes increased interest in the use of other databases and reduces the level of stress in using them.
Q&A
Want to know about our next librarian travel awards? Sign up for our newsletter on JoVE.com