Faculty & Graduate Student Outreach Through a University-wide Collaborative Event

John Danneker
Robin Delaloye
As universities change, faculty often lack information about changing services and collections offered by the libraries.
Changes in Academic Libraries

Ubiquitous 24/7 access to electronic resources

Increase of data management mandates for Federal and other grants

Sweeping changes in research library staffing
(many more positions like IP specialists, data curators, digitization and programming teams)

As a result, excellence in working with faculty means getting them beyond thinking of the library as a content provider and more as partners with viable skills who can aid the research process, in addition to the teaching process.

Outreach efforts need to extend beyond undergrads, who have received a heavy concentration of efforts (at least at GW)
The Circumstances

GW Libraries wanted to replace the annual *Library Update*, which was sparsely attended & open only to departmental liaisons.

Needed a way to keep all faculty informed about new and changed services.
Host a new kind of event modeled on a conference poster session

Bring together campus partners important to faculty specifically the Office of the Vice President for Research and Office of the Vice Provost for Teaching and Learning

Market AGGRESSIVELY to all faculty and graduate students not just departmental liaisons

Video each service or poster to produce a series of short web videos afterwards
Campus Partners
Making this event a one-stop shop for faculty needs

Office of the Senior Vice President & General Counsel
Academic Technologies
Teaching & Learning Collaborative
Office of Academic Integrity
Office of Entrepreneurship/Office of Technology Transfer
Office of the Vice President for Research
Vice Provost for Teaching and Learning
Vice Provost for Faculty Affairs
Burns Law Library
How Did We Get Buy-In?

We offered significant support for each participating group.

Posters were designed and produced by one library staff member, with text and approval with internal and external partners.

Marketing and logistics done by one library staff member.

Basically, they just had to show up! It made for a much easier “sell!”
Attendance

Plenty of eager, appreciative graduate students.

Very few faculty!
Recommendations
(Learn from our mistakes!)

Realize that Graduate Students are hungry for this type of information and market directly to them.

Consider having an event for faculty offered a couple of times throughout the year.

Target adjuncts and new junior faculty with or separate from senior, tenured faculty.

Hold the event inside the library (we could not due to a major renovation).

Follow up with web videos about the different highlighted services, distributed via the website and email. This can be done easily with the proper plan for filming on the day of the event!
Next Steps
We continue to try to communicate with faculty in new and more effective ways!

Consider the possibility of forming this event into a “road show” of information that liaisons can easily take to departmental meetings.

Produce web videos of each service area for a faculty-focused section of the website.
Contact Us

John Danneker
Director, Eckles Library
GW Libraries
The George Washington University
EMAIL: jdanneke@gwu.edu
PHONE: (202) 242. 6621

Robin Delaloye
Manager, Special Events, Assessment and Strategic Planning
GW Libraries
The George Washington University
EMAIL: rdelaloy@gwu.edu
PHONE: (202) 994.6780