



Home Field Advantage

connecting with users on their turf

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Objective

To increase our library's visibility on campus. This poster highlights the variety of outreach activities our library supports in an effort to engage with our affiliated users.

Methods

Each year the number of resources and services our library provides electronically continues to expand. The result of this expansion is that fewer people are visiting our physical location. So how do you meet the information needs of your affiliated users if they are not visiting the library? What do you do to ensure that your users are effectively using library resources? In response to these questions our library developed a suite of educational and outreach activities to build relationships with our users on their turf as well as building awareness about library resources, collections, and services. We developed an outreach plan, established goals and objectives, and clarified our target audience. A variety of practical initiatives were created including a liaison program, a Scholarly Circuit Librarian program, theme-based lecture series, Special Interest Groups, a technology fair, and a research day.

Results

- A formal outreach plan created
- Initiatives tied to specific goals & objectives in university & library strategic plans
- Increased library's visibility on campus
- Increased opportunities for promoting library resources
- Improved communication with users
- Identified additional venues to promote services, collections, and resources
- Users attend sponsored activities for professional development
- Outreach Services Department created in 2007
- Increased opportunities for collaboration with campus & community partners

Conclusions

The success of library outreach initiatives can be measured in the number of new users reached, number of new activities planned, and the recognition the library has gained which enables us to be sought out as partners by university administrators.

Team Members



Center for Clinical and Translational Research

Technology Services

Office of Research



VCU Technology Fair

- Cosponsored with VCU Technology Services
- Held annually on both campuses
- Attended by over 900 individuals
- Received a Technology Awareness Award from the NNLM/SEA
- Presentations focused on the integration of technology into healthcare
- Exhibitors featured a variety of products and technologies



Library Liaison Program

- Librarians assigned to school and affiliated centers/institutes
- First point of contact on all things related to library
- Provide on-site instruction for liaison schools
- Offer research assistance on grants, projects, and publications
- Answer questions about collections, policies, programs, and resources
- Promote services, collections, and resources at department meetings



VCU Research Day

- Cosponsored with the VCU Office of Research
- Attended by over 90 faculty and staff
- Featured a new authors mentoring discussion forum and an author's tea
- Presentations focused on the research publication process
- Exhibits offered one-stop shopping for information about university services supporting researchers



Theme-Based Lecture Series

- Topic-based brown bag lunch series
- Offered onsite in liaison schools
- Helped to increase attendance at open workshops
- Promoted as professional development opportunities for faculty



Scholarly Circuit Librarian Program

- Opportunity to meet informally with users in high traffic areas on campus
- Forum for offering on-site reference and resource demonstrations on demand
- Held once per month at a location in liaison school
- Increased options for interacting with users
- Increased opportunities for promoting library resources outside of the library



Special Interest Groups

- Current SIGs include Mobile Technology, GIS, and Health Literacy
- Participation is open to campus and community-based users
- Meet 3-4 times per year
- Librarians identify speakers and coordinate presentations for each meeting
- Managed with Blackboard and Web 2.0 tools



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Tompkins-McCaw Library for the Health Sciences