Fishing for Followers: Putting Students in Charge of Library Outreach

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Purpose

Graduation Initiative 2025
Student Outreach to Students = S.O.S
Outcomes

- Increase awareness of library partners and services
  Diversity Initiatives & Resource Center
  Research Center (Reference)
  Writing Center
  Tutoring Center
  Supplemental Instruction
  Campus IT
Additional Outcomes

- Develop leadership skills of SOS Ambassadors
- Work with Pollak Library Peers
Recruitment

POLLAK LIBRARY
HIGH IMPACT PRACTICES
S.O.S. LIBRARY AMBASSADORS
Organization
Challenges
Challenges: Time
Other Challenges

- Lack of structure
- No repercussions for not performing
- Not enough access to tools
Opportunity for change...

Accountability

Personnel

Tools
Accountability

- Too much freedom is not a good thing
- Flexible hours changed to fixed hours
- Email after every shift
Personnel
Tools

Suggested
○ Inconsistent use
○ Multiple modes of communication led to confusion
○ Librarians did not know the status of projects

Mandatory
○ Cohesiveness
○ Clear communication
○ Progress towards shared goals
Tools
Communication
Tools in Action:

slack

1. **General Channel**
   - Users: Jon Cornforth, Karen, Joy Lambert, Cody, Dana, Sarah Parr...

2. **Onboarding**
   - Users: Jon Cornforth, Cody, Sarah Parr...

3. **Random**
   - Users: Joy Lambert, Dana, Sara...

**Chat Excerpts**

- **Jon Cornforth** (3:34 PM): I do! I'm at the reference desk now.
- **Karen** (3:35 PM): Ok I'll head over after I open the rm and sign in.
- **Joy Lambert** (3:40 PM): Has any decision been reached about what day you want the social event?
- **Dana** (5:16 PM): So we are thinking of May 6th from 5-7pm is in PLS 140. We will play smash and board games. There will also be a kahoot about the library. We would like to have wings, chips, candy, water, soda & caprisuns and if possible popcorn and coffee. We would also like prizes for the kahoot.
- **Jon Cornforth** (4:59 PM): We do have projectors for the game.
Tools in Action:

Canva

Welcome back CSUF students!

TECHDAY 2019
Open to Faculty, Staff and Students
Wednesday, April 17 | 9am - 2pm
Pollak Library

Knit Night
Let's knit the night away!
Join us on April 18th from 5-7pm in PLN-106
Would you follow or interact with the Pollak Library on the following platforms:
Tools in Action:

Linktree
Deliverables
“Wagoning”
Videos

Video interview with Asian Pacific American Resource Center coordinator
You are invited!

JOIN US FOR GAME NIGHT!

Date: Monday, May 6 2019
Time: 5pm to 7pm
Location: PLS 160

Smash Tournament  Free Food
Board Games  Giveaways!
Puzzles  FUN!!!
Giveaways and Trading Cards
Successes
Instagram Followers Doubled
Instagram: What Worked

Super Librarian!
Survey: Awareness

- 2016 survey found only 3% of students visited the Writing Center
- Lack of awareness was cited
Survey: Other Services

The library hosts the Diversity Initiative and Resource Centers on the first floor of the south building. Are you aware of the following cultural centers?

<table>
<thead>
<tr>
<th>Resource Center</th>
<th>Yes</th>
<th>No</th>
<th>No, but I would be interested in learning more</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American Resource Center</td>
<td>1,000</td>
<td>600</td>
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<tr>
<td>Asian Pacific American Resource Center</td>
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<td>Chicana/Chicano Resource Center</td>
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<td>LGBT Queer Resource Center</td>
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<td>Titan Dreamers Resource Center</td>
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Survey: Promotion vs. No Promotion

Are you aware of the tutoring services available in the library?
2,076 responses

- Yes: 65.6%
- No: 21.7%
- No, but I would be interested in learning more: 12.7%

Have you visited the Innovation/MakerSpace Center in the library?
2,078 responses

- Yes: 88.8%
- No: 9.2%
- Not yet, but I am interested in visiting: 2.2%
Reflection Survey

*Reflection as a HIP practice

*Modeled after Iowa GROW (Guided Reflection on Work)

*Five questions:
   What have you learned in your experiences as a SOS Library Ambassador?
   How can you apply what you’ve learned to your future career?
   What were some successes you encountered along the way?
   What were some challenges you encountered along the way?
   If the SOS Program continues, what advice would you give to the next cohort?
What have you learned in your experiences as an SOS Library Ambassador?

Through my outreach to other students I have not only helped students get better acquainted with the library but I also learned about the various programs and resources the library has to offer. The library is so much more than a study space and this program helped me see that. I developed a stronger sense of time management and better communication skills. I learned how to positively promote services by doing creative outreach.
How can you apply what you've learned to your future career?

I have more knowledge in public relations, in networking, and social media. With this being said, I can use the work I did for SOS to create surveys in the future and to communicate better with the public and the audience I am specifically targeting.
What were some challenges you encountered along the way?

It was hard to get the whole team to meet on a regular basis. It was also hard to make it to some events that were outside of our designated hours due to class. We also sometimes struggled with hearing back from library partners.
What did you like best about being an SOS Ambassador?
Thanks!

Any questions?

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