Cultivating an Inclusive Garden

DEI Engagement and Outreach on Display in Academic Libraries
LOEX 2024

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Display Work and its Importance

- **Improved circulation rate**
  - "The comparison reveals that displays produced a substantial increase in circulation. Before the display, the featured books averaged fewer than four checkouts per year, but after these books were featured in the displays, this rate increased to nearly six checkouts per year, an increase of 58.2% overall." (Camacho et al., 2014, p. 122)

- **Reduces information search complexity and facilitates variety seeking**
  - "Balachander et al. (2009) note the use of face-out displays in particular reduces information search complexity and acquisition efforts, and facilitates variety seeking" (Boyd, 2019)

- **Inclusion – "Safe spaces for all"**
  - "According to the Centers for Disease Control and Prevention's 2015 Youth Risk Behavior Survey…Our schools, including our school libraries, should be safe spaces for all." (Camacho et al., 2014)

- **Cultivate partnerships and support diversity**
  - "Partnering on book displays has proven to be a fun and relatively low maintenance way to build goodwill and cultivate relationships with campus partners while promoting diversity, inclusiveness and related programming." (Gay-Milliken & DiScala, 2020)

- **If it works for booksellers, it can work for us!**
  - "Anderson (2008) too shares insights for booksellers that are applicable to libraries. Countertop displays and a varied mix of shelving increase usage, and it is important that they be kept clean and well-lit." (Boyd, 2019)

St. Cloud State University

Renewed approach to book displays

St. Cloud State University

- Regional Comprehensive University
- 10,000 undergraduate students; 2,400 graduate students (2021-22)
  - 65% White, 54% female
  - 10% identify as International Student
  - 19% identify as Student of Color
  - 20% PELL eligible
- University Library (2024)
  - 1 Dean
  - 7 Faculty Librarians
  - 9 Staff
    - 3 with MLIS

University Library Strategic Plan

Goal Area 1: Communication, Outreach, and Engagement

   We will define, develop, and measure outcomes that contribute to the mission of the library as well as the institution through processes, marketing, and relationships with our stakeholders.

   We will engage with the campus and broader community through multiple strategies to advocate, educate, and promote our value.

Goal Area 3: Digital and Physical Spaces and Collaboration

   We will continue to provide intellectual and collaborative physical virtual spaces that expand and facilitate knowledge acquisition, creative thinking, and teaching and learning.
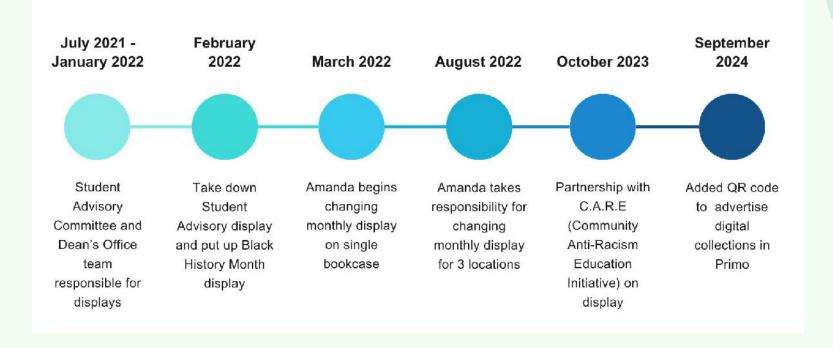
Goal Area 4: Diversity, Educational Roles, and Leadership

   We will engage in internal and external communication and decision-making to inform allocation, through campus partnerships that support learners who can discover, access, and use information in diverse, equitable, and inclusive practices, pedagogies, and representation.

University Library Displays

Timeline

July 2021 - January 2022	February 2022	March 2022	August 2022	October 2023	September 2024
Student Advisory Committee and Dean's Office team responsible for displays	Take down Student Advisory display and put up Black History Month display	Amanda begins changing monthly display on single bookcase	Amanda takes responsibility for changing monthly display for 3 locations	Partnership with C.A.R.E (Community Anti-Racism Education Initiative) on display	Added QR code to advertise digital collections in Primo

How did I get here?

- Library has 3 book displays
  - South Wall: 50-60 items
  - Fireplace: 20-30 items
  - 2nd Floor: 35-40 items
- Student Advisory Committee was not regularly changing Fireplace display
  - Hispanic Heritage Month (September 15-October 15) was still up in January
- Dean's Office team was changing displays at beginning of semester
  - Using lists created in summer or previous year
  - No consideration for condition or visuals of the items
  - Lack of usage statistics or assessment
  - Displays not filled as books checked out

Print and Digital Book Displays

- Plan display theme/topic in summer
  - 12 month planning
  - Open to change/collaboration
- Change displays around beginning of month
- Create lists mid-month
- Students do majority of work
  - Pull books on lists
  - Take down previous display and put up new one
- Communicate with collaboration partners

Print and Digital Book Displays

- Staff and Librarians create digital book displays using Alma collections
  - Users see display via Collection Discovery in Primo VE
- Print and eBooks
- Titles in digital display are different than print display
- Signs with QR codes connect print with digital display

Assessment

- Circulation statistics
  - *Most popular displays*
    - Banned Books - 13
    - Horror/Thrillers - 10
    - Graphic Novels - 15
- Collection Discovery statistics (Primo VE)
  - Collections hard to find without QR Code or direct link

- Comments of support from students and employees
  - Don't log or track

University of Delaware
New DEI Book Display Initiative

Molly Olney-Zide (she/her)
Instruction and Outreach Librarian

University of Delaware*

- Located in Newark, Delaware
- 4-year, public
- 19, 482 undergrad, 4,557 grad

Undergraduate data
- 44% non-White
- 59% women
- 73% grant and scholarship aid
- 16% receive Pell grants

University of Delaware
Library, Museums and Press*

- Morris Library (Newark campus)

- 123 staff members (38 librarians)

- 69% women

- 25% non-White

*Demographic information from the University of Delaware Library, Museums and Press, Staff Demographics, August 1, 2023.

How did it start?

First Conversations with Student Diversity and Inclusion (SDI)
Successful initial collaboration led to a book display idea to mirror one already at SDI office.

October 2022

Feb 2023 - Mar 2024

SDI-led Student Book Displays
SDI chose themes and books (print and e) to display in the main library. Location changed regularly, but we finally bought display furniture on wheels!

New Collaborations
Began mixing it up by working with student groups such as the Spectrum Scholars, Student Voting Group, Library students, and Counseling Services

Apr - Dec 2024

2024-2025

Online Presence, more Engagement Opportunities and More Marketing
Expand beyond social media to online displays and exhibits and create more engagement activities
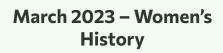
Book Display Iterations

March 2023 – Women's History

May 2023 – Asian Pacific Islander and Desi American Heritage
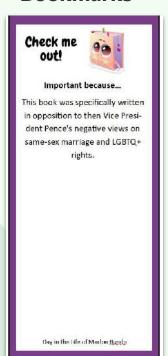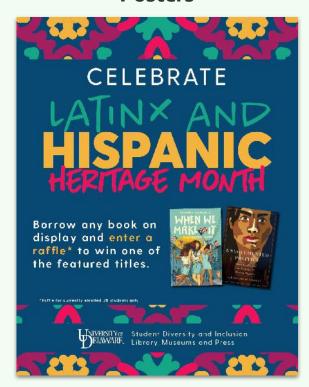
April 2024 – Autism Inclusion

Displaying Materials

Bookmarks

Posters

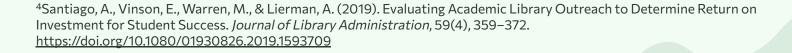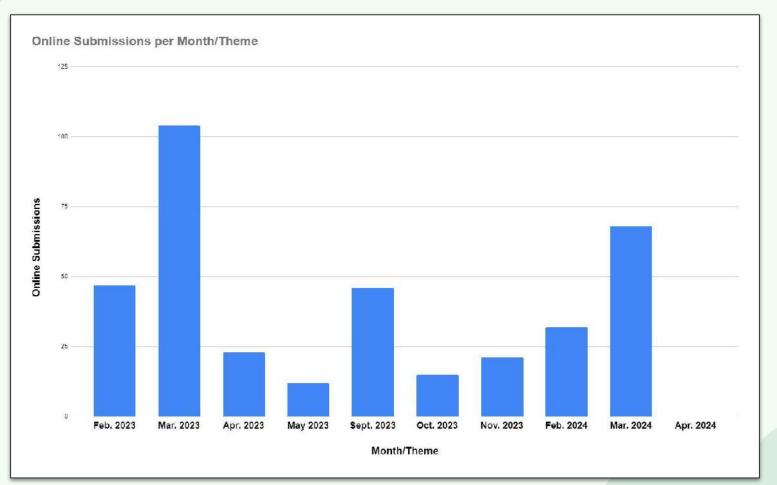## Print/ebooks

Marketing – Social Media

Assessment

"Outreach is an important part of library service, yet it is difficult to assess"[4]

- **Checkouts**
  - Not always easy to collect, especially with ebooks
  - Did not see much in the way of checkouts.

- **Raffle Submissions** – Student enter to win a highlighted book

- **Student Comments** – Book recommendations and raffle submissions

- **Whiteboard Engagement** – "More Jesmyn Ward!" (Feb. 2024 suggestion)

[4]Santiago, A., Vinson, E., Warren, M., & Lierman, A. (2019). Evaluating Academic Library Outreach to Determine Return on Investment for Student Success. *Journal of Library Administration*, 59(4), 359–372. https://doi.org/10.1080/01930826.2019.1593709

Online Raffle Submissions

Online Submissions per Month/Theme

Student Comments[1]

Prompt:
Please share one thing you are doing to celebrate this month or further educate yourself:

February 2023 – Black History Month
"I'm very excited to attend the **'Power of the Poet'** event and continue learning how to elevate POC voices into all conversations and spaces."

April 2023 – Sexual Assault Awareness Month
"As someone who has experienced sexual assault, I am going to take this month to be **extra kind to myself** regarding my social interactions and my self worth and I will talk to my friends about what we can be doing to create safe environments for the people around us."

October 2023 – LGBTQ+ History Month
"...I was excited to discover the **Making Gay History** podcast that explores different narratives in history of LGBT people...Knowing the impact that some queer people had in history is both comforting and empowering, and I am excited to learn more."

[1]Comments retrieved from monthly student raffle ticket submissions.

Moving Forward

- **Online Presence**
  - Learning tips from my collaborators
  - Online display in-process with Cataloging Team
  - Research guide/LibGuide

- **Engagement Opportunities**
  - Games, eBook engagement, new collaborations

Additional DEI Outreach Ideas

Be creative with transfer seminar activities

Be present with orientations for underserved, international, and first generation students

Thanks!

Molly Olney-Zide
University of Delaware
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University of Tennessee

Belonging and engaging via book displays

University of Tennessee[1]

28,883 undergraduate students
7,421 graduate and professional students
20% identify as a person of color in undergraduate[5]
20% identify as a person of color in graduate
1108 International Students and 703 Faculty and Staff
54% identify as women
Not included in these numbers are those of the LGBTQIA+ community

1. https://www.utk.edu/about/quick-facts
https://irsa.utk.edu/reporting/fact-book/

Strategic Vision[2]

Photo by 周 康:
https://www.pexels.com/photo/photo-of-four-girls-wearing-school-uniform-doing-hand-signs-710743/

- **Cultivating The Volunteer Experience**
  - **Demonstrate leadership in providing high-quality educational opportunities for people at every stage of life, whenever and wherever they seek to learn.**
    - **Empower lifelong learning with accessible and equitable services, programs, and collections that enrich and sustain all Volunteers and the greater community.**
- **Ensuring A Culture Where VOL Is A Verb**
  - **Develop and sustain a nurturing university culture where diversity and community are enduring sources of strength.**
    - **Bring visibility to underrepresented voices through our collection development, programming, and access principles.**

2. https://www.lib.utk.edu/about/mission-and-vision/

Timeline of Hodges Display

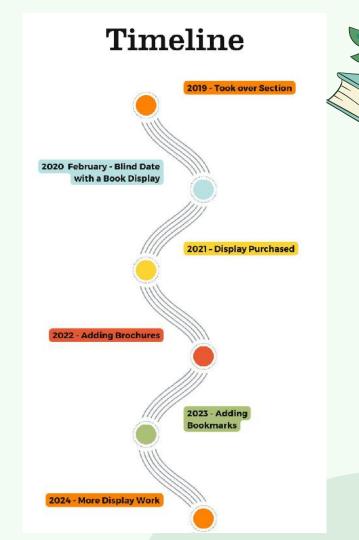2019 - Given charge of Leisure/Popular Reading Section and Created Research Guide

2020 - First Blind Date with a Book Display

2021 - A nice display was purchased
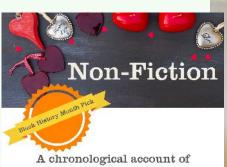
2022 - Added Reader's Advisory Brochures

2023 - Added Bookmarks to display books

2024 - More to come!

Timeline

2019 - Took over Section

2020 February - Blind Date with a Book Display

2021 - Display Purchased

2022 - Adding Brochures

2023 - Adding Bookmarks

2024 - More Display Work

How did I get here?

- Partnered with a Branch Library on a Blind Date with a Book Display
- Interest in having Black History Month Picks
  - Limited Options
  - Wanted students to see themselves in the section
  - Limited options circulated the most
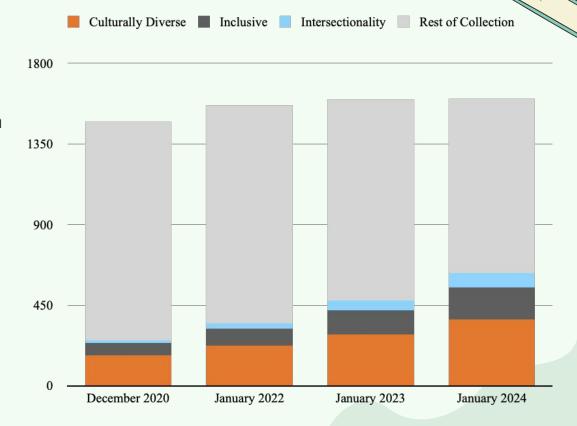- Support from colleagues and supervisors

Inclusive Collection Development

- Path to increasing diversity and inclusion in leisure reading section
- Started by doing a diversity audit of collection
- Slowly began making intentional purchases each month
  - Research through different avenues for books
- Increase in these purchases made displaying inclusive works much easier

Legend: Culturally Diverse · Inclusive · Intersectionality · Rest of Collection

Y-axis: 0, 450, 900, 1350, 1800

X-axis: December 2020, January 2022, January 2023, January 2024

Display Work Partnered with Belonging and Engagement

- Keeping up with months or specific weeks
- A little goes a long way
  - Even if it is a different display, inclusion can be impactful
  - Take that extra step
- Diversity and Inclusion is about showing students they belong
- Decorate and get creative!
  - Decorate display
  - Reader's Advisory Brochures[3]
  - Bookmarks

3. Smith, R., & Young, N. J. (2008). Giving Pleasure Its Due: Collection Promotion and Readers' Advisory in Academic Libraries. The Journal of Academic Librarianship, 34(6), 520–526. https://doi.org/10.1016/j.acalib.2008.09.003

Sample Displays Over the Years

Sample Brochure and Bookmarks

Bookmark (left)

T LIBRARIES

Dive in to Reading

Don't see a book you feel like we should have?
Let us know! We will do our best to fulfill every request.

To suggest a purchase visit
tiny url here

Explore more of our collection here!
tiny url here

Brochure

Popular

A Court of Thorns and Roses
by Sarah J. Maas
When Feyre kills a wolf in the woods, a terrifying creature arrives to demand retribution.

A Deadly Education
by Naomi Novak
Enter a school for the magically gifted where failure means certain death (for reel) — until one girl, E, begins to unlock its many secrets.

King of Scars
by Leigh Bardugo
No one knows what Nikola endured in his country's bloody civil war. But some secrets aren't meant to stay buried—and some wounds aren't meant to heal.

The Starless Sea
by Erin Morgenstern
A timeless love story set in a secret underground world—a place of pirates, painters, lovers, liars, and ships that sail upon a starless sea.

Series

Paths of Lantistyne
by Isabelle Steiger

The Unbroken
by C.L. Clark

Shades of Magic
by V.E. Schwab

This Poison Heart
by Kalynn Bayron

Authors

- **Neil Gaiman**
  - Author of "Ocean at the End of the Lane" and "Good Omens"
- **Sarah J. Maas**
  - Author of "Throne of Glass" series and "A Court of Thorns and Roses" series
- **Erin Morgenstern**
  - Author of "The Starless Sea" and "The Night Circus"
- **V.E. Schwab**
  - Author of the "Shades of Magic" series and "Villains" series
- **Marissa Meyer**
  - Author of the "Lunar Chronicles" and "Renegades" series
- **Tomi Adeyemi**
  - Author of the "Legacy of Orisha" series
- **Holly Black**
  - Author of "The Folk of Air" series and "Book of Night"

Explore more of our collection here!
tiny url here

Bookmark (right)

Virtual Displays

- Utilize research guides
- Don't be afraid to make it look pretty
  - Double check accessibility
- Create interactive elements
- Virtual display does not always have to match the physical
- The Shared Shelf
- Visits to site:
  - Feb. 2024: 177
  - FY 22-23: 1474

Assessment

- **Checkouts by display**
  - **Blind Date with a Book**
    - 2020 - 103
    - 2022 - 117
    - 2023 - 71
    - 2024 - 43
  - **Banned Books**
    - 2022 - 27
  - **Women's History Month**
    - 2024 - 17
- **Marketing the display is the best way to get interaction**

Blind Date With a Book

February 2023

Can't decide what to read next?

Check out Hodges Library for our Blind Date with a Book event!

T LIBRARIES

Implementing an Inclusive Display

- **Topic or theme** doesn't have to be obvious about DEI
- Do work during slow times / **work ahead**
- Assess from the beginning to **show impact**
- Connect projects to library **strategic plan** and/or campus **DEI initiatives**
- **Build support** and buy in from colleagues
- Brainstorm **potential partnerships** for collaboration
- **Utilize skills and areas of interest** of employees and student workers
- **Visibility**

slido

What challenges do you see for book displays featuring themes of diversity, equity, and inclusivity at your library?

ⓘ Click **Present with Slido** or install our <u>Chrome extension</u> to activate this poll while presenting.

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How can you use your strategic vision to mitigate the challenges you foresee?

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In one word, describe a key takeaway from this presentation.

Resource List

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Thank you & Questions

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