Layers of Instructional Outreach: Strategies for Grafting New Growth in the First Year of Liaison Librarianship

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Introduction

- Meet us!
- Embracing a "cohort hire"
- Meet our liaison departments
- Crafting a liaison outreach strategy
Session learning outcomes

1. Participants will be able to recognize the successes and challenges of developing a liaison led outreach program, to inform their own programming

2. Participants will be able to reflect on their own outreach strategies in order to develop new instructional partnerships across campus
4 layers of our outreach plan

1. Conducted a literature review
2. Crafting a year-long outreach plan
3. Cultivating relationships
   a. CSM
   b. Learning Centers
4. Carry out goals over multiple timelines
Literature review findings

- Librarian visibility & being in departmental spaces
- Rebranding "office hours"
- Vary meeting modalities (virtual, in-person, etc.)
- Lead with empathy and kindness
Building intentional relationships

- CSM events
  - College opener
  - Faculty meetings
  - Department events
- Embedded office hours
- SMLC collaboration

Eckler's Pop-Up Library Table in the Biology Department
Communicating effectively

- Welcoming new faculty
- Bi-semesterly newsletters
- Digital signage
Sample Newsletter Headers

OCTOBER NEWSLETTER
Science & Math Libraries Resources

DECEMBER NEWSLETTER
Science & Math Libraries Resources
Sample Digital Signage

MEET YOUR SCIENCE & MATH LIBRARIANS

LIANA Bayne-Lin

KATHRYN Eckler

JMU Libraries

Schedule an appointment
Supporting diverse students

- CSM 200: J(ste)MU, an NSF-funded S-STEM program (DUE-2221277)
  - Worked with the students in 2 sessions in the fall
  - Focused on skill and relationship building
  - Planning to continued support
Building diverse collections

- "Worlds of Wonder: Scientific Communities at Work in Fact, Fantasy, and the Future"
- Book display incorporated STEM biographies
- Community focused

Looking ahead

- Creating an annual plan was successful
  - Focus on working meetings
- Rebranding "office hours"
- Keeping newsletters, but not increasing volume
- Focusing on relationships and empathy
- Remaining open to suggestions – including yours!
Questions?
Discussion & Idea Sharing via Padlet!

Acknowledgements

- JMU Libraries Communications & Outreach Team
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- Isaiah Sumner, Chemistry Faculty
View our references!

Thank you for attending!