

Liaison Visibility 2023 Project Report

Summary

Liaison librarians increased face-to-face time with students via class visits and community events, conducting extensive faculty outreach that resulted in 20 class visits to promote research consultation services and 23 Meet with a Librarian appointments.

Overview



Images: Photographs from a liaison librarian photoshoot were used to promote services.

Building on project work from 2022, liaison librarians sought to increase librarian face-to-face time with students primarily via class visits promoting the Meet with a Librarian service. Librarians also engaged students outside of the classroom during the Fall 2023 library open house event. Given the successful pilot, class visits have been added as an ongoing support option for instructors.



Outreach Activities

The following outreach activities were completed to promote liaison services:

- Tabling at the Faculty Semester Kickoff in January 2023
- Spring 2023 faculty newsletter in April 2023
- Presentations at the Faculty Senate and Humanities Department meetings in April 2023

- CEDI service spotlight in an Instagram reel posted in April 2023
- Tabling at the Faculty Semester Kickoff and New Faculty Orientation in August 2023
- Presentations at the LASB, SOE, and SON faculty meetings in August 2023
- Personalized email outreach in August 2023, yielding open rates between 42-72%
- Engagement with nearly 200 students at the Free Fest: Library Open House & Swag Giveaway on September 6, 2023
- Fall 2023 faculty newsletter in November 2023

Class Visits & Meet with a Librarian Sessions

Class visits and Meet with a Librarian sessions from students in these classes more than doubled from Spring 2023 to Fall 2023.

Subject Area	Class Visits	Meet with a Librarian Sessions attributed to Class Visits
Spring 2023		
Biology	1	4
Business	3	1
Nursing	1	0
Psychology	1	0
Sp 2023 Total	6	5
Fall 2023		
Business	2	3
Communication	1	3
English	1	10
Nursing	4	0
Psychology	5	0
Public Health	1	2
Fa 2023 Total	14	18
2023 Total	Total Class Visits = 20	Total MWL Sessions = 23

Stakeholders

- Alena Manjuck – responsible, accountable
- Grace Kim – responsible
- Kelly Lutz – responsible
- Lauren Johnson – responsible
- Yvonne Tran – responsible
- Nathaniel King – consulted

Image: Librarians posed for video footage for a social media spotlight on library services.



Feedback Highlights

- Instructor Shantal Marshall replied to the Spring 2023 newsletter: **"I would just like to say these updates look great. Very easy to get excited about things with the beautiful layout."**
- Humanities Department Chair Adam Davis replied to the Fall 2023 liaison email with: **"Thanks for reaching out, and nice email. Would you like to do a short presentation at an upcoming department meeting?"**
- From Danielle Welch, Associate Director of Events & Event Services: **"Thank you so much for all you did to make Free Fest a success!"** In response to turnout of nearly 200 attendees: **"Woah! That's a great number! Congrats!!! 😊"**
- Instructor Tonia Holmes-Sutton replied to the Spring 2023 instruction services and resources email with: **"Thank you so much for your communication and the reminder to encourage students to use the library services. I greatly appreciate the sample text and the embed code provided. I have included both in next week's student announcement for our course. I will include additional reminders as assignment deadlines approach."**