

Showcasing Diverse Collections 2023 Project Report

Summary

Increased awareness of the Library's diverse collections via promotion across library and campus communication channels and book displays in the new Multicultural Collective space, resulting in the creation of 7 curated OverDrive collections and 379 Bitly engagements.

Overview



Image: Library website slider image for Latinx Heritage Month.

Library faculty identified and acquired diverse library ebooks available via the OverDrive platform and located other relevant resources, including streaming films available via Films on Demand. The collections were promoted via the following library and campus communication channels:

- ✓ Library digital screens
- ✓ Library website slider
- ✓ Nevada State Weekly Digest (email)
- ✓ CEDI Cultural Events Calendars (print and digital collateral)
- ✓ Multicultural Collective Book Display in Dawson 110 (pictured right – library display is on top row of bookshelf)

Collections were featured for:

- ✓ Women's History Month
- ✓ Earth Week
- ✓ Asian American and Pacific Islander (AAPI) Heritage Month
- ✓ Summer Reading/Staff Recommended Reads
- ✓ Latinx Heritage Month
- ✓ LGBTQ+ History Month



Engagement Data

Bitly engagements include short link clicks and QR Code scans.

Promotion Timeline	Diverse Collections Theme	Number of Bitly Engagements
March 2023	Women's History Month*	2
April 2023	Earth Week*	8
May 2023	Asian American and Pacific Islander (AAPI) Heritage Month	3
July - August 2023	Summer Reading**	81
September 15 - October 15, 2023	Latinx Heritage Month	193
October 2023	LGBTQ+ History Month	54
November 2023	Native American & Indigenous Heritage Month	38
		Total Engagements = 379

*Promoted via Weekly Digest only.

**A Bitly link was not created for the Staff Recommended Reads so this data is only for the general OverDrive Summer Reading promotion.

Stakeholders

- Alena Manjuck – responsible, accountable
- Grace Kim – responsible
- Nathaniel King – consulted
- Office of Community, Equity, Diversity, and Inclusion – consulted

Feedback Highlights

- The Office of Community, Equity, Diversity, and Inclusion was enthusiastic about partnering to promote the diverse collections content. Director of CEDI Marcela Rodriguez-Campo is **“so grateful to have the library invested in amplifying diverse voices.”**
- During the library's Banned Books event in October, a student shared with library staff that they like the “reading lists on the website” and **“hope that we continue to have that. It's been a big help for me to find books.”**
- Responding to the Weekly Digest post with library staff recommended reads, Marie LaCamera (HR) emailed: **“Thank you so much for the recommendations!”**