

Supporting our Invisible Patrons: Engaging Staff on a University Campus

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In 2009, the new William H. Hannon Library at Loyola Marymount University (LMU) opened its doors, and quickly became the academic hub of campus. A flurry of outreach towards faculty and students showcased the library's scholarly and instructional services in the new facilities. However, thousands of LMU staff members walked past the new library daily without realizing that the amenities within could be a rich employee benefit for them and their families, and the library was also missing out on a valuable opportunity to connect with users who are embedded within student affairs, academic departments, athletics, and everywhere in between. LMU librarians decided to use the allure of their new building as an opportunity to redesign their outreach efforts towards these often "invisible" patrons. This poster session outlines the outreach efforts of the LMU librarians to engage the university's diverse employee population with the library, its collections, and its services by designing, promoting, and executing a workshop series called "LMU Staff: It's YOUR Library, Too!"

The drop-in series included library orientation and privileges, basic research skills, outreach to ESL staff, Googling, financial research, and image research. The poster describes the scope of these workshops, publicity efforts, and assessment.