Supporting our Invisible Patrons

Engaging Staff on a University Campus

LMU has 5000+ undergrads, 2500+ grad students and 500 faculty members.

Library outreach efforts historically focused exclusively on these students/faculty.

But LMU also has 1200+ other employees!

Why engage staff?

- University staff are on the front lines with our faculty and students
- The library's services, resources, and programs are tangible benefits of working on a university campus. Most staff do not know this!
- Staff may have information seeking needs either directly or indirectly related to their job descriptions
- Develop relationships and create library advocates in unexpected places

A new building = a time to start fresh

In Fall 2009, the William H. Hannon Library opened.

We decided to take advantage of the buzz surrounding

the new building, and make sure that staff knew that this was a place for them, in addition to our students & faculty.

Initial offering of two workshops resulted in overflowing classrooms and wait lists!

In response, over four months we designed and offered over 10 workshops geared specifically towards LMU staff. (Series title: LMU Staff, It's YOUR Library Too!)

It's Your Library Too!

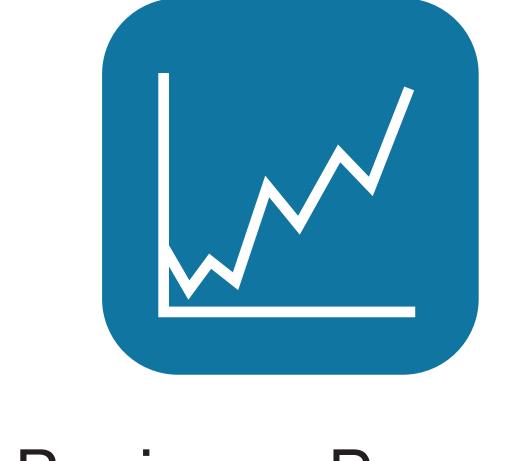
Library Orientation



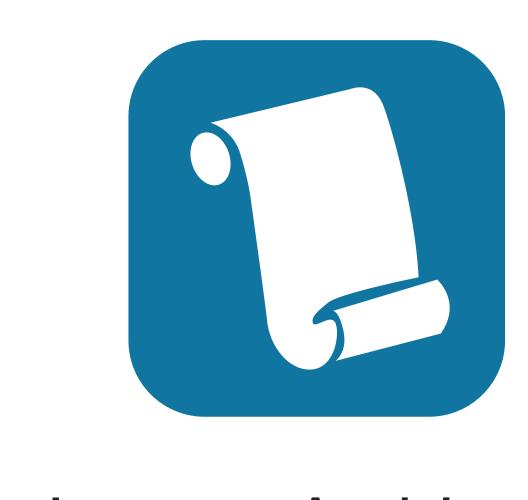
Finding Articles:

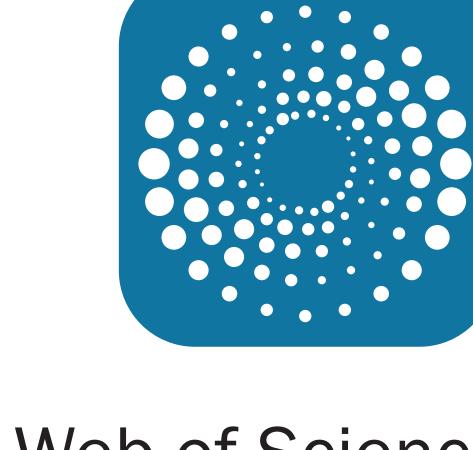
Gaga Over Google Magazines, Journals & More











Web of Science & Citation Indexing

Publicity (a.k.a. "There's no magic bullet.")

- Library blog posts / Facebook announcements / Campus intranet
- Print flyers distributed to all staff mailboxes
- Email invitation from HR trainer
- Personal invitations from library staff to friends elsewhere on campus

Results

- Between November 2009 and April 2010, over 150 LMU staff members attended at least one of our staff workshops (over 10% of all staff at LMU!)
- 25+ individuals attended multiple workshops
- 70+ responses collected in post-workshop surveys; feedback was overwhelmingly enthusiastic and positive.

What's next?

- Ongoing evaluation of existing workshops (what worked in 2009 may not work today!)
- Establish library presence at new staff orientation
- Embed library workshops in HR/IT training offerings
- Continued strategic outreach to specific staff units on campus, including...
 - LMU Childrens' Center teachers/caregivers
 - Athletic Department (train coaches to use library as recruitment tool)
 - Career Development Center
 - Retired Faculty & Staff Association
 - Academic Resource Center / Student Disability Services
 - Service & Facilities Staff (ongoing efforts include computer and information literacy, with instruction both in English and Spanish)



Intro to Archives & Special Collections Prepared for CARL 2012

Jamie Hazlitt William H. Hannon Library Loyola Marymount University

Courtney Hoffner Science & Engineering Library University of California, Los Angeles