

Cultivating Connections:

Engaging with Students, Faculty, and Staff in our Libraries



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Presentation Objectives

- Examples of low-cost programming
- Opportunities for collaboration with campus departments and colleagues
- Strategies for marketing and promotion



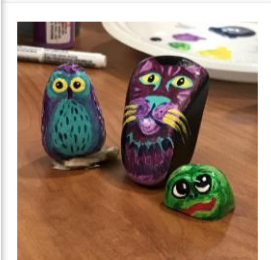
Snapshot of Our College & Our Libraries

- > College stats: 5434 FTE students (NCES, Fall 2018)
 - > CCP/Middle College, AHS, Con-Ed, PTE
- > Faculty/staff (FT & PT) reached through campus email: "approximately" 749 (as per Outlook)
- > Library stats:
 - > 9 staff members: 8 40-hour staff, 1 30-hour staff
 - > 3 campus libraries serving Durham and Orange County



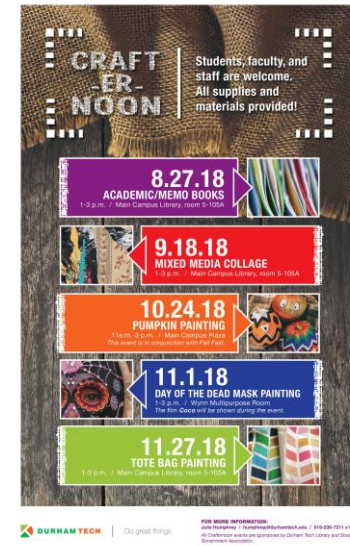
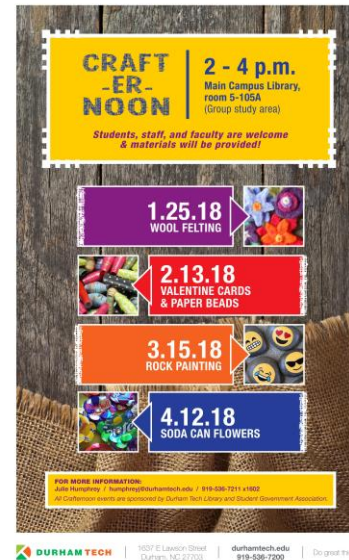
Events and Activities

- > Crafternoons
- > Reading Challenges
- > Other campus & community collaborations



Crafternoons

- Partnership with Student Government Association
 - Started in Fall 2017
 - Funding for student engagement
- 9 different faculty/staff leaders
 - ACA, OTA, ESL, Construction Trades instructors/program director; Special Assistant, Equity and Inclusion; Education Navigator; VITA; University Transfer; Center for Global Studies



Crafternoon Participation

Fall 2017

2 campuses, 7 events

Total participants: 63

Spring 2018

2 campuses, 8 events

Total participants: 135

Fall 2018

2 campuses, 10 events

Total participants: 331

(Fall Fest pumpkin painting with 100 participants)

Spring 2019

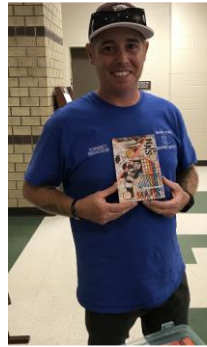
2 campuses, 8 events

Total participants: 191

Fall 2019

2 campuses, 8 events

Total participants: 185

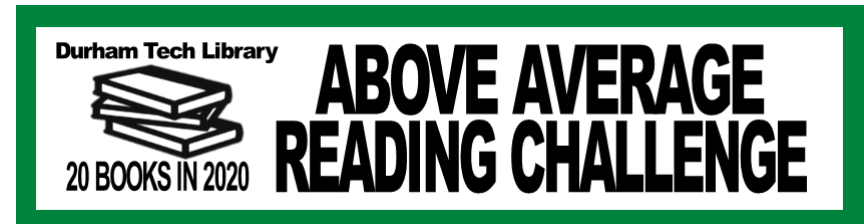


Crafternoons Across Campuses



Recreational Reading Challenges

- > Began in 2018
 - > 34 documented completers
- > 2019: 53 documented completers
- > More faculty/staff participation than students



Recreational Reading Challenges

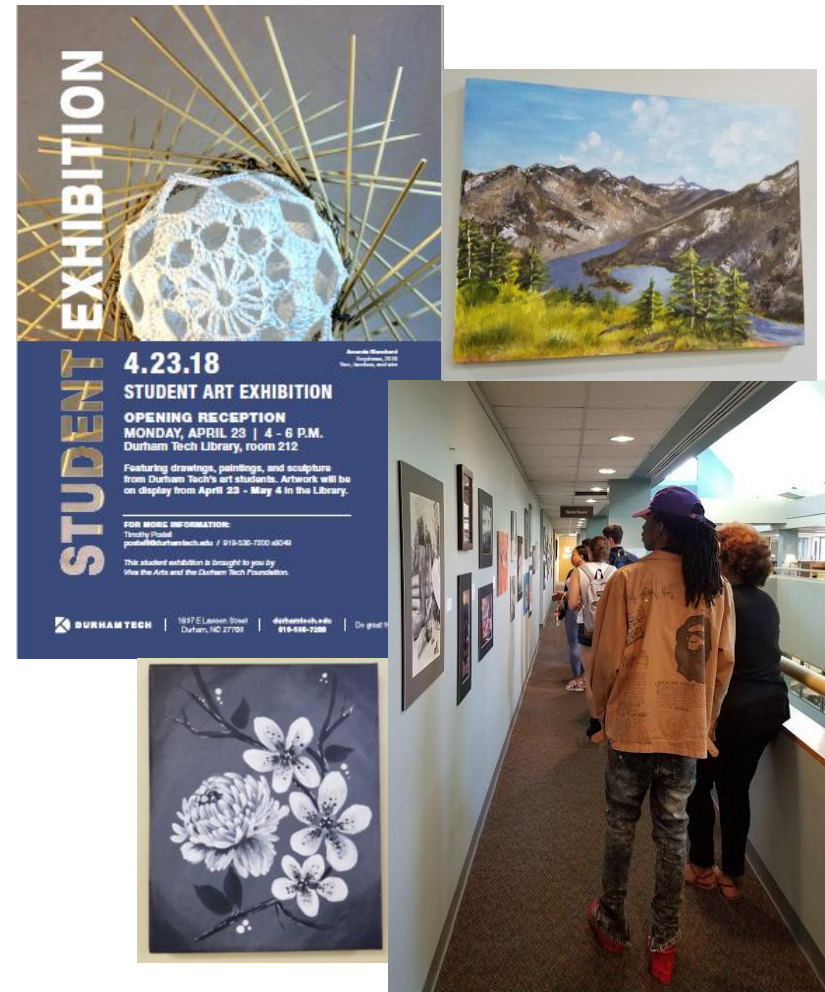
- > End of semester celebration & book swap
- > Positive reception, creating a community of readers
- > Opportunities for additional programming
 - > Bring back “book club”?
 - > Check-ins
 - > Passive: Blog posts, book displays



Current Events: Other College Partnerships

> Student Art Exhibition

- > New(er) Associates in Fine Arts Degree
- > Gallery-style presentation of 2-D artwork: Computer art, painting, watercolor
- > Front window holds sculpture and other 3-D art
- > Library purchases a piece from a student to display in the building



Current Events: Other College Partnerships

- > Poetry Fox
 - > Main Campus Library
 - > 2020: April for Poetry Month
 - > Also creating Poetry Month-centered Crafternoon
- > Durham Reads Together
- > Eclipse viewing on campus



Current Events: Other College Partnerships

- > Upcoming: Census 2020
 - > Both Main and Orange County Campuses will host visitors wanting to complete their census
 - > Online for the first time (paper follow-ups)
 - > OCC is part of Orange County-wide Complete Count Committee
 - > Library is part of campus-wide Census Committee (includes staff who are also involved in Durham Complete Count)



Marketing Strategies

- > Library's [blog](#)
- > Marketing
 - > Posters
 - > Bookmarks
 - > Social media (through our Marketing Dept.)
- > Emails to faculty/staff and students
- > Digital sign in Main Campus Library
- > College's [Events calendar](#)



Winners!

- > **Tell us about your successful** [inexpensive or free] **events**
 - > Book clubs
 - > Programs
 - > Community reads
 - > Workshops
 - > Film screenings
 - > Makerspace activities
 - > Author events



And "Not Winners"

- > **Tell us about your less than successful events**
 - > What didn't work?
 - > Would you do it again?
 - > If so, what would you change?



Let's continue to share ideas:

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Connect with us and follow our blog:

<https://libraryblog.durhamtech.edu/>

