

LEARNING  
AS WE GO

OUTREACH AND  
ENGAGEMENT  
IN A HYBRID  
ENVIRONMENT

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# HYBRID OUTREACH

## STRATEGIES OF FOCUS

- Blogging
- Social Media
- Read Great Things Challenge
- Library Podcast
- Crafternoons
- Partnerships, Partnerships, Partnerships

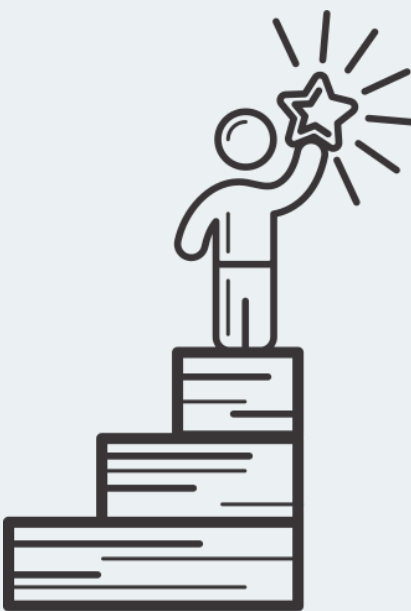
# BIGGEST QUESTIO NS

## HOW DO WE MEASURE SUCCESS?

Success looks different for everyone and each activity!  
What does success look like for your campus community?

## WHEN IS SOMETHING "WORTH IT?"

Are you making progress?  
Are people interested?  
Are YOU interested?  
Can you afford it?





# BLOGGIN G

## SUCSESSES

Over 300\* followers (at one point)  
Consistent engagement (30-70 clicks per post)  
Positive view of Library communication  
Collaboration between different staff

## CHALLENGES

Management of platform  
Burnout  
Communication within department about schedule

## WOULD WE RECOMMEND THIS?

Yes, if able to post regularly. This can be a great tool to communicate Library news, updates, and resources.



# SOCIAL MEDIA

## SUCSESSES

341 Facebook Follows, 2-4 interactions per post

260 Followers on Instagram

Top Reel: 8741 Plays

Top Post: 435 Views

Things we were able to highlight: Upcoming events, new furniture, new books, themed selections, and fun posts

## CHALLENGES

At the mercy of the algorithm

Facebook lacks engagement

Content creation burnout

## WOULD WE RECOMMEND THIS?

Yes. Easy way to put information out where people can find it. Videos are optional, but enhance your reach.



# READING CHALLENGE

## SUCCESSSES

Cultivated a dedicated group of reading advocates for the library

Good vibes! And a community of readers

Has increased some people's reading and reading diversity

## CHALLENGES

Marketing!

Student engagement.

Not everyone is a reader, so can feel elite/isolating

## WOULD WE RECOMMEND THIS?

Maybe?



# LIBRARY PODCAST

## SUCCESSSES

23 Episodes Published, Total Downloads: 871

Most listened to episodes: 60 Downloads each (tie)

## CHALLENGES

Upfront cost for equipment and software

Learning audio editing skills

Marketing the podcast

Diminishing returns

## WOULD WE RECOMMEND THIS?

No.

Unless you already have the skills and equipment. Or, if you know your service population is interested in podcasts.





# CRAFTERNOONS

## SUCCESSSES

Great for cultivating cross-departmental relationships

## CHALLENGES

Programming during the pandemic

Funding\*

Marketing

## WOULD WE RECOMMEND THIS?

If you have the staff and a funding source, sure! This can be low cost, low stakes engagement and can also be scaled up. Excellent opportunity for collaboration.





# COMMUNITY PARTNERSHIPS

## SUCCESSSES

Student Art Show collaboration was maintained, and returning to in-person

Library Fest partnership with Durham County Library

Chromebook lending program began in summer 2020 and still continues

## CHALLENGES

Virtual Art show is not sustainable

Organizing and tracking chromebooks can be complex

## WOULD WE RECOMMEND THIS?

Yes! Outreach is all about relationships, partnerships, and collaboration



# IN-PROGRESS AND UPCOMING

## OUTREACH JUST KEEP SWIMMING, JUST KEEP SWIMMING.

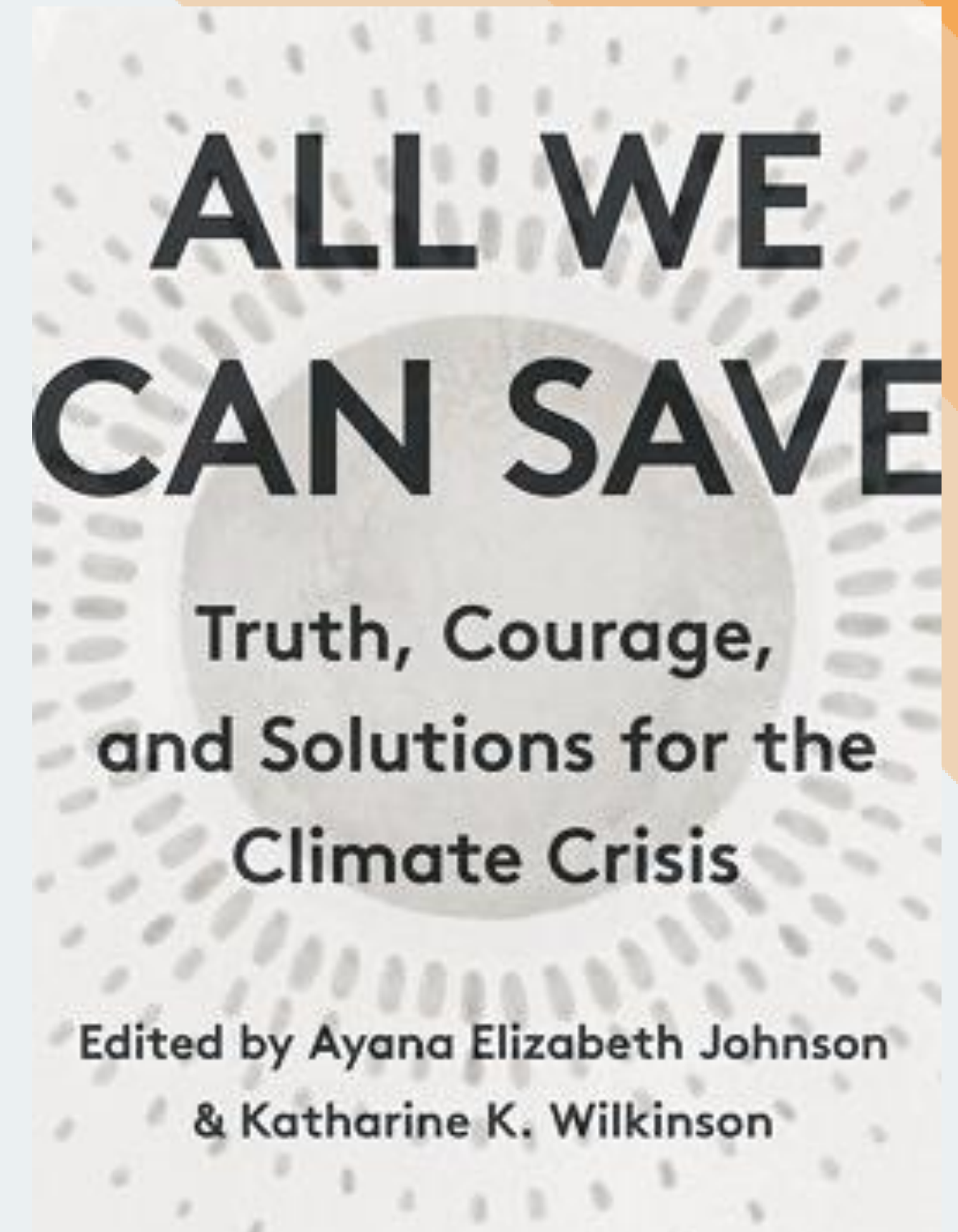
### *ALL WE CAN SAVE* CIRCLE

A reading group based around a single book. 10 weeks long, currently in progress.

~13 regular attendees, faculty/staff and community

### BOOK CIRCLE KITS

Currently in development, modeled after the *All We Can Save* circle using different books and resources



# ALL THE THINGS!

## ASK IF YOU'RE INTERESTED

### Things we were already doing

- Blogging
- Read Great Things Challenge
- Crafternoons (in-person)
- Library Instruction
- Yearly in-person art show

### Things we started after March 2020

- Virtual art show
- Virtual Crafternoons
- Social media accounts (IG & FB)
- Podcast
- Library Fest
- Reading Outreach
- Custom Library Videos
- Chromebook lending
- Tech Tools
- Reading Circle
- Dogwood Digital (Sociology books)

### Things moving forward

- OER Taskforce
- Reading Circle Resources
- In-person Crafternoons
- Social Media
- In-person Art Show
- Recording Room and Proctoring
- Chromebook lending
- Library Fest

**ANY QUESTIONS?**

**Share what has worked for  
you!**

**THEY CAN'T IGNORE US ALL!**



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