THE UNIVERSITY OF TENNESSEE KNOXVILLE

Beyond New Student Orientation:
Library Pop-Up at Campus Housing Facilities

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LOEX Fall Focus 2023
November 15, 2023 | 12-12:50 PM

About Us!

LaTiffany Davis –

Student Success Librarian for Experiential Learning

- New Student Orientation
- First Year Studies
- Teaching and Learning Department

Kate Shepas

Student Success Librarian for User Experience

- Dean of Libraries' Student Advisory Committee
- Gathers student feedbacks for services, spaces, and instruction
- Teaching and Learning Department

Learning Outcomes

- Attendees will be able to recognize the **importance of librarian to student relationship building.**

- Attendees will be able to compare **first year or early-career undergraduate student library engagement initiatives.**

- Attendees will be able to construct **sustainable practices** for early-career **undergraduate engagement programs.**

Agenda

1. Defining a Library Pop-Up
2. Identifying the catalyst for a pop up
3. Planning, communication, & stakeholders
4. Fall Pop-Up efforts
5. Evaluation & Assessment

Two breaks for group discussion via Chat
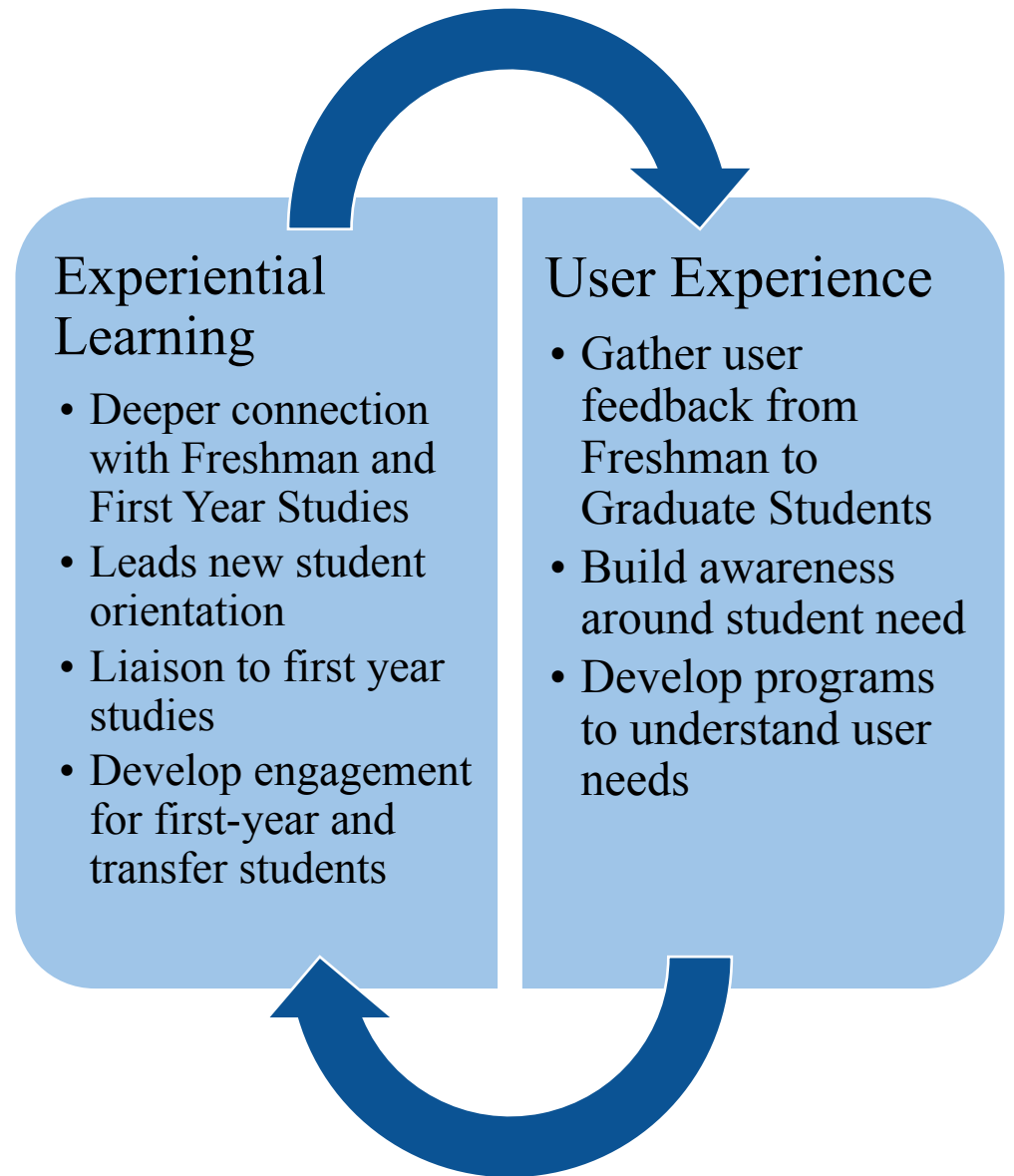
How we defined *Library Pop-Up*?

- Outreach event scheduled with campus partners

- Occurs outside the library walls and in campus partner spaces

- Audience: freshman or early career undergraduate students

- Library materials and resources available to students in their space

Why *Pop-Up?*

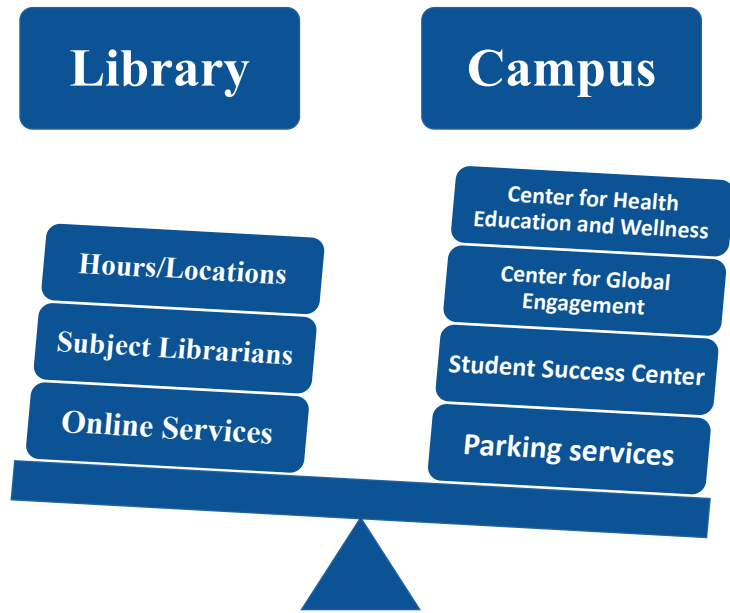**UT Libraries Teaching & Learning Department**

- Student Success Librarians
- "Engage with campus partners to contribute and advance student success on campus"
- "...focus on early-career undergraduates…"
- "…meet students where they are…"
- "Collaborate to develop resources, services, and spaces to promote student success."
- "…strengthen and support a student- centered library."

Experiential Learning

- Deeper connection with Freshman and First Year Studies
- Leads new student orientation
- Liaison to first year studies
- Develop engagement for first-year and transfer students

User Experience

- Gather user feedback from Freshman to Graduate Students
- Build awareness around student need
- Develop programs to understand user needs

Why *Pop-Up?*

New Student Orientation at UT

- Purpose: Introduce freshman and transfer students to UT Libraries services and spaces.
- Challenge: Information overload!

Library

- Hours/Locations
- Subject Librarians
- Online Services

Campus

- Center for Health Education and Wellness
- Center for Global Engagement
- Student Success Center
- Parking services

Dean of Libraries' Student Advisory Committee

- Purpose: Meet with a cross-disciplinary group of undergraduate and graduate students to gather feedback on spaces, services, instruction, and resources
- Challenge: Missing the Freshman perspective!

Seniors, Sophomores, Graduate Students, Juniors, FUTURE Program Students → DSAC
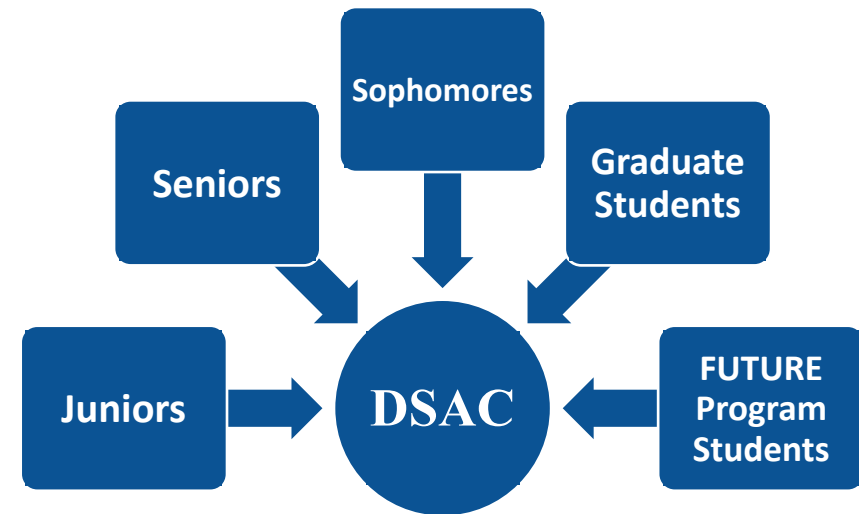
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new freshmen in Fall 2023

Not a new outreach initiative…

- Library TakeOut at UTK Pre-2020
- Library Outreach to Living Learning Communities (McCaslin, Howell, DeLancey) 2022
- Libraries and Living Communities: Exploring Strategies for outreach and programing (Howell, McCasline, DeLancey) 2023
    - Western Kentucky University
    - Offered 20 LLCs in 2022

How have you engaged with your residence halls?

Planning Process (Spring2023)

Goals/Objectives

- Increase visibility of libraries personnel to early career undergraduate students by providing an outreach tabling pop-up library providing library resource information and academic support to Living and Learning Communities.
- Be a connection to early career undergraduate students to other subject librarians and spaces within the library.
- Build relationships with undergraduate students at various touch points in their academic pursuits.

PROJECT PLAN: POP-UP LIBRARY FOR LLCS **START DATE: MARCH 7, 2023**

LaTiffany Davis & Kate Shepas

GOALS/OBJECTIVES

- Increase visibility of libraries personnel to early career undergraduate students by providing an outreach tabling pop-up library providing library resource information and academic support to Living and Learning Communities.
- Reach students where they are with the thought of final exams, papers, and projects quickly approaching.
- Be a connection to early career undergraduate students to other subject librarians and spaces within the library.
- Tabling information will include information regarding study spaces and how to reserve, chat and FAQs, Hours, Destress for Success, last minute research and resources including research guides and citations, and future tidbits such as research consultation with subject librarians.
- Build relationships with undergraduate students at various touch points in their academic pursuits.

WHEN

- Mid April/Early May - with final exams, projects, and papers in mind
  - LaTiffany and Kate Availability
    - Fridays, April ~~14~~, 21, 28 anytime ending at 4 PM
    - Mondays, April ~~10~~, 17, 24 9:00-11:00 AM or 2:30-4:00 PM
    - Monday May 1: 9:00-11:00 AM or 2:30-4:00 PM
    - Friday May 5: anytime ending at 4 PM

MARKETING PLAN

- Advertising through connections made with LLC Director, Residence Hall Coordinators, Advisors, and Resident Assistants.

Living & Learning Communities

Defined: provide students with an opportunity to live in community of peers surrounding a common interest or major.

UTK has two types of LLCs:

- Special Interest Groups
- Academic Focused Groups

We chose outreach to Special Interest to avoid stepping into subject area responsibilities, specifically,

- Baker (Politics & Public Services)
- Exploratory (exploring majors and careers)

Special Program LLCs

- Air Force ROTC
- Army ROTC
- Baker Center
- Exploratory
- University Honors

S.W.O.T. Pre- Pop-Ups

S.

- Increasing visibility of the library in the Spring semester.
- Engaging with early career undergraduates.
- Enthusiasm from stakeholders and us!
- Building relationships with LLC students.

W.

- Quick turn-around.
- Overly detailed project plan.
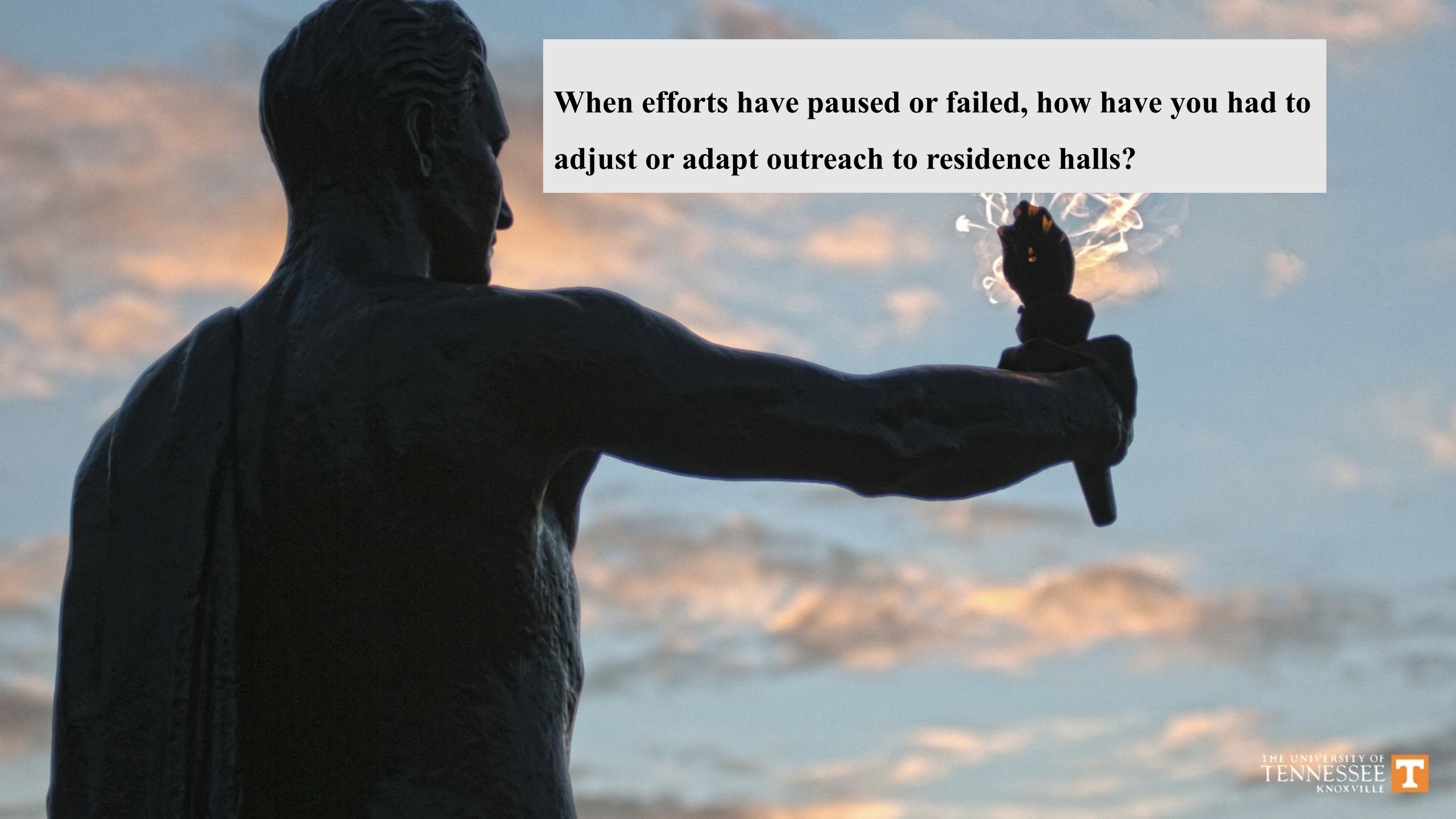- Unsure of attendance from students

O.

- Rebuilding relationships with ResLife.
- Observe students in their environment to reach a better understanding.
- More frequent programming in ResLife.

T.

- Time and communication.
- Other service based departments on campus.
- Library Take-Out.
- Other Library outreach events such as DeStress for Success.

Library Take Out

- Previous initiative run by Commons Librarians in our main library at UT.
- Fun and engaging programming to residence halls.
- "…allow your residents to not only become better students but better citizens as well."
- Programming included: *Haunted History Tour* and *Paint a Pot, Plant a Seed.*

When efforts have paused or failed, how have you had to adjust or adapt outreach to residence halls?

Spring Pop-Ups 2023

- Communication with Director of LLCs.

- Communication with a few dorm ResLife Hall Directors

- Email correspondence with the Special LLCs (Exploratory and Baker)

- Ultimately, the Spring Pop-Ups were paused and adjustments had to be made
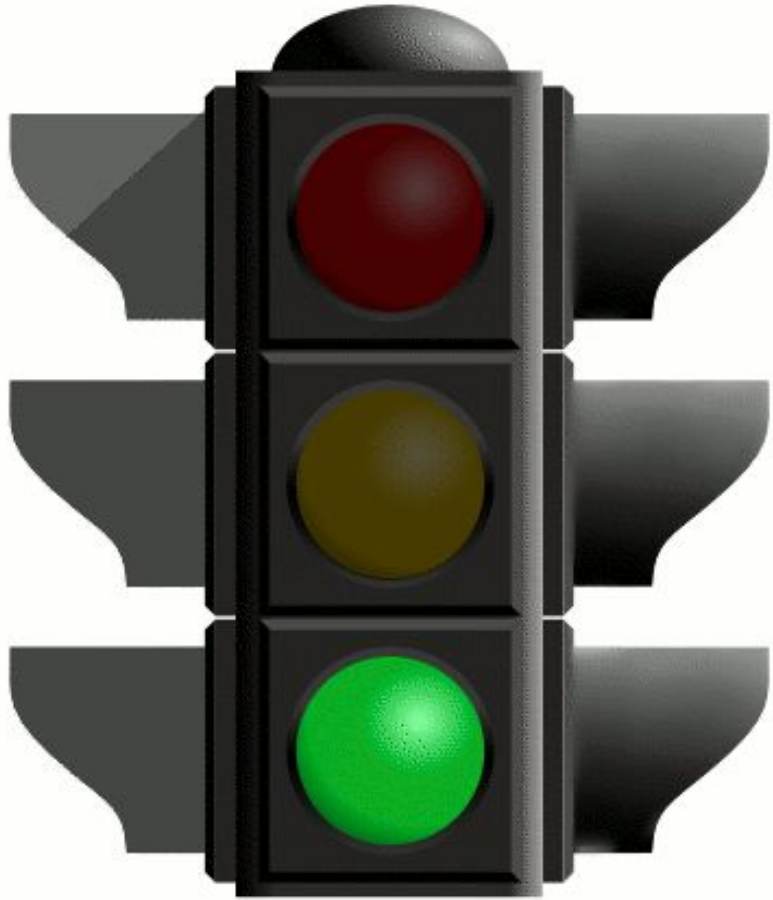
Summer Rebirth

- Continued relationship building with Director of LLCs
  - Set-up an in-person meeting
  - Less students on campus gave more time for planning
- Decisions were made to bring the Library Pop-Ups to the residence halls in the Fall semester
- Supervisor approved our plan to move forward in the fall

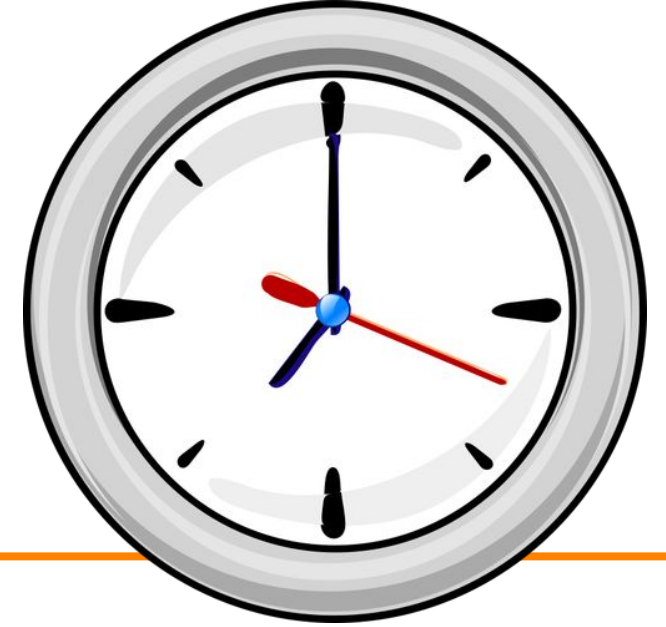THE UNIVERSITY OF
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Fall Library Pop-Ups

Where...

When…

- Started at the end of September after the 6-week welcome
- First and third week of October
- 5 hours for the first two weeks at each location
- 3 hours for the last week at 2 locations

Option 2:

-September 26th (Tuesday): Dogwood & Magnolia (University Honors, Exploratory, Herbert Life, Pre-Medicine -- set up in courtyard if weather is nice or rotate buildings with the two time blocks?) -- held from 10:00am-12:00pm and 1:00pm-4:00pm

-September 28th (Thursday): Clement (Baker Center and possibly Venture as well) -- held from 10:00am-12:00pm and 1:00pm-4:00pm

-October 3rd (Tuesday): Robinson Hall (Army ROTC, can also invite/include Geier residents or set up in courtyard -- would then add Engage and Pulse) -- held from 10:00am-12:00pm and 1:00pm-4:00pm

-October 5th (Thursday): Lakemoor Station (off of Alcoa Highway: https://housing.utk.edu/halls/lakemoor-station/) -- held from 10:00am-12:00pm and 1:00pm-4:00pm

-October 17th (Tuesday): North Carrick & North Carrick (Air Force ROTC both, could maybe set up outside the breezeway between) -- held from 10:00am-1:00pm

-October 19th (Thursday): Quarry Trail -- held from 10:00am-1:00pm

What was on the table?

- Leisure reading pamphlets
- 3-D printed materials highlighting our services in two of our libraries
- Buttons to advertise our the new Makerspace
- General library information (hours, spaces, services, etc.)
- Laptops to walk thru the website with students

What questions did we ask?

What are you listening to?

Do you know what a research guide is?

What spaces do you use in the library?

Do you like reading for fun?

Have you used the library website?

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UNIVERSITY LIBRARIES

Observations and Results

- Numbers
  - 2-3 students per session
- Overview of what was covered
  - locations, one step beyond student's current level of library engagement
- What was helpful when being in conversation with students
- What we wish we had…

S.W.O.T. Post Pop-Ups

S.

- Building relationships
  - Students
  - Director of LLCs
  - ResHall Life Directors
  - Off Campus Housing facility managers
  - Library colleagues
- Popping-up off-site
- Our teamwork

W.

- Only two leaders, us
- Fall semester
- Long Hours 10am-12 AND 1-4 most of the days
- Resources on the table
- Student to librarian interaction

O.

- Spring semester
- Students living off campus and at a distance have viewed the effort as positive
- Adjust the program based on our observations
- Bring more expertise as FYS and UX Librarians
- Back to focusing on special interest LLCs

T.

- Teaching responsibilities
- Faculty retention meetings
- Fall break
- Engagement activities, programs, and events on campus
- Realignment and new positions hired
- Library Take-Out & Explore & Engage Tours

Debrief with Supervisor

- Determine if pop up will continue in Spring 2024 and compare the two like we originally planned
- Adjust goals and learning objectives based a small population of students
- Communicate with heads of the new library departments to gather resources to share with students
- Combining our job duties (FYS and DSAC) strengthens impact for student and gather feedback to improve likelihood of library usage to build on library foundational knowledge

What still needs to be done…

- Get feedback from stakeholders: ResHall Directors and the Director of LLCs

Next Steps

- Team changes

- Do we go forward in the Spring?

  ○ Redefining goals and objectives to meet a more targeted population

  ○ Sustainability

  ○ What are the key takeaways for students?

  ○ What is the library contributing going forward?

    ■ Should it be passive programming or should it be more conversational and instruction?

Q/A

Thank you!

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