Community Outreach Initiatives @ UNCG Libraries

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Part One: The ROI of ROI Outreach
Research, Outreach, and Instruction (ROI)

UNCG University Libraries
- Consists of Jackson Library and the Schiffman Music Library
- Currently 31 faculty librarians and archivists and ~70 library specialists and professional staff members
- Units consist of
  - Access Services
  - ERIT
  - SCUA
  - DMC
  - HSML
  - Administration

ROI Department
- Department of 16 people
  - Department head, 11 faculty librarians (2 vacancies w/ searches underway), and 4 staff members
- Responsible for
  - reference services,
  - research support,
  - library instruction for 54 departments and programs
  - training and webinars for a range of constituents
  - outreach to university and local communities
Examples of ROI Outreach Initiatives

What are we already doing?
Some Recent ROI Outreach Efforts

- International Baccalaureate programs
- Tech Savvy
- Real News, Real Talk
- WellSpring Retirement Community
- Health Literacy Programming

We’re currently focusing on **community outreach** (as opposed to campus outreach to cocurricular programs or extracurricular groups)
Challenges of ROI Outreach
Can we do it all with what we have?
Challenges

- Time. (It’s a finite resource!)
- Balancing departmental work with primary constituents (students and faculty) with increased demand for community outreach
- Balancing individual workloads
A Framework for ROI Outreach

Getting the best return on our investment!
Laying out a Framework for Community Outreach

“Academic libraries determine their interaction with their communities based on three factors: whether a need is expressed from outside the academy, whether they see their mission as an invitation to pursue an action on their own accord, or whether they construct a form of outreach in response to a specific problem or crisis.”

Schneider, 2003, p. 201
Assessing Outreach Using an Impact-Effort Matrix

<table>
<thead>
<tr>
<th>Impact of the solution</th>
<th>Effort required to implement</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>Low</td>
</tr>
<tr>
<td>Quick Wins</td>
<td>Major Projects</td>
</tr>
<tr>
<td>Fill In Jobs</td>
<td>Thankless Tasks</td>
</tr>
<tr>
<td>Low</td>
<td>High</td>
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From
http://asq.org/healthcare-use/why-quality/impact-effort.html
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<td>High</td>
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<tr>
<td>WellSpring Retirement</td>
<td>High</td>
</tr>
<tr>
<td>Real News, Real Talk</td>
<td>Low</td>
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<tr>
<td>Health Literacy</td>
<td>High</td>
</tr>
<tr>
<td>Presentations</td>
<td>Low</td>
</tr>
<tr>
<td>IB Programs</td>
<td>High</td>
</tr>
<tr>
<td>Tech Savvy</td>
<td>Low</td>
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### Evaluating ROI Dept. Using a SOAR Analysis

Given our strengths, what are our best opportunities, what are our aspirations, and what results will we accept?

<table>
<thead>
<tr>
<th>STRENGTHS</th>
<th>OPPORTUNITIES</th>
</tr>
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<tbody>
<tr>
<td>● Liaison program</td>
<td>● Influencing info lit integration in gen ed</td>
</tr>
<tr>
<td>● Instruction expertise</td>
<td>● Raising our profile on campus as experts</td>
</tr>
<tr>
<td>● Subject expertise</td>
<td>● Expanding our reach</td>
</tr>
<tr>
<td>● Research support</td>
<td></td>
</tr>
<tr>
<td>● Collaborative ethos</td>
<td></td>
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</table>

<table>
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<th>ASPIRATIONS</th>
<th>RESULTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>● More systematic assessment of student learning</td>
<td>● Meaningful info lit component in revised gen ed program</td>
</tr>
<tr>
<td>● Curriculum mapping</td>
<td>● Productive liaison relationships with all departments</td>
</tr>
<tr>
<td>● Increased functional expertise (ex: GIS/DV)</td>
<td></td>
</tr>
</tbody>
</table>
Assessing Impact on the Fly

Things to consider:

- Does the initiative align with library and/or university strategic plan?
- Is this outreach in response to a specific need in the community?
- Is the initiative scalable?
- How much staff time and which staff will be involved in planning and execution?
- How can the impact be assessed?
- Is the outreach initiative mutually beneficial to the library, community partner organization, and participants?
Citation

Part Two: Growing & Evolving Education
Health Information Literacy

A Case Study on Developing & Implementing Community Health Literacy Workshops
Scenario

You go to the doctor and they tell you that you are pre-diabetic. You go home and Google this diagnosis. Let’s go over some websites and see which ones might help you learn more about pre-diabetes.
Finding Health Information: Welcome

This is a guide to finding and evaluating health information for UNCG employees. Please remember to ask your doctor, nurse, pharmacist, or other health care provider for health advice!

Welcome Evaluate Health Information Free Health Information UNCG Library Resources Other Libraries You Might Use

This page links to free health information

Welcome to the UNCG Libraries guide on “Finding Health Information Online.” This guide provides you with a variety of resources to learn more about healthcare in North Carolina and beyond, as well as tips and tricks for evaluating health information. Here is a handout of our links.

This guide includes:
Evaluate Health Information: tips and tricks for searching for and evaluating health information you find online.
Free Health Information: links to free online resources to help you learn more about your health and healthcare services in Greensboro, North Carolina.
UNCG Library Resources: links to UNCG library resources about health and healthcare. Anyone with an UNCG email account can access these resources.
Other Libraries: information about Greensboro Public Libraries and NC LIVE.

UNCG Libraries Information Literacy
- UNCG Libraries Information Literacy Community Events and Resources

Presentation: Finding Health Information Online

Finding Health Info You Can Trust

Health Sciences Librarian
Lea Leininger

http://uncg.libguides.com/healthinfo
UNCG UNIVERSITY LIBRARIES & HEALTHYUNCG PRESENT:
FINDING HEALTH INFO YOU CAN TRUST

Where do you get your health info? Facebook? Blogs? Great Aunt Betty?
Come to a workshop on searching and evaluating health information online!

Date: Wednesday, March 7th, 10am
30 minute workshop

Location: Jackson Library, Ottoman Empire (lower level)

Light refreshments served!

Think, Pair, Share

Please fill this out with your partner. Be prepared to share answers!

What was the last thing you searched on the internet about your baby?

How did you search for that topic on the Internet? Google? Other?

How do tell if a website has reliable information?

Useful Resources:

Wellness information, trusted health information, health events, and free library resources through these URLs. To find the information, type in the URLs below in your Internet browser.

UNCG Libraries, Guide of Resources:
https://uncg.libguides.com/healthinfo

Medline Plus:
https://medlineplus.gov/

Cone Health Wellness:
https://www.conehealth.com/wellness/

Greensboro Public Library:
http://library.greensboro-nc.gov/

Other UNCG Libraries Information Literacy Workshops:
https://sites.google.com/uncg.edu/infolit/
Workshop Challenges:

Assessment

Participation

Language

Technology
<table>
<thead>
<tr>
<th>What things did you find most helpful or what things did you enjoy about today's workshop?</th>
<th>What suggestions for improvement do you have for today's workshop?</th>
<th>What topics would you be interesting in learning more about in future workshops?</th>
<th>We greatly value your feedback. Do you have any suggestions, recommendations?</th>
</tr>
</thead>
<tbody>
<tr>
<td>I think it covered the difference between when Google is helpful and when to look at informational sites. The four points for figuring out how &quot;honest&quot; the information is are good to know. The presenters were both good speakers. I really liked the setting for the workshop. Very informal and comfortable. Trusted health info resources.</td>
<td>None. The format and the time (30 minutes) were just right. I think this one could have been longer. The information presented was great for discussion.</td>
<td>Information literacy related to other topics: nutrition, fitness, etc.</td>
<td>Thanks for bringing this to us!</td>
</tr>
<tr>
<td>Finding out trustworthy sites to get started with was very helpful. The handout with links was helpful. Clear presentation with engaging speakers who gave relevant everyday examples. The &quot;ABCD&quot; test and showing an example how to apply this test. The handout of links to additional resources. The half-hour length was a convenient length of time to fit into a busy work schedule. I enjoyed learning about the ABCD test to verify news sources and learning about Medlineplus.</td>
<td>n/a</td>
<td>maybe a session talking about specific healthy snacks and/or exercise routines</td>
<td>Thank you for the snacks!</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Online resources for weight management would be interesting</td>
<td>Thanks!</td>
</tr>
</tbody>
</table>

I enjoyed this workshop and thought the topics were very informative.
Health IL: Future Directions

- Further developing community partnerships: Cone Health, community events, more?
- Collaborating with public libraries and beyond
- Exploring grants and other funding opportunities
- Working with UNCG faculty
Thanks!

Any questions?

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