"Tour" of Liaison Services and Challenges for STEM Outreach

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Overview

- STM & Health Science Degrees at UNCG
- Who Are We? Science Librarian Team
- Liaison & Library Outreach Services
- Challenges for Outreach
- Addressing Challenges
- Future Opportunities
STM & Health Science Degrees at UNCG

Science
- Chemistry B.S. → PhD
- Biology B.S. → PhD
- Physics B.S.

Technology
- Computer Science B.S., M.S.

Math
- Mathematics B.S. → PhD

Health Sciences
- Nursing B.S.N. → PhD
- Comm Sci & Disorders B.S. → PhD
- Nutrition B.S. → PhD
- Public Health Ed B.S. → DrPH
- “Middle College” Pre-Health Profs h.s. + some UG
- Kinesiology B.S. → PhD
Who Are We? Science Librarian Team

Science Liaison Services and Support

Karen Grigg
Science Collection Development Team

Jenny Dale
Kinesiology Information Literacy Team
(also Humanities Team)

Lea Leininger
Health Sciences Scholarly Communications Team

Emily Mann
Support Reference Desk Team
Liaison & Library Outreach Services

• Welcome newbies
  – library tours, student & faculty orientations, ghost tours
• Provide curriculum integrated outreach
  – library instruction: in library, classrooms, online, offsite
  – food science lab invitations!
  – online guides and tutorials
  – blackboard (course management system) integration
• Sponsor & participate in campus events
  – promotion & tenure celebration
  – faculty authors reception
  – invited speakers on topics such open access, evaluating impact using article level metrics
Liaison & Library Outreach Services, cont’d

• Support other research, dissemination, career advancement needs
  – workshops: lit searching, ebook collections, new library catalog, citation management, NC DOCKS scholarly output repository
  – plus consultations: instrument full text, grant searching, potential journals for mss, Open Journal System, ODUM social sciences data repository, impact factors, citation counts...
Challenges for outreach/building a following and addressing challenges

- Finding out what’s going on with departments
- Familiarizing self with
  - range of degrees, courses, and research initiatives
  - inter- and multi-disciplinary collaborations
  - departments’ emphasis: teaching or research?
- Starting from scratch with some departments
- Acclimating self to organizational cultural of different departments
- Getting the word out to faculty and students
Addressing Challenges

• Treat every contact as a marketing opportunity
  – Reference desk
  – Instruction sessions
  – Faculty interactions
• Present at departmental meetings
  – Outline library services to faculty and students
  – Collaborate with other library specialists to provide faculty presentations that get their attention: budget cuts
• Analyze and map curriculum for appropriate course instruction
• Develop a presence in departmental buildings
Addressing Challenges, cont.

• Offer virtual reference assistance
• Assist with outside-the-box products and services
  – Citation management tools
  – Mobile apps
  – Visualization tools
  – Course management software
  – Instructional design
• Attend departmental programs and other campus events.
Future Opportunities

• Map outreach opportunities: scan curriculum, campus research, community engagement
• Assess user needs
• Explore how our patrons work with data and determine what role we can serve in the data management process
• Leverage the team model in order to share instructional opportunities
• Prioritize opportunities for a future team of two
Questions?

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😊 Thank You 😊