

Examining Library Patron Services & Outreach: The UNC Pembroke Experience

By
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LIVERMORE LIBRARY

Discussion topics today will include the following:

- ▶ What are some “quick facts” about UNC Pembroke?
- ▶ What are some “quick facts” about the Livermore Library @ UNC Pembroke?
- ▶ How have patron services & outreach activities changed in recent months @ the Livermore Library?
- ▶ Which current library practices and features can be used to “envision the future?”

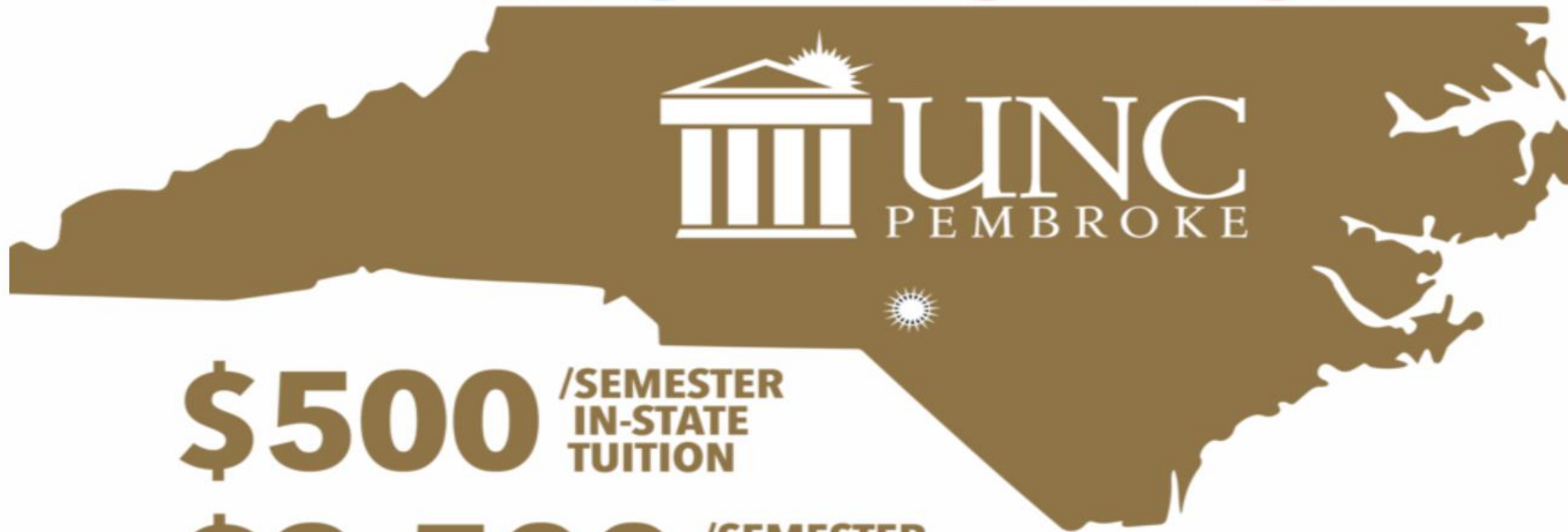
UNC Pembroke Quick Facts

- ▶ UNC Pembroke founded 1887 as Croatan Normal School to educate American Indian teachers. UNCP is nation's only 4-year public institution founded by American Indians for American Indians [Source: UNCP Quick Facts] (uncp.edu/about/quick-facts)
- ▶ Located outside Pembroke, North Carolina & situated along Interstate 95 & Interstate 74 in southeastern part of the state
- ▶ Student/Faculty Ratio: 18:1
- ▶ Current enrollment (as of Fall 2020 census): 8,262 total enrollment (6,436 undergraduate, 1,826 graduate)
- ▶ Academic programs: 41 undergraduate, 18 graduate

UNCP = 1 of 3 NC Promise Schools (UNC Pembroke, Western Carolina University, & Elizabeth City State University)

NC Promise at UNCP

NC PROMISE



\$500 /SEMESTER
IN-STATE
TUITION

\$2,500 /SEMESTER
OUT-OF-STATE
TUITION

UNCP Livermore Library Quick Facts

- ▶ 481,000 cataloged volumes
- ▶ 172,000 licensed eBooks
- ▶ Over 58,000 subscriptions to print & electronic serials
- ▶ Patron Access to 167 databases
- ▶ Media materials available to patrons include DVD's & audiobooks
(Note: Patrons can check out 5 total items/Library visit)

How have patron services & outreach activities changed @ the Livermore Library?

- ▶ Library “How-to” videos
- ▶ Reference Desk Webex Video Chat & Ask a Librarian service
- ▶ Database of the Week, Monthly Theme & New Resource LIBGUIDES (for example, *Royal Geographic Society, 1478-1953*)
- ▶ Specific Event flyers & Campus Event outreach (for example, Freshman Orientation Campus Resource Fair)
- ▶ *The Library Loo* LibGuides
- ▶ New Student Outreach Libguides

Livermore Library “How-To” Videos

- ▶ **Robert Arndt** (Director, Research and Instructional Services) began “How-To” videos in March 2020 during the pandemic
- ▶ “How-To” videos URL: <https://libguides.uncp.edu/librarysearchvideos>
- ▶ Purpose of the “How-to” videos can best be summarized by the following description from the main page: “The videos below provide an overview of searching various library databases. Some were made for specific classes, but the search process remains the same. The Library is working on editing the captioning. Please check back as new videos will be added as created. If you would like to request a video on a specific resource or subject, contact Robert Arndt (910) 521-6529; Robert.Arndt@uncp.edu.”
- ▶ “How-To” videos are organized into 4 general categories: Library Search, Navigating the Library/Library Website, Beginning the Research Process, & Business Database

Library Search How-To Videos

Library How to Videos: Library Search Videos

Videos about searching Primo and other Library databases

Library Search Videos

Navigating the Library

Beginning the Research Process

Business Database Videos

Searching Overview

The videos below provide an overview of searching various library databases. Some were made for specific classes but the search process remains the same. The Library is working on editing the captioning.

Please check back as new videos will be added as created.

If you would like to request a video on a specific resource or subject, contact Robert Arndt (910.521.6529; robert.arndt@uncp.edu).

PRIMO Videos



- [PRIMO Basic Searching](#)
Covers the basics of searching PRIMO.
- [Finding Books in Primo](#)
How to use PRIMO to locate books.
- [PRIMO Advanced Search Feature](#)
How to add log in, save searches, create labels, and other use other functions in PRIMO.

Database Videos



- [Multiple Database Searching \(Ebsco and ProQuest\)](#)
How to search multiple databases in EBSCO and ProQuest.
- [Searching for Peer-Reviewed Articles](#)
How to search for peer reviewed articles.
- [Using Business Source Ultimate](#)
Information about Business Source Ultimate and its advanced search features.

Other Videos



- [Browzine: Using My Bookshelf](#)
How to create an account and use My Bookshelf.
- [Creating and Using Ebsco Folders](#)
How to create and use folders in Ebsco.
- [Creating and Using ProQuest Folders \(My Research\)](#)
How to create and use the My Research (folders) in ProQuest databases.

Navigating Library Website How-To Videos

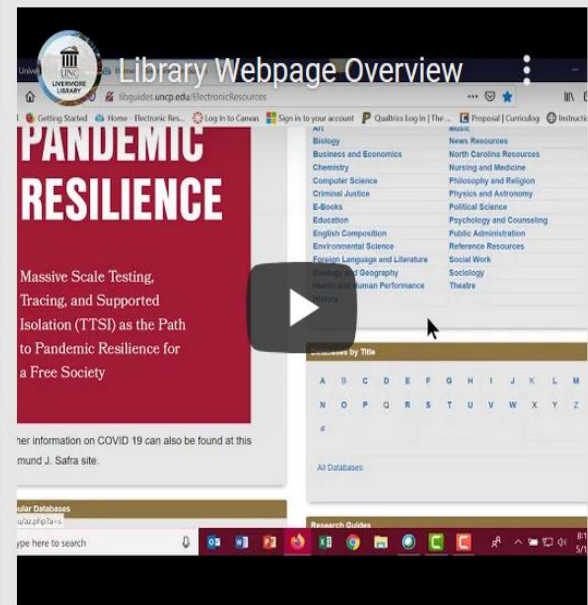
Library Search Videos

Navigating the Library

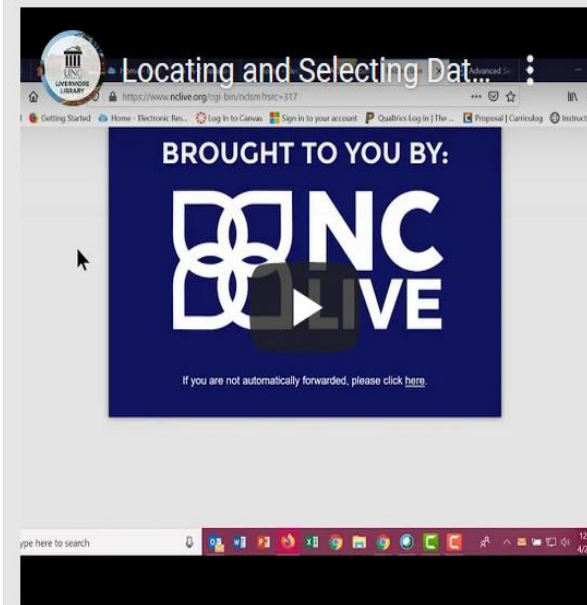
Beginning the Research Process

Business Database Videos

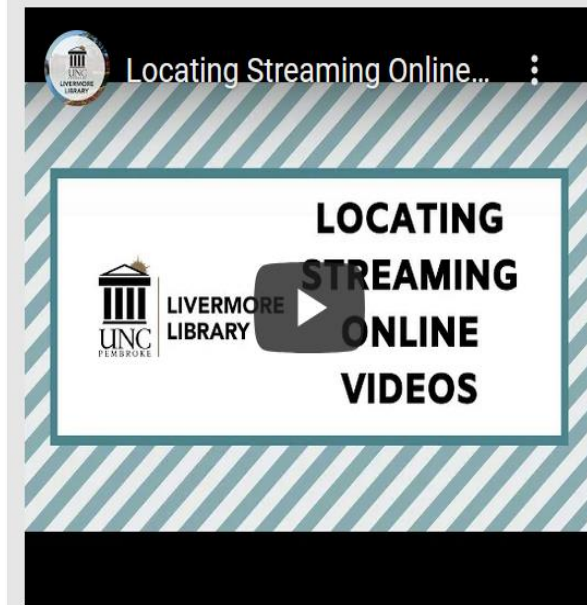
Navigating the Library's Webpage



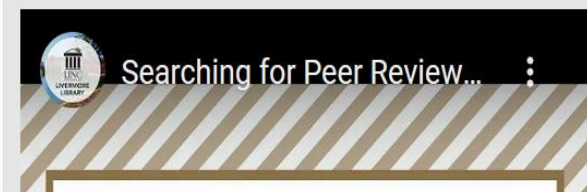
Locating and Selecting Databases



Locating Online Streaming Videos



Searching for Peer Reviewed Articles



Beginning Research Process How-To Videos

Library How to Videos: Beginning the Research Process

Search this Guide

Search

Videos about searching Primo and other Library databases

Library Search Videos

Navigating the Library

Beginning the Research Process

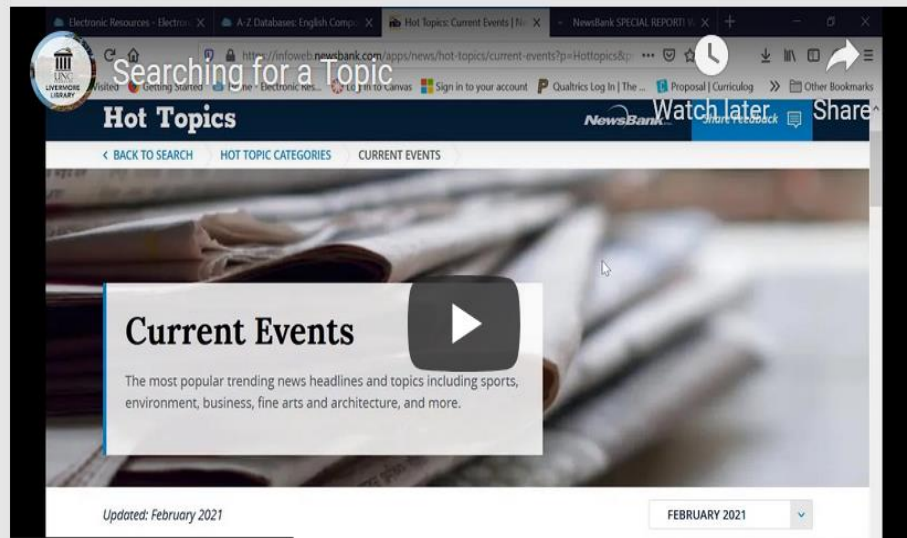
Business Database Videos

Beginning

Beginning the research process can be challenging. How can I find that much information? I have to write HOW MANY pages? I have to have WHAT kind of sources? I can't use websites, are the kidding?

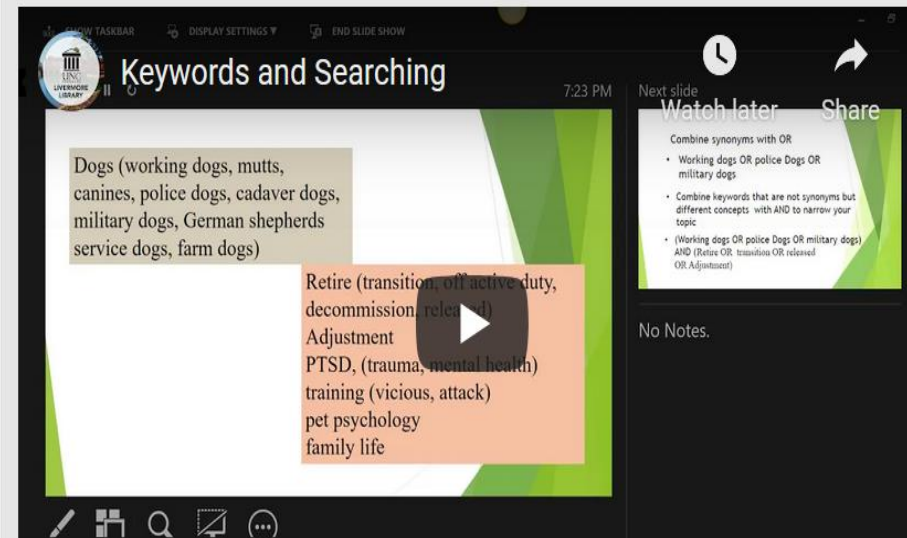
Breathe. The videos below will help both think about selecting a topic and searching for information.

Searching for a Topic




The screenshot shows the NewsBank 'Hot Topics' page. At the top, there's a navigation bar with 'Hot Topics' and 'CURRENT EVENTS'. Below that, a large video player is featured with the title 'Current Events' and a play button. The text below the video reads: 'The most popular trending news headlines and topics including sports, environment, business, fine arts and architecture, and more.' At the bottom of the page, it says 'Updated: February 2021' and 'FEBRUARY 2021'.

Keyword Searching Basics



The screenshot shows a video player for 'Keywords and Searching'. The video content includes a list of keywords: 'Dogs (working dogs, mutts, canines, police dogs, cadaver dogs, military dogs, German shepherds service dogs, farm dogs)', 'Retire (transition, off active duty, decommission, released)', 'Adjustment', 'PTSD, (trauma, mental health)', 'training (vicious, attack)', 'pet psychology', and 'family life'. On the right side of the video player, there are controls for 'Watch later' and 'Share', and a 'Next slide' button. Below the video, it says 'No Notes.'



Specific “How-To” video topics for library patrons on the “Research Process” page include the following:

- ▶ Searching for a topic “How-to” video
- ▶ Keywords and Searching “How-to” video
- ▶ Searching for Reference Entries “How-to” video
- ▶ Library Webpage Overview “How-to” video
- ▶ [ExLibris] Primo Basic Searching “How-to” video
- ▶ Locating & Selecting Databases “How-to” video

Business Database How-To Videos

Library How to Videos: Business Database Videos

Videos about searching Primo and other Library databases

[Library Search Videos](#)[Navigating the Library](#)[Beginning the Research Process](#)[Business Database Videos](#)

Business Database Videos

- [Searching ABI/INFORM](#)
Information about searching ABI/INFORM and its advanced search features.
- [Using Business Source Ultimate](#)
Information about Business Source Ultimate and its advanced search features.
- [Conducting Company Research](#)
Includes information on doing SWOT analysis, company profiles and industry overviews,
- [MBA Library Orientation](#)
Overview of library resources for MBA students

Librarian



Robert Arndt

[Email Me](#)

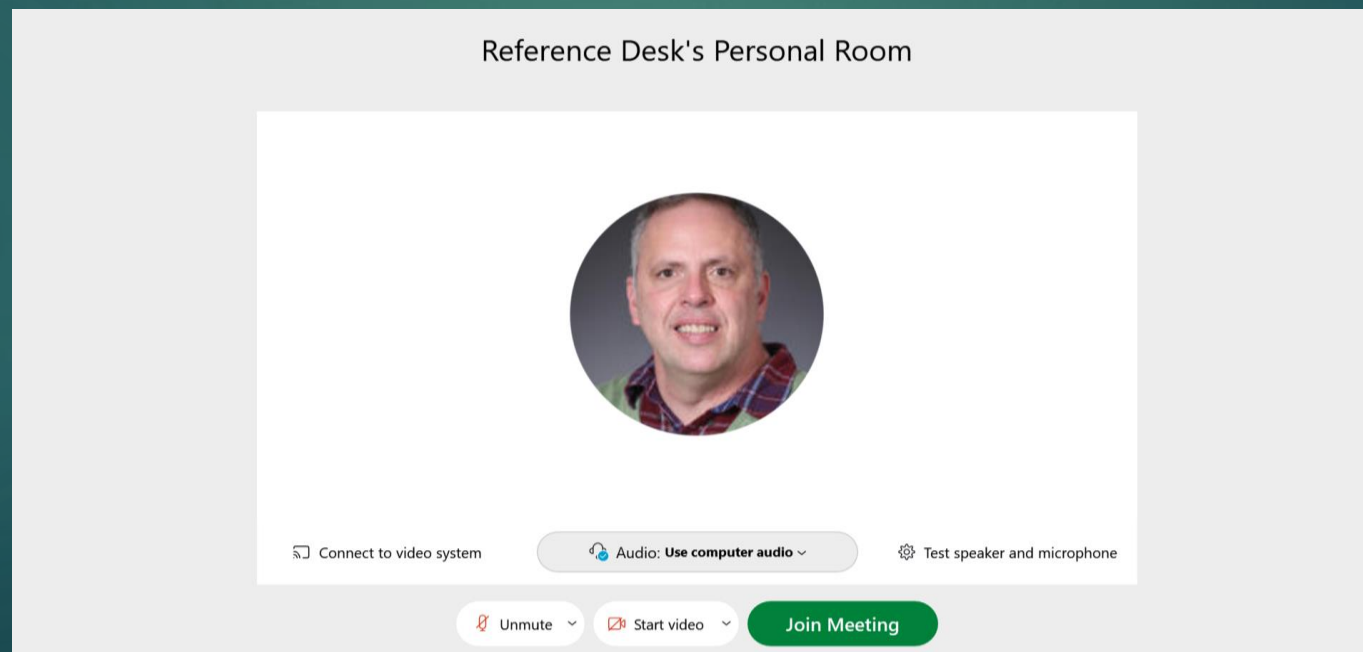
Contact:

138 Mary Livermore Library

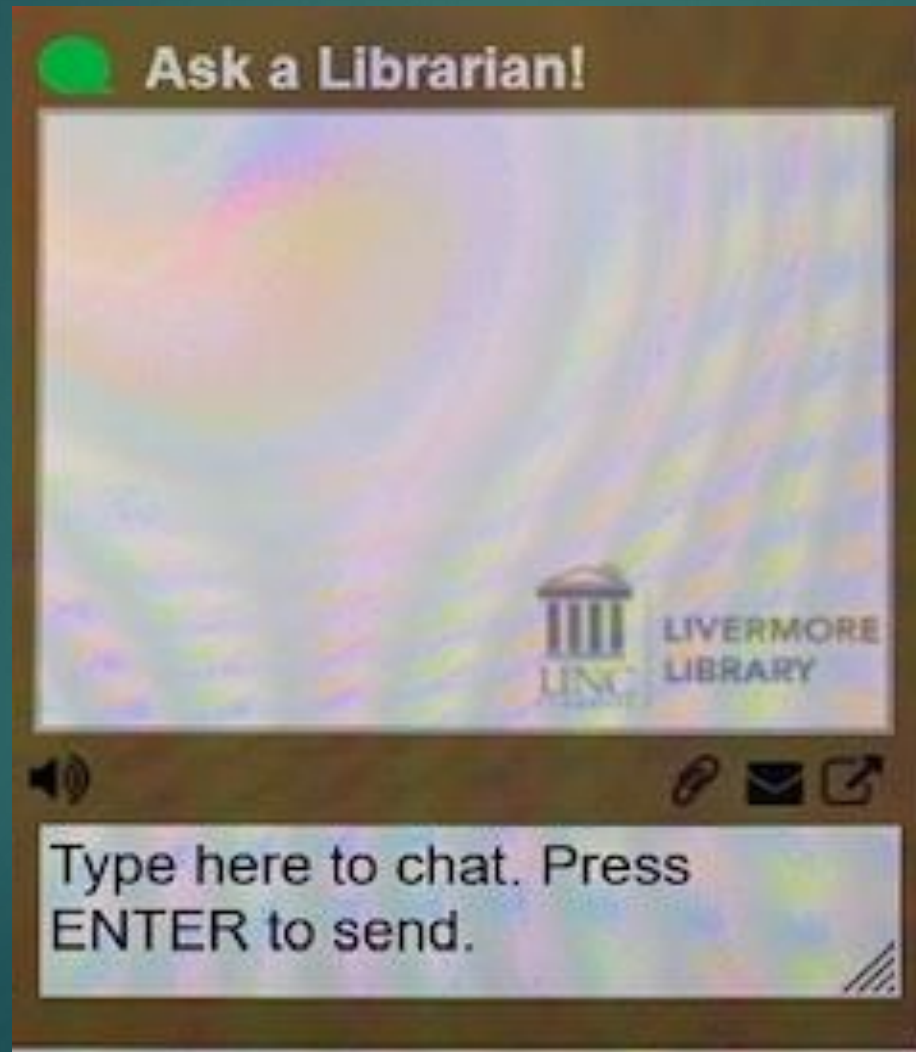
910.521.6529

Since March 2020, the Library now has Reference Webex Video Chat for patrons

- ▶ The purpose of the Webex Video Chat was to reach all patrons as they were learning remotely and patrons could connect to a Reference Librarian through Webex “Personal Room”
- ▶ Patrons can click on “Reference Help via Webex Video Chat” link on Livermore Library website (<https://www.uncp.edu/academics/library>)



Livermore Library “Ask a Librarian” Chat Service



Database of the Week LibGuide



LIVERMORE
LIBRARY

Database of the Week



GenderWatch

The screenshot shows the ProQuest GenderWatch database interface. The search results are sorted by Relevance. The first result is a dissertation titled "Perceived gender role performance and minor general deviance in college students: A test of gender role stress ..." by Matthew James Dolliver. The second result is "Females Role -Playing as Males: Exploring Gender Identity and Gender Roles Through Online Role ..." by Nicole Chow. The interface includes filters for source type (Scholarly Journals, Books, Dissertations & Theses, Newspapers, Magazines) and a search bar at the top.

GenderWatch Information

Name: GenderWatch

Publisher: ProQuest

Recommended Subjects-- Gender and LGBTQ topics, Sociology Social Work, Psychology

Features: Contains articles from peer review journals, magazine, newspapers, books.

Full text from over 250 journals

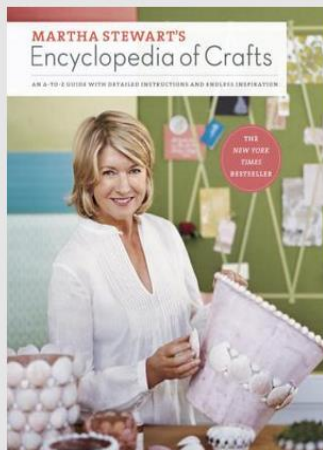
Additional features:

- Can select multiple disciplines
- Can create personal folders
- Citations available
- Provides stable url

National Crafting Month LibGuide (March 2021)

National Crafting Month

Books to Check Out



Martha Stewart's Encyclopedia of Crafts by Martha Stewart Living Magazine



Call Number: TT157 .M39145 2009

ISBN: 9780307450579

Publication Date: 2009-03-31

History of Crafting



Note: NBC. (2018). *Amy Poehler fun sticker by Making It* [gif]. Giphy. <https://media.giphy.com/media/uBaRxOwBs0C8NMzhQP/giphy.gif>

Arts and Crafts

Articles



Molang. (2020). *Winter diy sticker by Molang for iOS and Android* [gif]. <https://gph.is/st/m8WBQDY>

Benjamin, L. (2015). *The arts, crafts, and sciences of psychotherapy: Arts, crafts, and*

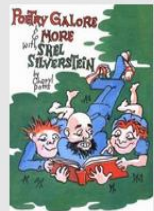
National Poetry Month LibGuide (April 2021)



LIVERMORE
LIBRARY

National Poetry Month
April 2021

Poetry Books



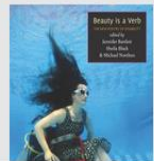
Poetry Galore and More with Shel Silverstein by Cheryl Potts

Call Number: General Collection
LB1575.5.U5 P68 1994
ISBN: 0913853356
Publication Date: 1993-09-01



The Cambridge History of English Poetry by Michael O'Neill (Editor)

Call Number: General Collection PR502
.C36 2010
ISBN: 9780521883061
Publication Date: 2010-04-29



Beauty Is a Verb by Sheila Black (Editor); Jennifer Bartlett; Michael Northen (Editor)

Call Number: General Collection
PS591.D57 B43 2011

Poetry E-Books



Poetry by Jennifer Joline Anderson
ISBN: 1624023061
Publication Date: 2016-12-15



Hyperboreal by Joan Naviyuk Kane
ISBN: 0822979144
Publication Date: 2013-10-01



Poetry for Kids by Susan Snively (Editor); Christine Davenier (Illustrator); Emily Dickinson
ISBN: 1633221172

Online Resources

[African American Poetry](#)

Contains nearly 3,000 poems by African-American poets of the eighteenth and nineteenth centuries.

[American Poetry](#)

Find poems written from 1650-1920. Includes Anne Bradstreet, Emily Dickinson, Edgar Allan Poe, Phillis Wheatley, Walt Whitman and Herman Melville

[English Poetry](#)

Find poems written from 600 to 1900 including Thomas Percy, Walter Scott, Robert Dodsley, Francis Turner Palgrave, and more.

Royal Geographical Society, 1478-1953 (database flyer)



LIVERMORE
LIBRARY

Royal Geographical Society, 1478-1953

The Royal Geographical Society (RGS) covers history of geography exploration, colonization and de-colonization, anthropology, law, climate science, gender studies, cartography, and environmental history throughout the British Empire from ~1478 to 1953.

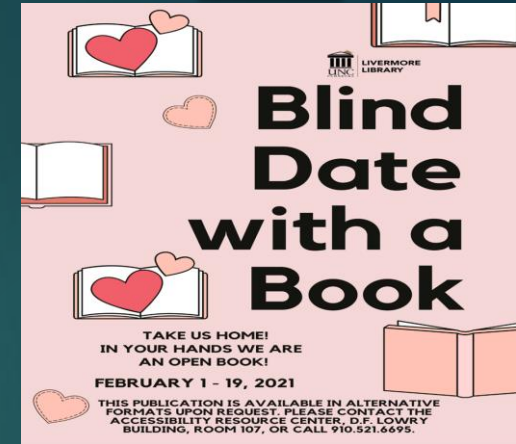
NEW



*Peaks near Advanced Base Camp- from Camp- early morning
A. M. Heron, Everest Expeditions, Mount Everest Expedition 1921, 5/1/1921*

“Blind Date With A Book” Event Info

- ▶ Livermore Library ran the event, February 1-19, 2021
- ▶ Flyer created using Canva
- ▶ Canva = graphic design platform used to create social media graphics, presentations, posters, flyers, documents, and other visual content. The app includes templates for users to use. Platform is free to use and offers paid subscriptions like Canva Pro and Canva for Enterprise for additional functionality
- ▶ Library makes table tents and QR codes for events that are more than just a single day so usually for month long events. Library started using table tents during pandemic and we informed students and patrons to wear a mask.



“Books & Boos” Table Tent & Libguide

- ▶ Created October 2020 Using Canva
- ▶ Event promoted inside the Livermore Library using table tents and QR codes instead of a flyer
- ▶ Library used table tents to make it easier for patrons not to have to touch anything to get the information that they needed



Library Brochure Distributed @ Freshman Orientation Campus Resource Fair



Promoting Collaboration

There is plenty of study spaces around the building for students to enjoy.

Key features of the building include:

- Moveable whiteboards
- Private group study rooms
- WebEx enabled huddle stations
- Printing stations
- Computer lab
- Cafe 641



For current library hours check our website.
www.uncp.edu/library



For more information scan this code!

CONTACT US

PO Box 1510
Pembroke, NC 28372
Phone: 910.521.6516
library@uncp.edu



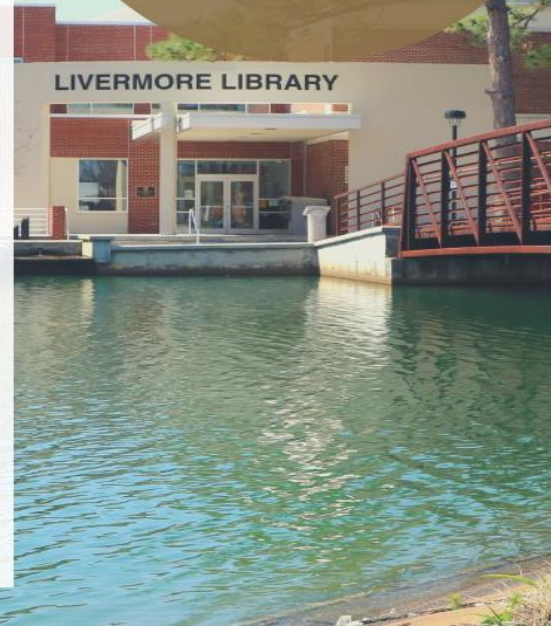
@UNCPLibrary



LIVERMORE LIBRARY

WHERE LEARNING
AND RESEARCH
GET PERSONAL

LIVERMORE LIBRARY



The Library Loo Libguides

- ▶ They are a non-conventional method of outreach designed for quick reading in library restrooms
- ▶ Robert Arndt (Director, Research and Instructional Services) started publishing them before the pandemic, but has increased circulation or publication since 2020
- ▶ Typically, the publication contains a list of theme resources, E-Loo-minating thoughts, etc.


UNC PEMBROKE
LIVERMORE LIBRARY
Mary Livermore Library

University of North Carolina at Pembroke / LibGuides / Library Loo / Library Loo 3 (9)


Library Loo: Library Loo 3 (9)

Library Loo 3 (10)	Library Loo 3 (9)	Library Loo 3 (8)	Library Loo 3 (7)	Library Loo 3 (6)	Library Loo 3(5)	Library Loo 3(4)	Library Loo 3 (3)	Library Loo 3 (2)
Library Loo 3 (1)	Library Loo 2(18)	Library Loo 2 (17)	Library Loo 2 (16)	Library Loo 2 (15)	Library Loo 2 (14)	Library Loo 2 (13)	Library Loo 2 (12)	
Library Loo 2 (11)	Library Loo 2 (10)	Library Loo 2(9)	Library Loo 2(8)	Library Loo 2(7)	Library Loo 2(6)			

Library LOO 3(9)



The Library Loo
Volume 3 Issue 9
Flushing Away Ignorance



Livermore Library Libguide for new UNCP students

Welcome to UNCP!

A guide to Livermore Library for new students

Need help?

Call: (910) 521-6656

Text: (910) 446-6275

Email: refdesk@uncp.edu

Livermore Library 101

Where is the library located?

The Mary Livermore Library located at the corner of Faculty Row and Old Main Road, across the railroad tracks from McDonalds (building 40 on the map below). The main entrance is facing the water feature. View the campus map [here](#). The library is number 40.

Do I need an account to use the library services?

Library accounts are created automatically each semester for all UNCP students.

If you are off campus, you are instructed to log in to get the full results from Primo and to access the library's databases. This login consists of your campus login. More info about Primo can be found [here](#). ARTStor, RefWorks and SciFinder Scholar require that you create accounts on campus. Contact the Reference Desk (910-521-6656) for assistance.

Library Hours

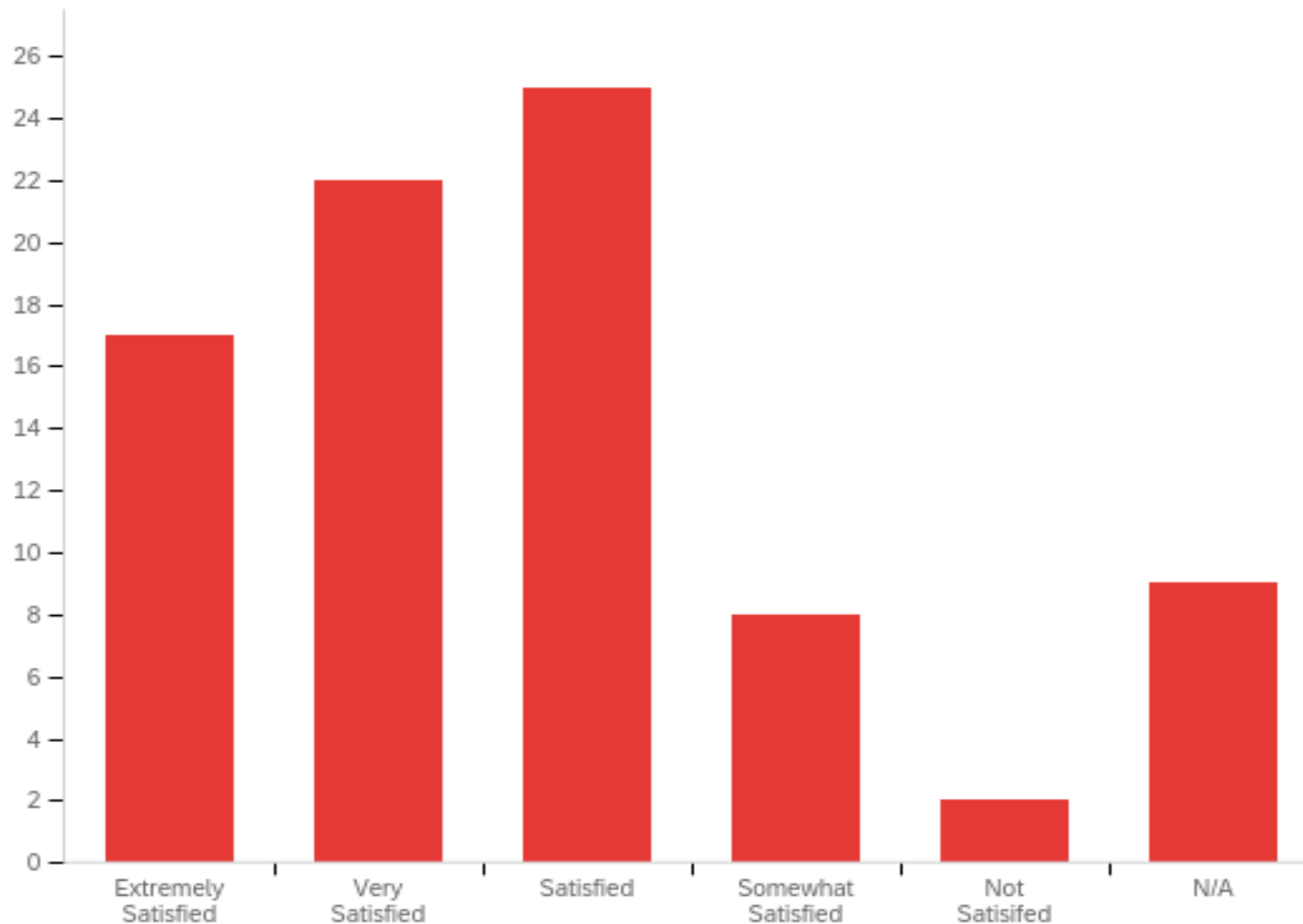
- Sunday
- Monday
- Friday
- Saturday



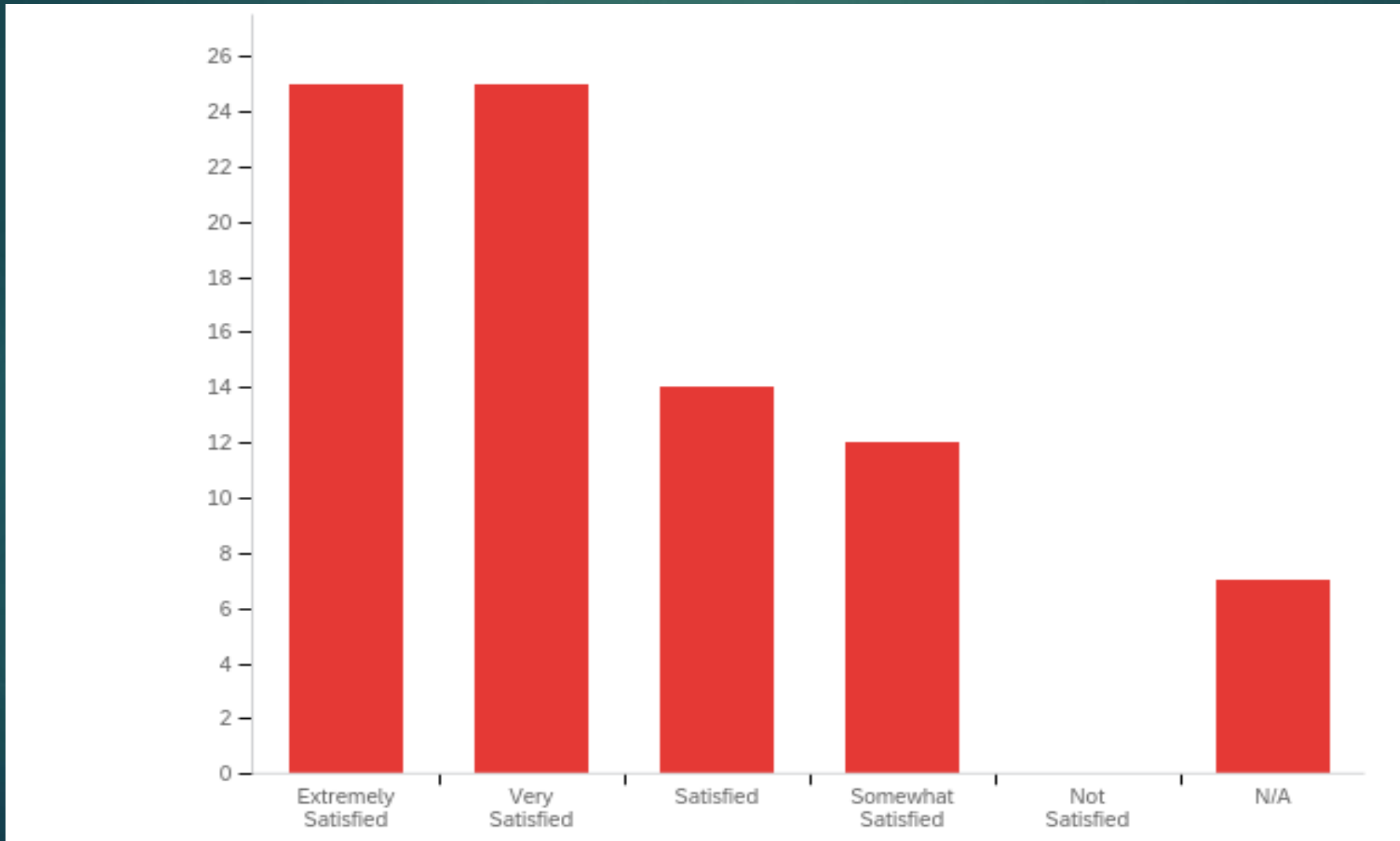
How are patron services &
outreach @ the Livermore Library?

THE NATIONAL LIBRARY WEEK SURVEY (APRIL
2021) RESPONSES TELL THE ANSWER

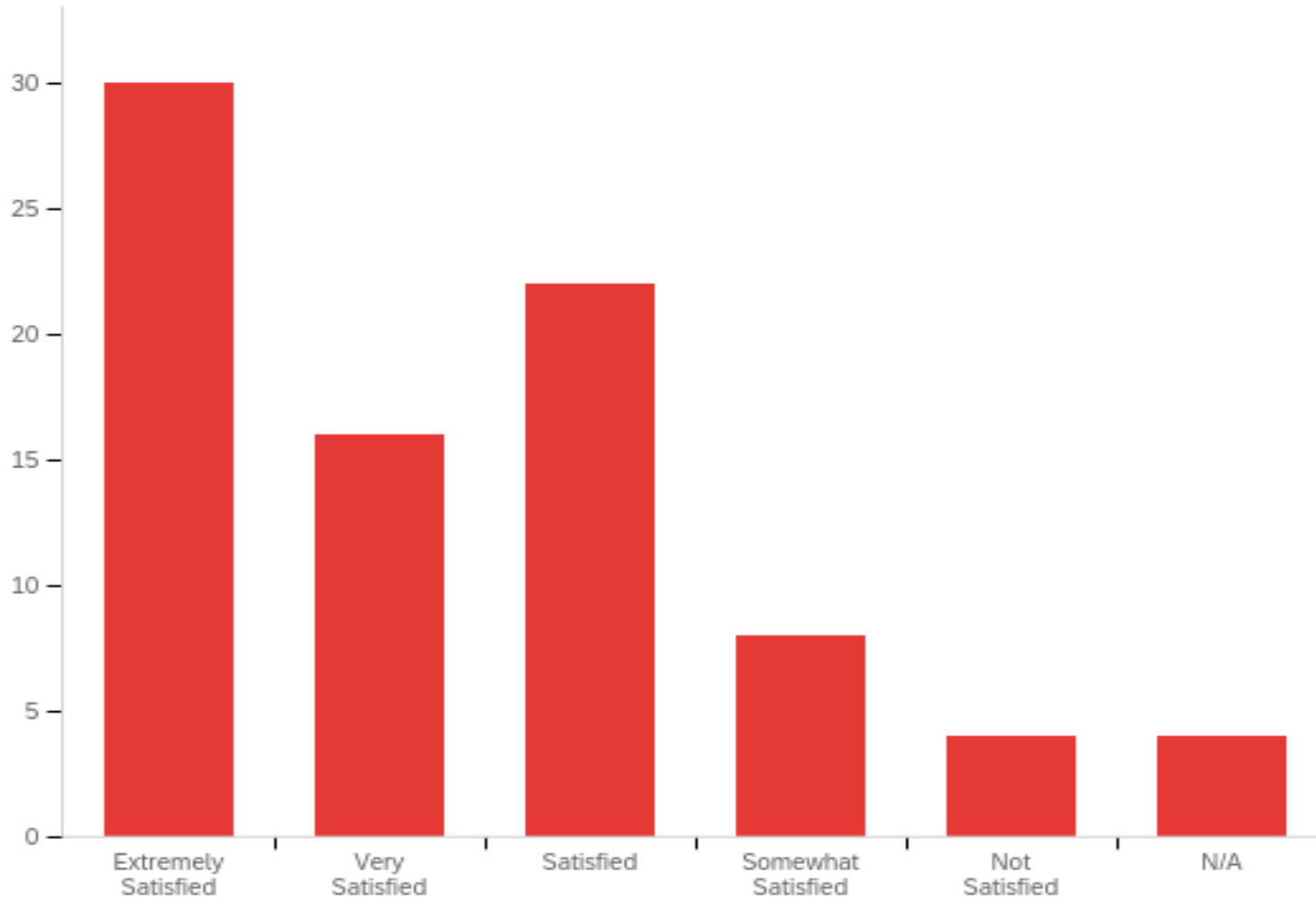
Q1: How satisfied are you with our books and other printed materials?



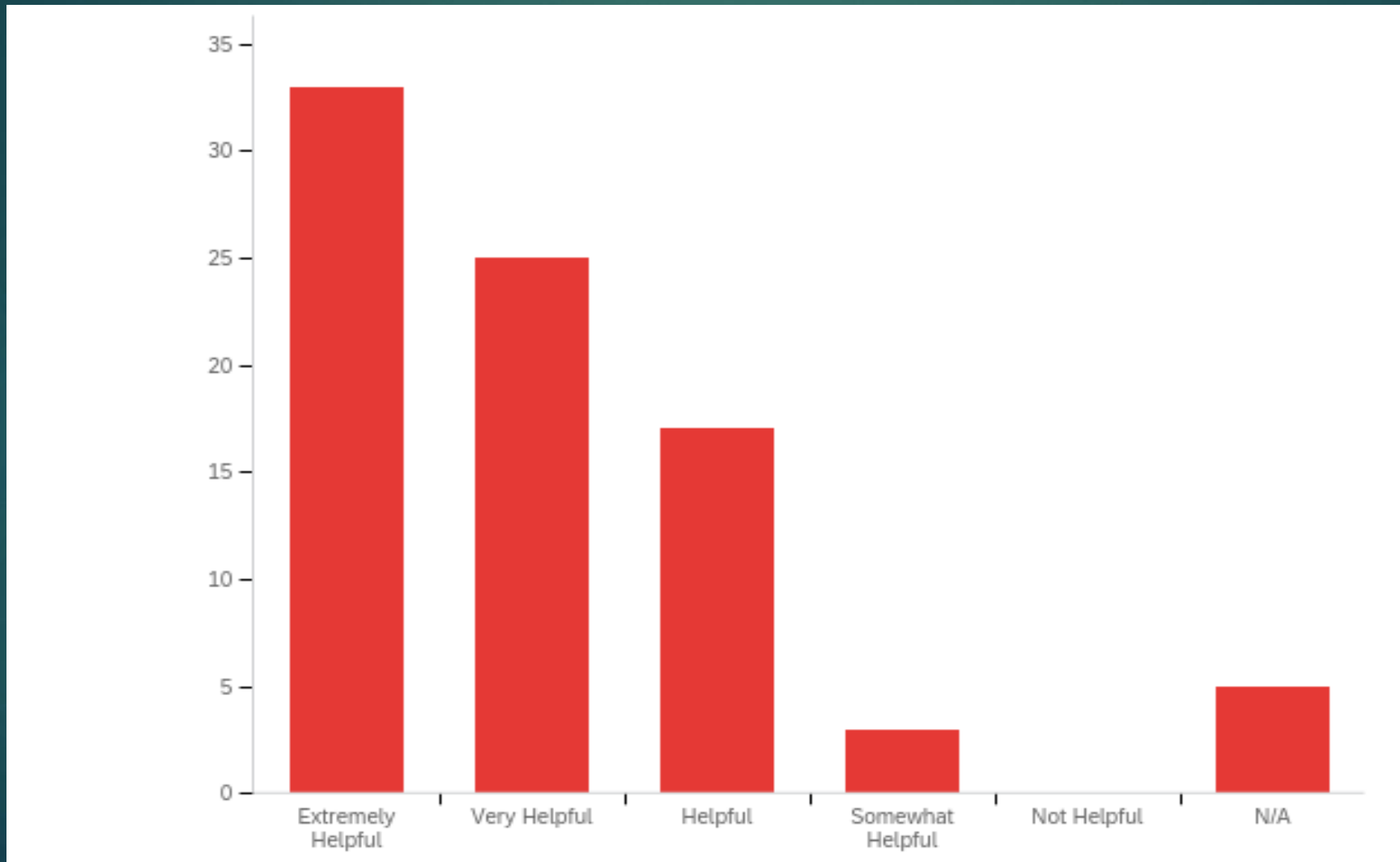
Q3: How satisfied are you with our web-based electronic resources?



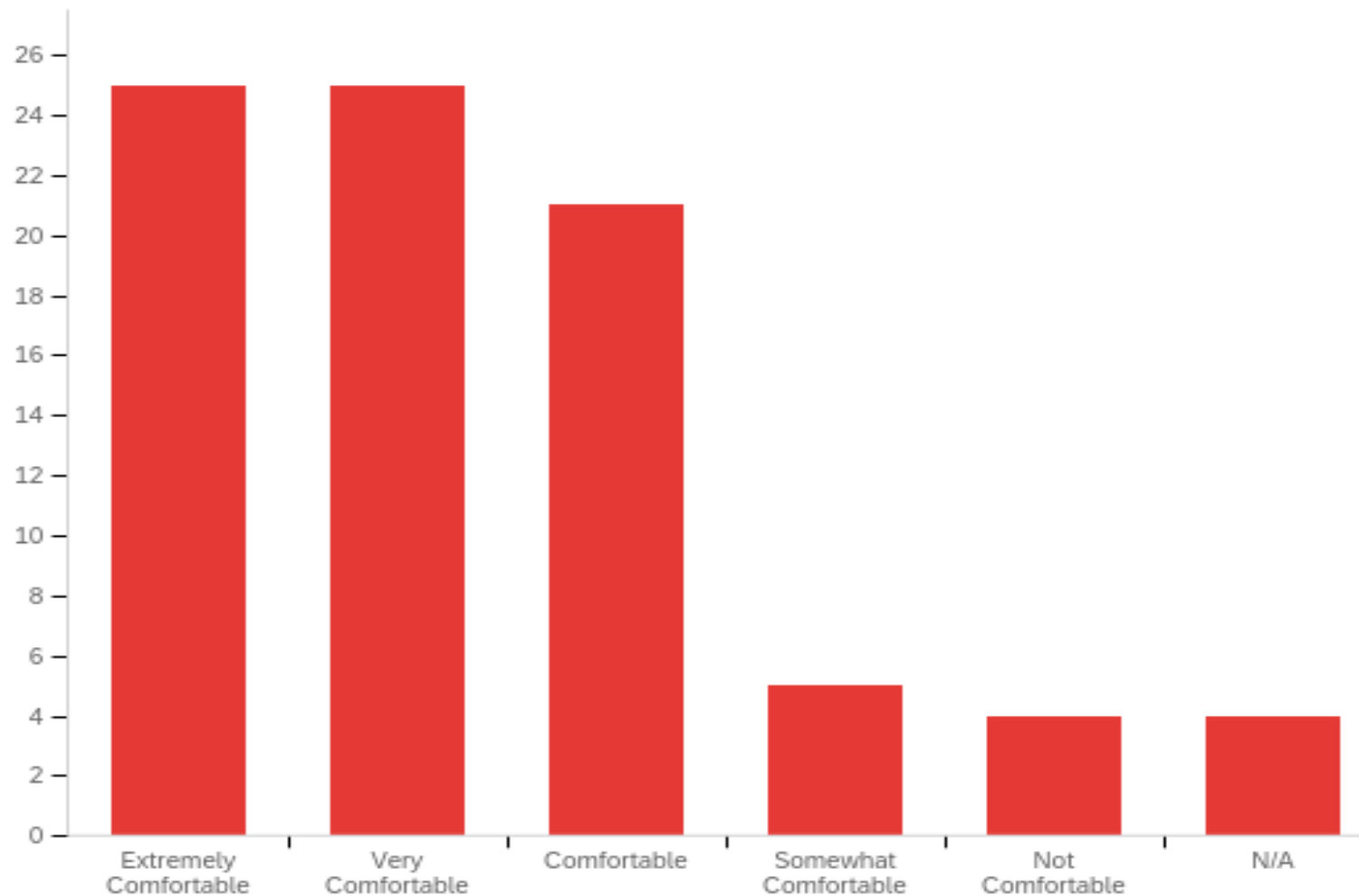
Q5: How satisfied are you with the Library's hours? (Current hours: Monday-Thursday, 7:30 a.m.-11 p.m.; Friday, 7:30 a.m.-5 p.m.; Saturday, 10:00 a.m.-6:00 p.m.; and Sunday, 3:00 p.m.-11:00p.m.)



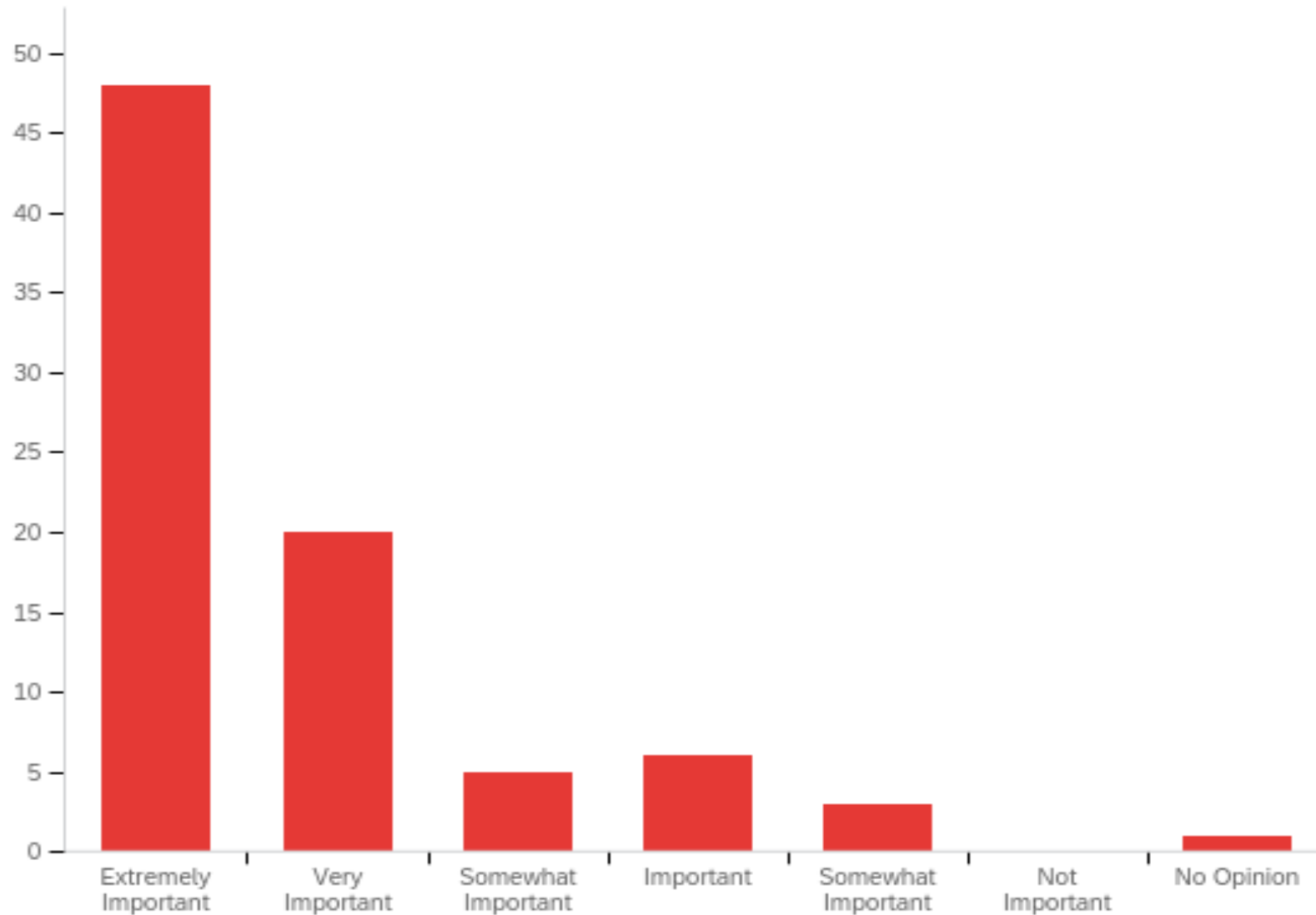
Q6: How helpful is our Library staff?



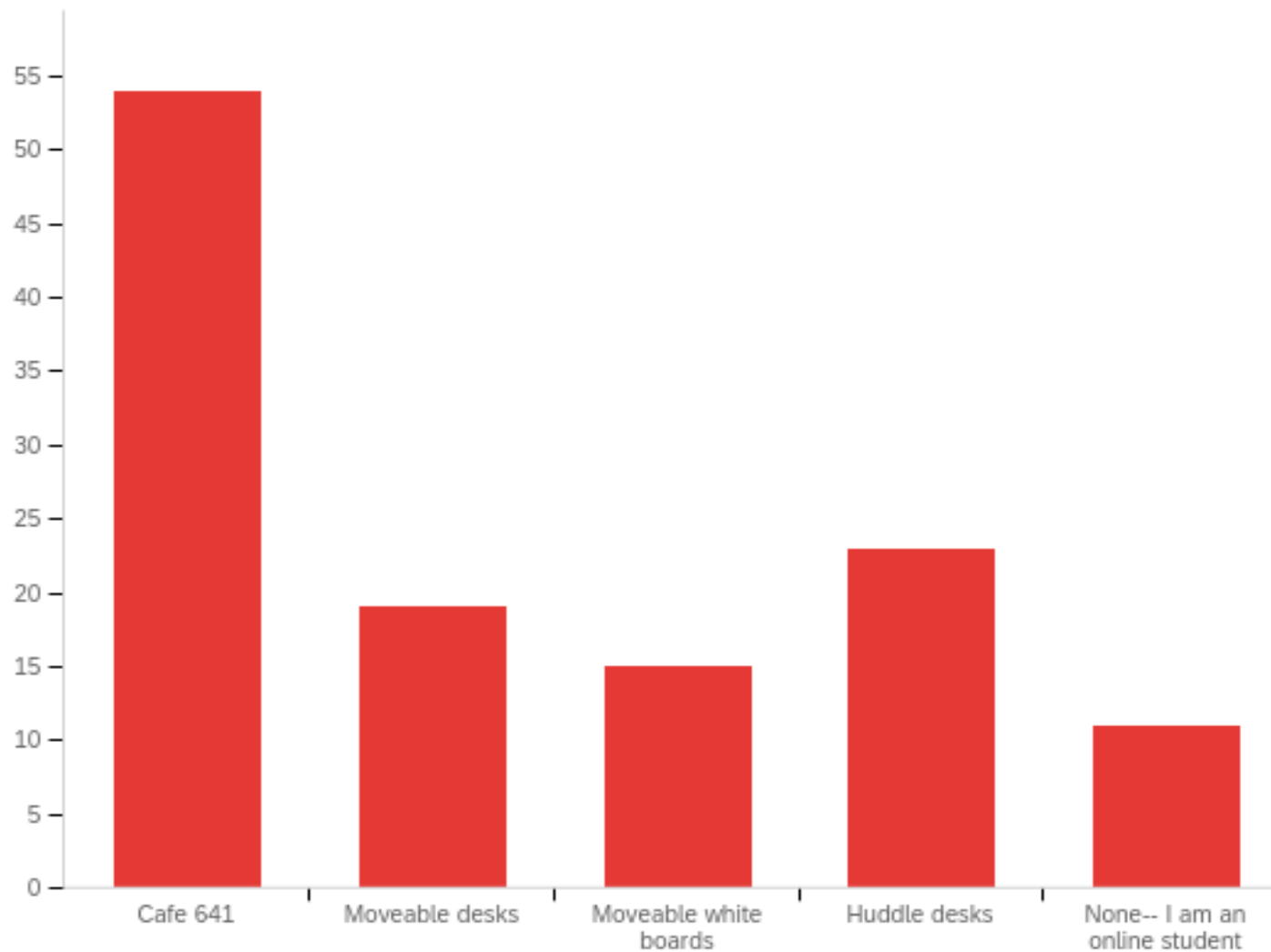
Q7: How comfortable do you find the physical facilities of the Library?



Q9: How important is the Library to you?



Q20: Which of the following new Library features have you used?



Q21: Complete this sentence. When I think of the Mary Livermore Library I think of.....

ability to complete assignments and research

Homework

When I think of the Mary Livermore Library I think of the place where I can get work done without anyone bothering me.

An invaluable campus resource

the different new "features" found in the Library (moveable white boards, Cafe 641, huddle spaces, our new Service Desks)

A quiet and comfortable place

School work

a good place to study/get work done

untapped jewel

Which current library practices & features can be used to “envision the future?”

- ▶ Library “How-To” videos (the demand will grow based on changing patron population)
- ▶ “Database of the Week” & other LIBGUIDES
- ▶ Traditional F2F Reference Desk interactions as well as Webex Video Chat
- ▶ Library resource flyers, table tents (including QR codes – patrons like “touch-free” services)
- ▶ Continue NLW survey & Library innovations (Café 641, moveable whiteboards/huddle spaces for collaborate student learning, etc.)

Café 641 (Livermore Library's indoor dining option for students)



Moveable whiteboards/Huddle Spaces for collaborative learning



Questions?

