Examining Library Patron Services & Outreach: The UNC Pembroke Experience

By

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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

$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 at 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](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

Videos about searching Primo and other Library databases

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
Beginning Research Process How-To Videos

Library How to Videos: Beginning the Research Process
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.
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

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

Contact:
138 Mary Livermore Library
910.521.6529

Email Me
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

GenderWatch

GenderWatch Database of the Week

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)

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

make It CRAFTY

Note: NBC. (2018). Amy Poehler fun sticker by Making it [gif]. Giphy. https://media.giphy.com/media/JbaRxOw85sC8NNmChQ/giphy.gif

Articles

Molang. (2020). Winter diy sticker by Molang for iOS and Android [gif]. https://giphy.is/jst/m6WBq3DY

Benjamin, L. (2015). The arts, crafts, and sciences of psychotherapy: Arts, crafts, and
# National Poetry Month LibGuide (April 2021)

### Poetry Books
- **Poetry Galore and More with Shel Silverstein by Cheryl Potts**
  - Call Number: General Collection LB175.S5.U5 P68 1994
  - ISBN: 0913853398
  - 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 843 2011

### Poetry E-Books
- **Poetry by Jennifer Joline Anderson**
  - ISBN: 1624923061
  - 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 Davisen (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)

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.
“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!

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@UNCPLibrary
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.
Livermore Library Libguide for new UNCP students
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.-11:00 p.m.)
Q6: How helpful is our Library staff?

![Bar chart showing the distribution of responses to the question about the helpfulness of the Library staff. The chart indicates a high level of satisfaction, with most responses falling in the 'Extremely Helpful' category.]
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.....

<table>
<thead>
<tr>
<th>Ability to complete assignments and research</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homework</td>
</tr>
<tr>
<td>When I think of the Mary Livermore Library I think of the place where I can get work done without anyone bothering me.</td>
</tr>
<tr>
<td>An invaluable campus resource</td>
</tr>
<tr>
<td>the different new &quot;features&quot; found in the Library (moveable white boards, Cafe 641, huddle spaces, our new Service Desks)</td>
</tr>
<tr>
<td>A quiet and comfortable place</td>
</tr>
<tr>
<td>School work</td>
</tr>
<tr>
<td>a good place to study/get work done</td>
</tr>
<tr>
<td>untapped jewel</td>
</tr>
</tbody>
</table>
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?