

# **Layers of Instructional Outreach: Strategies for Grafting New Growth in the First Year of Liaison Librarianship**

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# Introduction

- Meet us!
- Embracing a "cohort hire"
- Meet our liaison departments
- Crafting a liaison outreach strategy

# Session learning outcomes

1. Participants will be able to recognize the successes and challenges of developing a liaison led outreach program, to inform their own programming
2. Participants will be able to reflect on their own outreach strategies in order to develop new instructional partnerships across campus

## 4 layers of our outreach plan

1. Conducted a literature review
2. Crafting a year-long outreach plan
3. Cultivating relationships
  - a. CSM
  - b. Learning Centers
4. Carry out goals over multiple timelines

# Literature review findings

- Librarian visibility & being in departmental spaces
- Rebranding "office hours"
- Vary meeting modalities (virtual, in-person, etc.)
- Lead with empathy and kindness

# Building intentional relationships

- CSM events
  - College opener
  - Faculty meetings
  - Department events
- Embedded office hours
- SMLC collaboration



Eckler's Pop-Up Library Table in  
the Biology Department

# Communicating effectively

- Welcoming new faculty
- Bi-semesterly newsletters
- Digital signage

# Sample Newsletter Headers





# Sample Digital Signage

**MEET YOUR  
SCIENCE & MATH  
LIBRARIANS**



Schedule an appointment



**LIANA**  
Bayne-Lin



**KATHRYN**  
Eckler

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# Supporting diverse students

- CSM 200: J(ste)MU, an NSF-funded S-STEM program (DUE-2221277)
- Worked with the students in 2 sessions in the fall
- Focused on skill and relationship building
- Planning to continued support

# Building diverse collections

- "Worlds of Wonder: Scientific Communities at Work in Fact, Fantasy, and the Future"
- Book display incorporated STEM biographies
- Community focused



<https://bit.ly/43SzQF7>

# Looking ahead

- Creating an annual plan was successful
  - Focus on working meetings
- Rebranding "office hours"
- Keeping newsletters, but not increasing volume
- Focusing on relationships and empathy
- Remaining open to suggestions – including yours!

# Questions?

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# Discussion & Idea Sharing via Padlet!



<https://bit.ly/LOEX24JMU>

# Acknowledgements

- JMU Libraries Communications & Outreach Team
- CSM Departments
- Isaiah Sumner, Chemistry Faculty

View our  
references!



<https://bit.ly/3Uzyc8j>



**Thank you for attending!**

The logo for JMU Libraries, featuring the letters "JMU" in a stylized, bold, purple font with a white outline, followed by the word "Libraries" in a purple serif font. The logo is centered at the bottom of the slide, flanked by two purple circles connected to the bottom line of the slide's border.

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