Changing Workplace Culture and Building Community with Student Outreach

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Empower student employees through outreach projects

- Outreach: Promoting library collections and services.
- Wanted to grow something natural and wild but knew that it needed some cultivation.
- Why involve students in outreach?
  - Good management; Give students projects where they make decisions and get to display their work to the public.
  - Boost to morale and create opportunities for meaningful contributions – they own the projects.
  - Build a true sense of involvement in the workplace.
  - User identify with peer-to-peer outreach.
Getting Started

• Started in Media: Smaller, fewer students/staff, easier to organize.
• Media staff brainstormed ideas for several ongoing outreach activities:
  – Spare 52” monitor for slide shows
  – Library homepage blog for reviews
• Anne and Lori worked with students to produce projects.
• Gave student staff creative freedom - in short time student employees took initiative.
Outreach Project: **Themed Slideshows**
Outreach Project: Film Recommendations

http://library.uvm.edu/news/?p=4238
Student Outreach Committee

• Began Spring 2012.
• Collaboration between Circulation and Media students and staff.
• Members act as a steering/planning committee for outreach projects.
Themed Displays
Themed Displays: Guilty Pleasures and Women’s History

We Want Your Input for our Next Display!

We Can Do It!

March is Women's History Month at the Bailey/Howe Library!
Help us to celebrate by sharing a historical or fictional figure who inspires you. Please fill out the survey below!

Thanks,
The Bailey/Howe Staff

NAME: Emily
YEAR: Senior
MAJOR: Italian Studies
GUILTY PLEASURE BOOK: Twilight
CALL NUMBER: PS3613.E979 T85 2005

WHY DO YOU LIKE IT WHEN YOU KNOW IT'S SO BAD? The author's overdramatic style, coupled with the ridiculous supposition of high school vampires dueling it out teenage werewolves provides the college reader with some well-deserved R&R between stressful study sessions.
Themed Displays

Celebrating Women’s History Month

Chosen by:  Billy Clark
Graduate Student in English

Woman who inspires Billy:
Musician and Civil Rights Activist, **Nina Simone**

We recommend the following sound recordings:

- **Nina Simone Sings the Blues** (CD 3103)
- **High Priestess of Soul** (CD 3014)
Branding Resource Discovery Tool
Group Room Video

• [http://library.uvm.edu/news/?p=5437](http://library.uvm.edu/news/?p=5437)
Other Activities

- Admitted student tours
- Fundraising for Chittenden County Food Shelf
- LibQUAL+ survey promotion
- CATQuest Promotion
Outcomes

• Noticeable improvement in student morale; more enthusiasm for work.
• Staff and students build stronger bond through outreach projects.
• Student employees identify more with the library – proud of their work.
What student employees are saying...

http://youtu.be/OcdLILJNH_c
What’s Next?

• Contribute to library social networking tools.
• Give students even more creative freedom.
• Encourage more independence.
• Expanding visibility of our projects.
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