

BRINGING THE LIBRARY TO ITS USERS

DAVID FEARE AND LAUREN FOX
NATIONAL UNIVERSITY LIBRARY

WHO ARE WE?

MEET YOUR PRESENTERS



LAUREN FOX

**User Engagement Librarian
National University Library**



DAVID FEARE

**User Engagement Librarian
National University Library**

WHAT DO WE DO?

WELL, WE ENGAGE!



**FIND WAYS TO
ENGAGE FACULTY,
STUDENTS, AND
STAFF**



**RAISE AWARENESS,
CREATE NEW
RELATIONSHIPS,
AND MARKET THE
LIBRARY**

**HOW CAN WE BE
MORE PROACTIVE?**

**BRING THE LIBRARY
TO THEM!**

HOLIDAY BOOK BAG

FUN & HIGHLY PERSONALIZED
OUTREACH



OUR OBJECTIVES

WHY WE WANTED TO DO SOMETHING
A LITTLE DIFFERENT



**OUTREACH TO
FACULTY & STAFF**



**SHOW OFF
SERVICES &
COLLECTION**



**STIMULATE
CIRCULATION**

OUR PROCESS

BAG "INGREDIENTS":

- 2+ BOOKS, CHOSEN WITH CARE
- CANDY & HOT CHOCOLATE
- BOOKMARK & NEWS INSERT
- CARD FROM LIAISON LIBRARIAN
- THE BAG ITSELF!



OUR OUTCOMES

WHY WE'RE GOING TO DO THIS AGAIN



**CONNECTIONS
MADE AND
FOSTERED**



**INSIGHTS INTO
PATRON
INTERESTS**



**237 ITEMS
CIRCULATED TO
99 PATRONS**



**TEAM-BUILDING
AT THE LIBRARY**

POP-UP LIBRARIES

QUICK, EYE-CATCHING, AND
ON LOCATION



OUR OBJECTIVES

GRABBING ATTENTION IS OUR
MAIN GOAL



**CATCH THE
ATTENTION OF
PASSERS-BY**



**QUESTIONS,
CONVERSATIONS,
& RELATIONSHIPS**



**CHECK OUT
BOOKS? NOT SO
MUCH...**

OUR PROCESS

- QUICK AND CASUAL DISPLAYS
- TARGETED POPULATIONS
- STAND-ALONE EVENTS, OR ADDED ON TO EXISTING EVENTS
- VARIATIONS TO MAKE THINGS FUN



OUR OUTCOMES

WHY WE'RE GOING TO DO THIS AGAIN



**MET NEW PEOPLE
AROUND THE
UNIVERSITY**



**RAISE AWARENESS
OF LIBRARY
RESOURCES AND
SERVICES**



**CHECKED OUT A
FEW BOOKS HERE
AND THERE**



**CAUGHT THE
ATTENTION OF
ADMINISTRATION**

CHALLENGES AND LESSONS



**FIGURING OUT
TIMING AND
LOCATION**



**LIBRARY OUTSIDE
OF THE LIBRARY?
THAT'S WEIRD!**

DAVID FEARE • DFEARE@NU.EDU

LAUREN FOX • LFOX2@NU.EDU

THANK YOU

LIBRARY.NU.EDU

Read about St. Kentigern College's original holiday bag event:

Vandenberghe, A. (2016, July 17). Guest post: Reaching out with a 'Holiday Reading Bag!' Retrieved September 29, 2017, from <http://interlibnet.org/2016/08/16/guest-post-reaching-out-with-a-holiday-reading-bag/>