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Connecting Over Coffee: Extending Library Services for Students Through New Campus Partnerships

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Connecting Over Coffee: Extending Library Services for Students Through New Campus Partnerships

Abstract

One meeting with potential partners on campus can turn into a new, exciting initiative to reach underrepresented and first-generation college students. Librarians at a small, private liberal arts college will share how they collaborated with the Office of Multicultural Engagement on their campus to provide reference services to students outside of the library. Emphasis was focused on serving first year students from underrepresented groups, however, the service was open to and used by students from a variety of backgrounds and class years. The speakers will share lessons learned, plans for future development, and assessment strategies.

Keywords

reference services, reference librarianship, Musselman Library, campus outreach

Disciplines

Higher Education | Library and Information Science

Comments

Presented at the [3rd Personal Librarian and First Year Experience Library Conference](#) in Cleveland, OH, March 21, 2018.

Connecting Over Coffee: Extending Library Services for Students Through New Campus Partnerships



Do great work

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Gettysburg
COLLEGE

Institutional Background

Gettysburg College

- Highly selective four-year residential college of liberal arts and sciences
- 2,600 students
- 68 academic programs
- 23% of student body domestic students of color and international students (Fall 2017)

Musselman Library

- Sole library on campus
- Open 24/5 during academic year
- Research Help Desk, main floor of the library
 - Chat, text, email, phone and in-person research assistance
 - **92% of recorded transactions are in-person**
 - 93% take place at Research Help Desk

Connecting Across Campus

Office of Multicultural Engagement (OME)

- Orientation program week before classes start
- Academic Success Workshop (December 2016)
- Summer 2017 meeting
 - Expressed interest in having a librarian be in their space
 - Remove intimidation factor / library anxiety

Program Goals

- Reach students who may not be taking advantage of library services
- Connect with students from historically underrepresented groups, including first-generation students
- Target audience was first-year students, but open to all
- Meet students where they are at, outside of the library

Program Plan: Lattes with a Librarian

Timing

- Six one-hour dates throughout semester
- Third week of classes, midterms, and last week of classes

Location

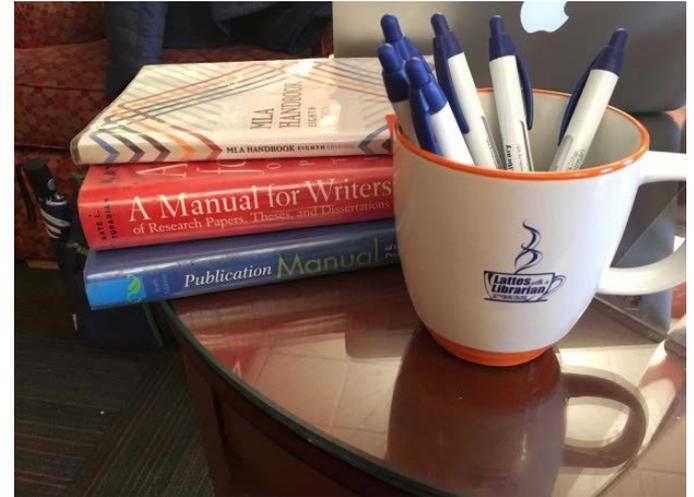
- Near coffee shop in College Union Building

Incentives

- Free mug for those who asked a question
- Added coupon for free coffee in December

Assessment

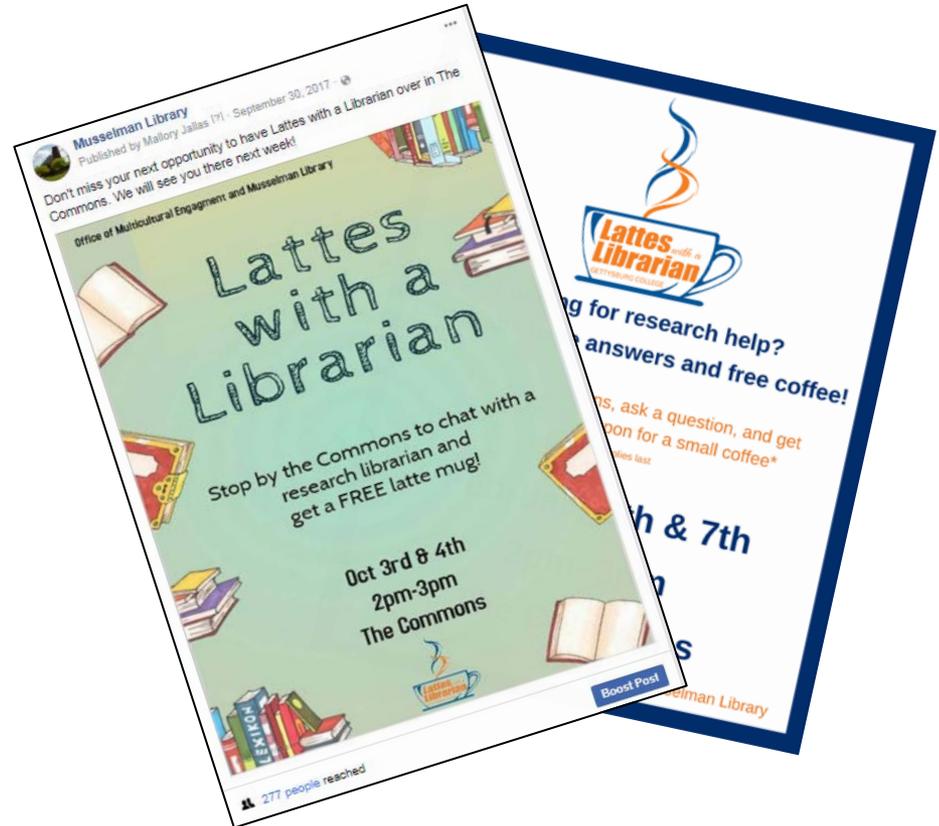
- Record questions in LibAnswers (“LWAL”)



Promotion

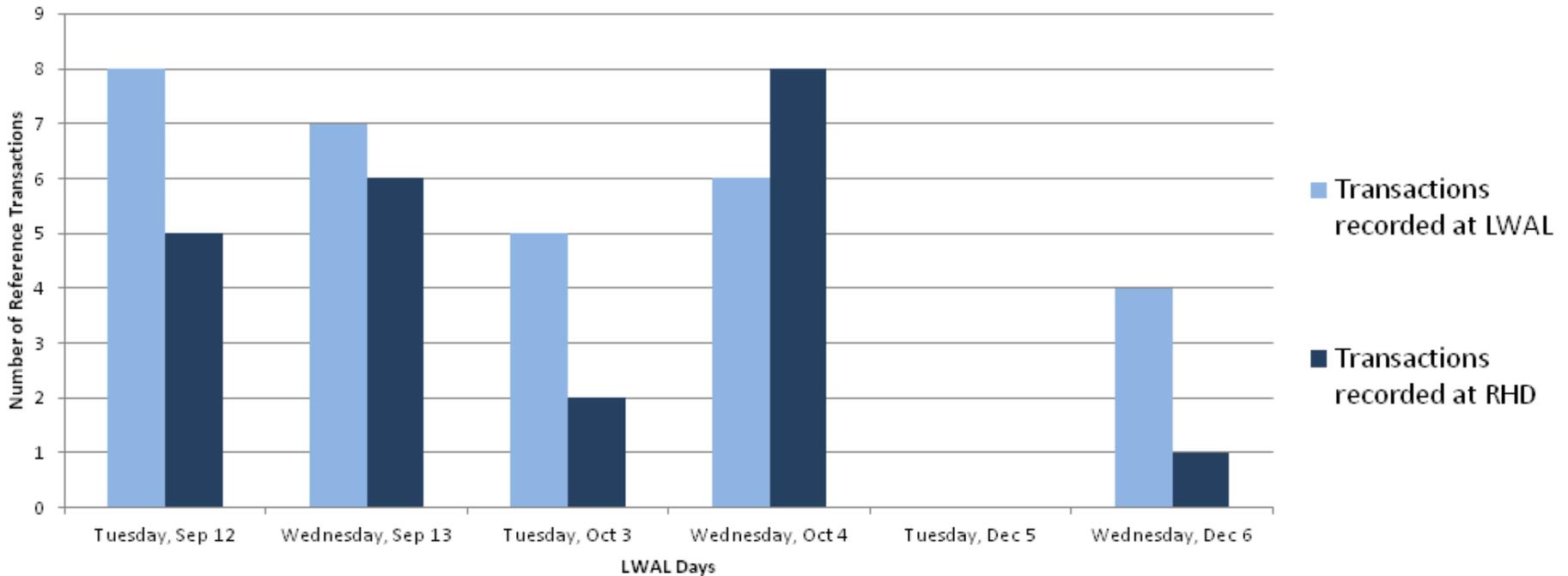
Combined efforts to promote service to students

- Flyers in OME spaces
- Library and OME social media: Facebook, Instagram & Twitter
- Campus email digest messages



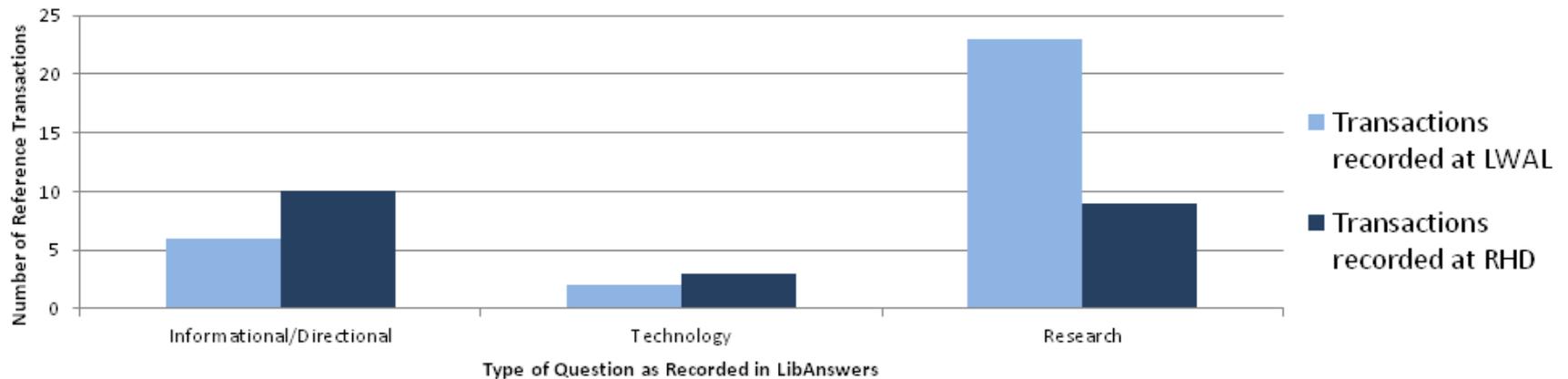
Data Comparison: Number of Transactions

Number of Reference Transactions Recorded During LWAL Times (LWAL vs. RHD)

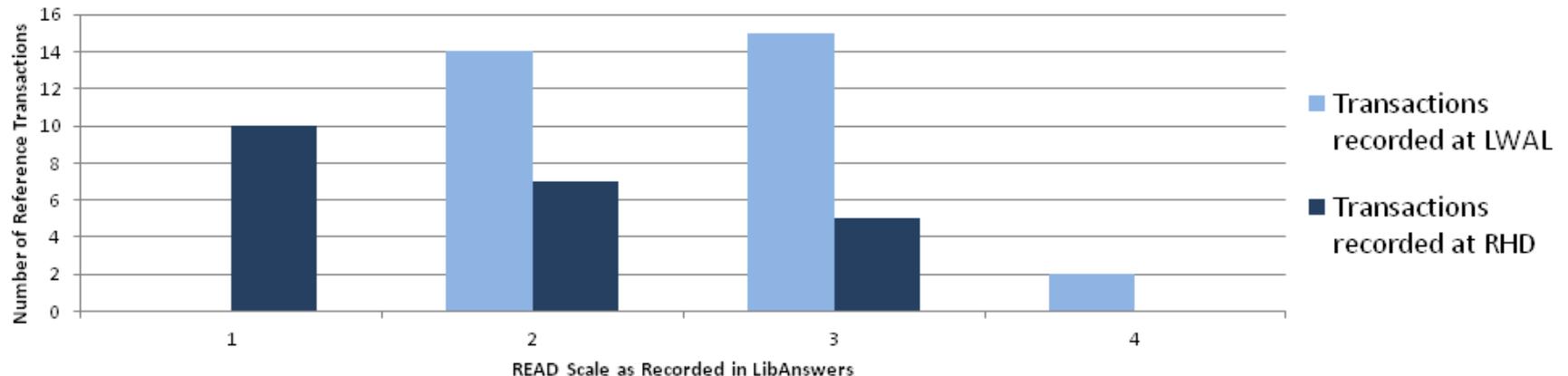


Data Comparison: Question Type & READ Scale

Number of Reference Transactions Recorded by Question Type (LWAL vs. RHD)



Number of Reference Transactions Recorded by READ Scale (LWAL vs. RHD)



Lessons Learned

Dual advertising was important

- Service during the last week was not promoted as heavily
 - Significantly less questions

Swag important

- But not as much sway as thought
- Coffee coupons did not appear to boost participation

Being visible leads to serendipitous discovery

- “I didn’t know you were here...”



Next Steps

Future of Lattes with a Librarian

- Already offered 2 weeks in Spring 2018
 - 8 questions recorded over 4 hours
- New locations
 - Office of Multicultural Engagement's new space
- Expanded assessment
 - Short student survey

Spin Off Initiatives

- Library Peer Research Mentors
 - Pop Up PRMs
 - Rita's & Research



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Questions?

