

**There's a library
here?????**
**Student Outreach at the
University of Guelph-Humber**

Jennifer Easter & Caroline Stewart
Ontario Library Association Super Conference 2010

UNIVERSITY OF
GUELPH
HUMBER

University of Guelph-Humber

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HUMBER™

University of Guelph-Humber



University of Guelph-Humber

Psychology
Kinesiology
Early Childhood Education
Media
Computing
Business
Family and Community Social Services
Justice Studies





Library Services Team

Challenges



AJ Baxter



Competition



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of GUELPH



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TORONTO

Google™
Canada

McMaster
University



Vision

The University of Guelph-Humber Library is the recognized information service provider of choice for the University of Guelph-Humber academic community.

Strategic Plan Goal

Create Student Advisory Committee to have continuous service assessment and feedback



Student Advisory Committee

Student Advisory Committee

...develop and maintain relationships with their users whereby communication barriers are eliminated and dialog is initiated and flows freely between the parties. When users respect and are knowledgeable about the library and contribute information that assists in library decision-making, all parties involved benefit.

(Livingston, 2003, p. 24)

Student Advisory Committee



GUELPH-HUMBER
STUDENT ASSOCIATION

Student Advisory Committee

Regular meetings with student government leadership are a must. Often these meetings can uncover and address concerns and needs from a students perspective before they become critical.

(Dewey, 2005, p.13)

Strategic Plan Goal

Make librarians visible service providers to students



Learning Commons Fair

Reference Outreach



Reference Outreach

THE WRITING CENTRE

- Professional & Peer Tutoring Services
- Help with Academic, Business & Technical Writing
- Help with Grammar & Spelling



Reference Outreach

Student perceptions shift as well when writing centers and libraries share space. Placing writing and research services together helps to illustrate the commonality between research, writing, and the academic thought processes often compartmentalized by students

(Mahaffy, 2008, p.174)

Learning Commons Outreach



Program Outreach

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Kinesiology Program Speaker Series

Dr. Jeremy Simpson

"How Our Muscles Rust and Rot: A Look at How Our Muscles Function in Health and Disease States"

Thursday, February 04, 2010

10:50AM-11:40AM • Room: GH123

Jeremy Simpson is an Assistant Professor in the Department of Human Health and Nutritional Sciences at the University of Guelph.

Dr. David Ma

"Good and Bad Fats in the Prevention and Fight against Cancer?"

Thursday, March 04, 2010

10:50AM-11:40AM • Room: GH123

David Ma is an Assistant Professor in the Department of Human Health and Nutritional Sciences at the University of Guelph.

Dr. Alison Duncan

"The Role of Soy in Diabetes Management"

Thursday, March 11, 2010

10:50AM-11:40AM • Room: GH123

Alison Duncan is an Associate Professor in the Department of Human Health and Nutritional Sciences at the University of Guelph.

Dr. Michael O'Leary

"Mighty Mitos: The Role Exercise and Mitochondrial Signaling Pathways have in Maintaining Skeletal Muscle Mass"

Thursday, March 25, 2010

10:50AM-11:40AM • Room: GH123

Classroom Outreach



Classroom Outreach

Informing users of new services and new online and print materials ranks as most important for liaison relationships

(Glynn and Wu, 2003, p. 123)

Office Hours



Strategic Plan Goal

Promote the UofGH library services matrix as an added value to prospective students

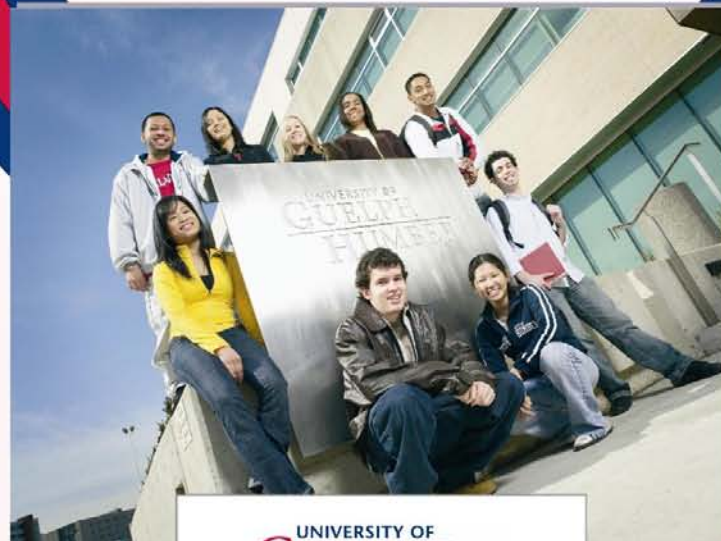
Potential Student Outreach

RACER rapid access to collections
by electronic requesting



Guelph-Humber Partnership

BIBCAT
ONLINE CATALOGUE



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Strategic Plan Goal

Establish communication with students that is fluent, meaningful and personalized

LibGuides

Justice Studies

Last update: Jan 15th, 2010 URL: <http://guelphhumber.libguides.com/content.php?pid=41479> [Print Guide](#) [RSS Updates](#) [SHARE](#)

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Don't forget to Log On



Don't forget that you need to [log on](#) to access any of our electronic resources. You can log in with either your UoG Central Login ID or your library barcode and your last name.

[Comments \(0\)](#)

Start here

Click on the links and sign in to access these databases. Check out the descriptions of each database to determine which one is best for what you are looking for. If you are having a hard time using them drop by the [library](#) or [chat with us](#) to get assistance.

- [Academic Search Premier](#) ★★★★★
- [NCJRS Abstracts \(National Criminal Justice Reference Service\)](#) ★★★★★
Subject areas include corrections, courts, drugs and crime, law enforcement, juvenile justice, crime statistics, and victims of crime.
- [Criminal Justice Abstracts](#) ★★★★★
Includes information on criminology, including trends, crime prevention and deterrence, juvenile delinquency, juvenile justice, police, courts, punishment, and sentencing.
- [Criminal Justice Collection](#) ★★★★★
Includes comprehensive coverage of many criminal justice topics including law enforcement and Homeland Security. TO ACCESS: Click on the link above and scroll down and click on the database link. OFF CAMPUS ACCESS: Library barcode number: the barcode on your student card. PIN: your last name.

[Comments \(0\)](#)

Your Subject Librarian



Jennifer Easter

Contact Info:

GH208-F
Office Hours: Mondays 2-4pm,
Thursdays 10-12pm
(drop in or by appointment via email)
[Send Email](#)

Links:

[Profile & Guides](#)

[askON Chat Reference](#)

Communication

Avoid communication that is generic, which is not focused on the actual information needs of students...avoid mass mailings and material that promotes the library generally rather than specific resources and services

(Glynn and Wu, 2003, p. 128)

Strategic Plan Goal

Reach out to full-time students in Residence



Ref in Rez

Strategic Plan Goal

Information Literacy activities for Media Studies

HUMAN LIBRARY.ORG

Strategic Plan Goal

Traditional faculty-based library instruction reaches students only in their academic role, thereby overlooking the multiplicity of identities students may assume

(Love and Edwards, 2009, p.21)

What worked?



Student Advisory Committee

Classroom Outreach



Reference Outreach

THE WRITING CENTRE

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- Help with Grammar & Spelling



Office Hours



What didn't work?



Ref in Rez

Office Hours



Office Hours

Qualitative outcomes such as increased goodwill, stronger partnerships in the teaching and research endeavor, and a changed image of the librarian as peer are perhaps of higher value than simply increasing the number of questions answered by any one librarian.

(Handler, Lackey and Vaughan, 2009, p. 343)

Learning Commons Reference Position



What next?

Strategic Plan Goal

Use social networking tools to communicate with students

Collaboration



Contact Us

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