

“There’s a Library Here?” Student Outreach at the University of Guelph-Humber  
OLA Super Conference 2010  
Caroline Stewart & Jennifer Easter, University of Guelph-Humber

Further Reading

Reference in Residence

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Promoting the MSU libraries in the residence halls. *Public Services Quarterly*, 2(4), 46-68.

Hines, S. S. (2007). Outpost reference: Meeting patrons on their own ground. *PNLA Quarterly*, 72(1), 12-28.

Student Advisory Groups

Becher, M., & Flug, J. (2006). Using student focus groups to inform library planning and marketing. *College and Undergraduate Libraries*, 12(1), 1-18.

Reference Service Points

Bosque, D. D., & Chapman, K. (2007). Your place or mine? Face-to-face reference services across campus. *New Library World*, 108(5/6), 247-262.

Cummings, L. U. (2007). Bursting out of the box. *Reference Services Review*, 35(2), 285-295.

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Further Reading

Lee, J., Hayden, A. K., & MacMillan, D. (2004). "I wouldn't have asked for help if I had to go to the library": Reference services on site. *Issues in Science & Technology Librarianship*, 41. Retrieved from <http://dspace1.acs.ucalgary.ca/bitstream/1880/44199/1/istl04fallarticle2.htm>

Rudin, P. (2008). No fixed address: The evolution of outreach library services on university campuses. *The Reference Librarian*, 49(1), 55-75.

Working with Campus Partners

Cooke, R., & Bledsoe, C. (2008). Writing centers and libraries: One-stop shopping for better term papers. *The Reference Librarian*, 49(2), 119-127.

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Mahaffy, M. (2008). Exploring common ground: U.S. writing center/library collaboration. *New Library World*, 109(3/4), 173-181.

Further Reading

Liaison Librarians

Glynn, T., & Wu, C. (2003). New roles and opportunities for academic library liaisons: A survey and recommendations. *Reference Services Review*, 31(2), 122-128.

Livingston, J. (2003). The benefits of library liaison programs for small libraries. *Medical Reference Services Quarterly*, 22(1), 21-30.

Office Hours

Handler, L., Lackey, M., & Vaughan, K. (2009). “Hidden treasures”: Librarian office hours for three health sciences schools. *Medical Reference Services Quarterly*, 28(4), 336-350.

Marketing and Public Relations

Leong, J. (2007). Marketing electronic resources to distance students. *The Serials Librarian*, 53(3), 77-93.

Marshall, N. J. (2001). Public relations in academic libraries. *The Journal of Academic Librarianship*, 27(2), 116-121.

Matuozzi, R. (2009). Library public relations: Recent articles on marketing and branding in university libraries. *Public Services Quarterly*, 5(2), 135-138.

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Further Reading

Stimson, N. (2007). Library change as branding opportunity: Connect, reflect, research, discover. *College and Research Libraries News*, 68(11), 694-698.