

Rowan's Raiders: The Next Generation of Friends of the Library

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PREMISE

FRIENDS:

The Friends of the Library need to engage current students with their activities to cultivate future Friends.

Rowan Dalkin

- ❖ 3rd year Book and Media Studies student
- ❖ Active member of 3 UofT student groups
- ❖ Passion for marketing, fundraising, and books!

LIBRARY:

An outreach student group which fundraises/promotes the library to their respective communities/peers.

STUDENTS:

An opportunity for students to develop practical skills in event planning, and to gain an authentic learning experience* by linking their studies to their extracurricular activities.

*Maina, Faith W. "Authentic Learning: Perspectives from Contemporary Educators" *Journal of Authentic Learning* 1, no. 1 (2004): 1-8. Accessed January 21, 2016. <https://dspace.sunyconnect.suny.edu/handle/1951/389>.

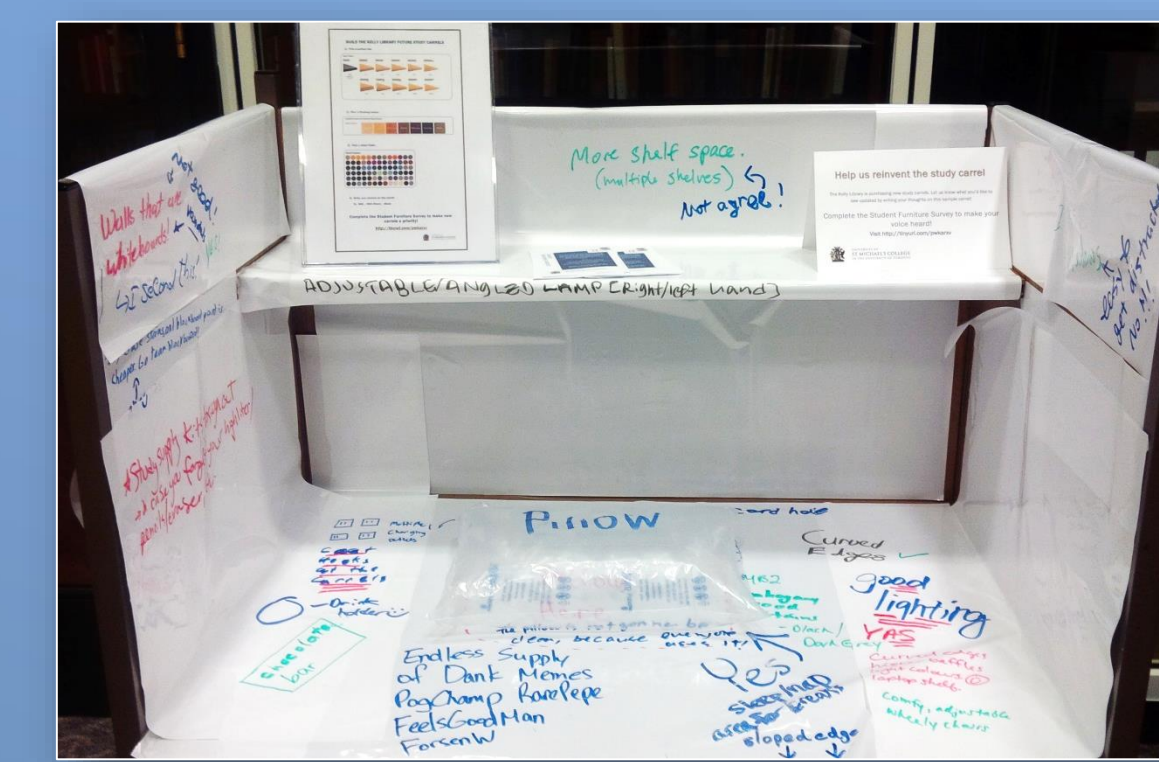
OBJECTIVES

- ❖ Create a Social Media footprint for the Friends
- ❖ Organize a team of student book sorters
- ❖ Plan Friends/ Library themed events for students

THE STUDENT FRIENDS EVENTS



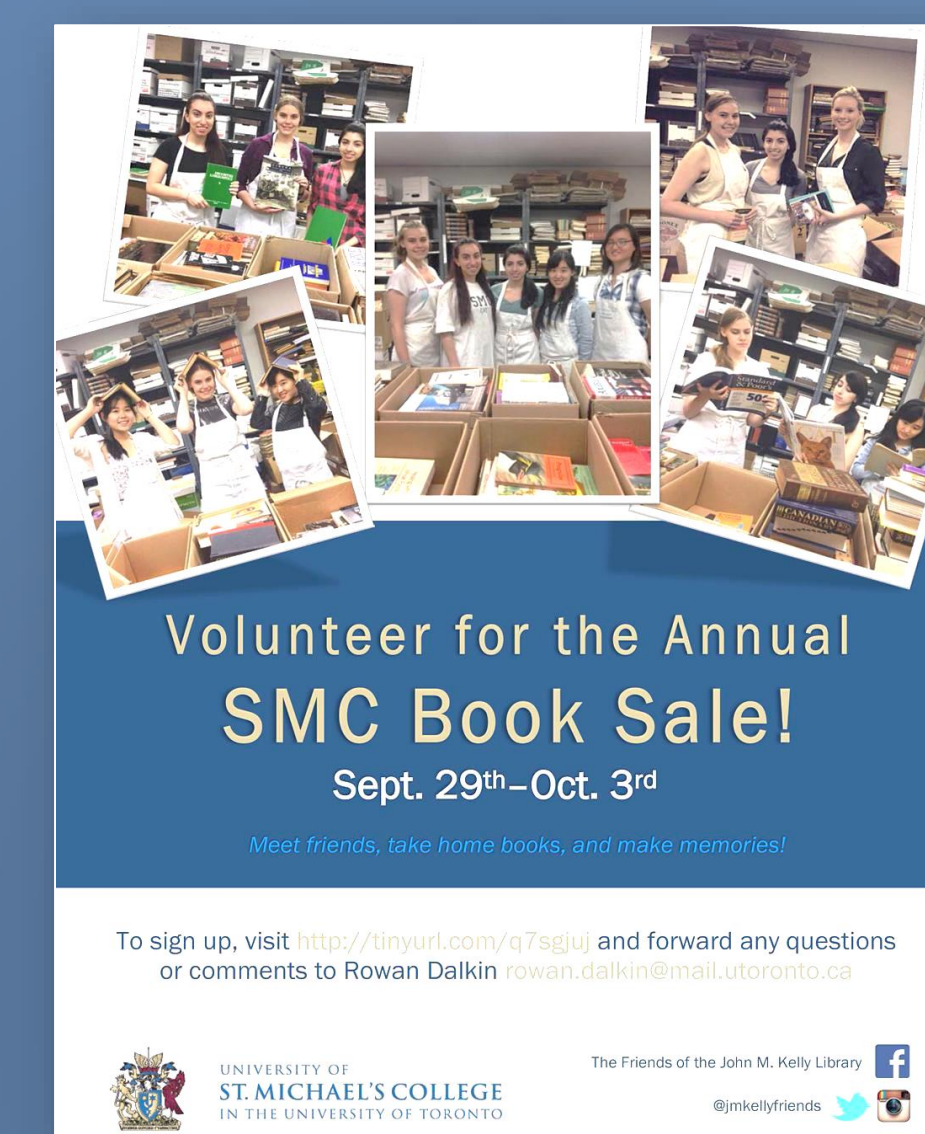
Weekly Book Sorting



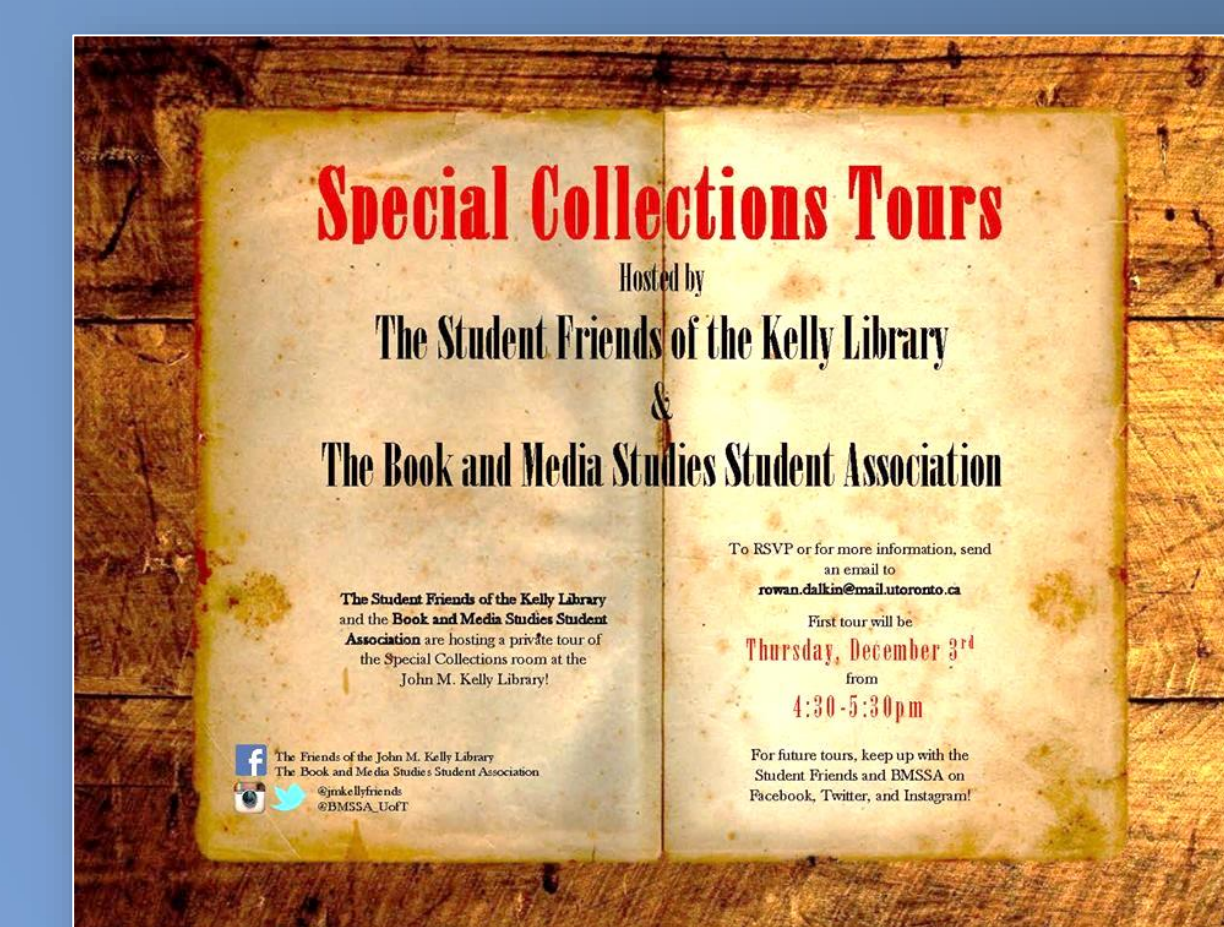
Student Furniture Survey



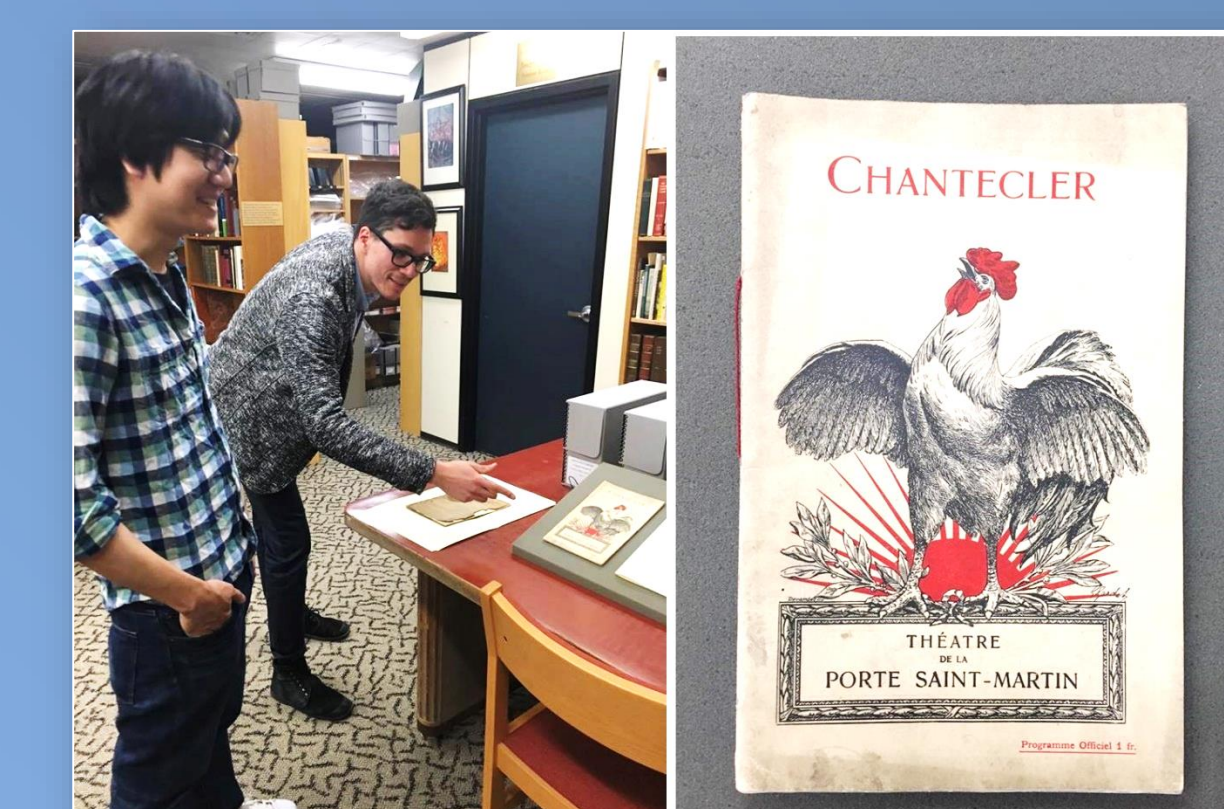
SMC Clubs Day



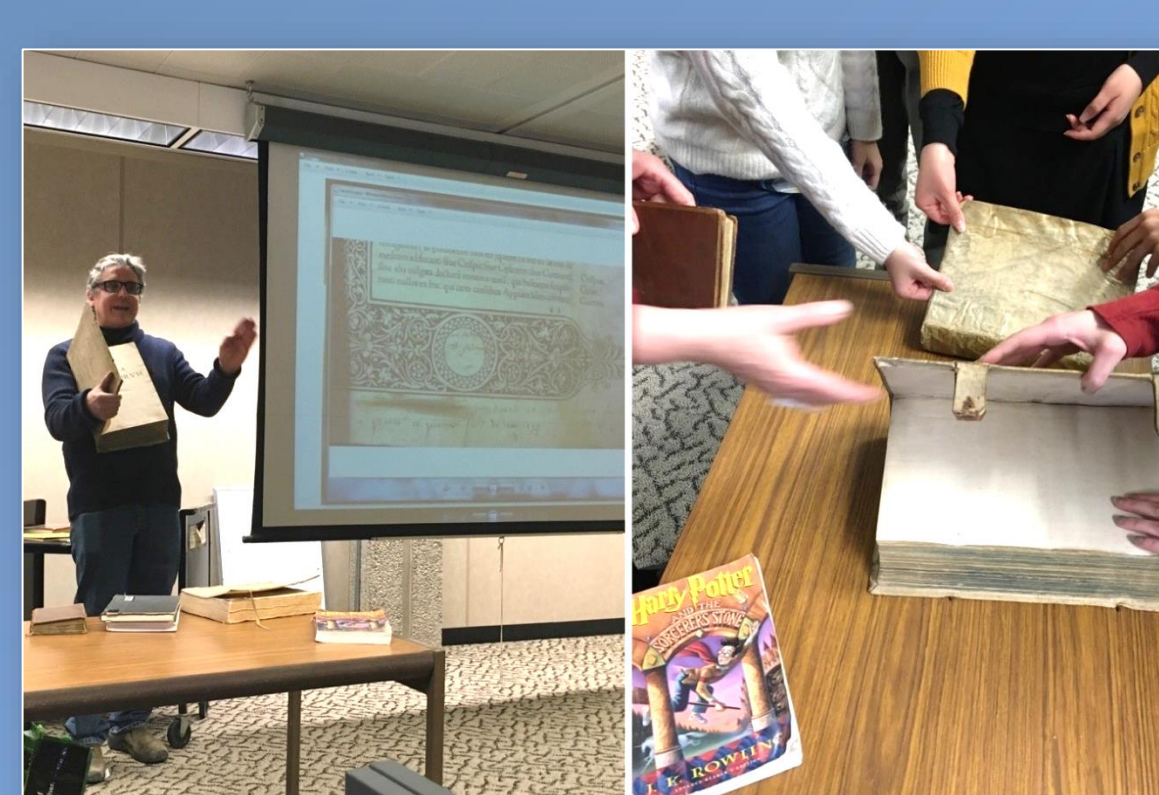
Annual Friends of the Kelly Library Book Sale



Gummy Book Worm De-Stresser Contest



Special Collections Tour



Rare Book Identification Workshop

RESULTS

- 600+ subject specific book sale boxes created since July 2015
- 61% increase in Twitter Followers - @JMKellyFriends
- 53 Followers subscribed to Instagram - @JMKellyFriends
- 36 Likes for Facebook Group - @JMKFriends
- 34 students attended a Student Friends Event
- 26 students joined the Student Friends
- 17 student volunteers for the Annual Kelly Library Book Sale
- 1 Cross-promotional event with another student group

ROWAN'S AUTHENTIC LEARNING EXPERIENCES

- ❖ Experimenting with social media for marketing & advertising
- ❖ Exploring book/ printing history and archival collections
- ❖ Disseminating knowledge/ skills to student volunteers
- ❖ Reflecting on activities by creating Lessons Learned Reports

FUTURE

- ❖ Organize Student Friends Fundraising Event
- ❖ Include a Student on the Friends Executive Committee
- ❖ Register The Student Friends Library as an official student group
- ❖ Establish connections with more student groups