Spectacular Failures and Tenuous Successes in Faculty Outreach: A Story of Persistence

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**FACULTY OUTREACH PROGRAM**

- Strong outreach mission
- With campus academic and extra-curricular groups, local high schools
- Difficulty in reaching faculty

**BACKGROUND**

- Strong administrative support
- Culture of experimentation
- Faculty appreciation
- Librarians’ can-do attitude

**BEST PRACTICES**

- Strategic partnering
- WIIFM Principle
- Match content with format
- Tech upgrades = One-shots
- Theory/Practice = Discussions

**REASONS FOR PERSISTENCE**

- Strong administrative support
- Culture of experimentation
- Faculty appreciation
- Librarians’ can-do attitude

**Campus Partnerships**

- Seasonal

- Best outcomes
  - when librarians share goals with partners
  - when there is funding
  - Examples:
    - Summer Faculty Institute with Instructional Technology
    - Information Literacy, Fake News programming with the Center for Teaching Excellence
    - Film, lecture, and discussion series with faculty across disciplines

- Worst outcomes
  - when goals shift and no longer align
  - when there is a lack of funding and/or administrative support

**Workshops**

- Best outcomes
  - when partnering with other campus departments (e.g. Emerson College’s Course Design Spa)
  - when providing incentives such as food, mini-grants, course releases
  - when faculty are engaged with the topic(s) in order to complete a task

- Worst outcomes
  - when faculty are not involved in planning

**Discussion Series**

- 3 - 7

- Best outcomes
  - when gearing sessions toward current faculty concerns (e.g.: issues in scholarly communications, predatory publishing, etc.)
  - when providing multiple reminders

- Worst outcomes
  - when librarians assume faculty will be interested in all sessions (i.e.: predatory publishing was highly attended, but open access had zero attendants)
  - sessions are not well promoted

**One-Shots**

- 0 - 2

- Best outcomes
  - with big technology migrations/changes (e.g. EDS)
  - with faculty interest and support

- Worst outcomes
  - with database demonstrations
  - with switching times/days - no impact on attendance levels

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