



Cafes, Commons & Collaborations
Crafting Outreach Strategies

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outreach variety



**why do we need to
keep thinking about
outreach?**



reference transactions

121,600



100,600



87,800



73,500



1999 - 2000

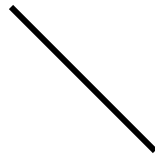
2001 - 2002

2003 - 2004

2005 - 2006



***“the report of my demise is
an exaggeration.”***



89% college students use
search engines to begin
their information search...

Search :

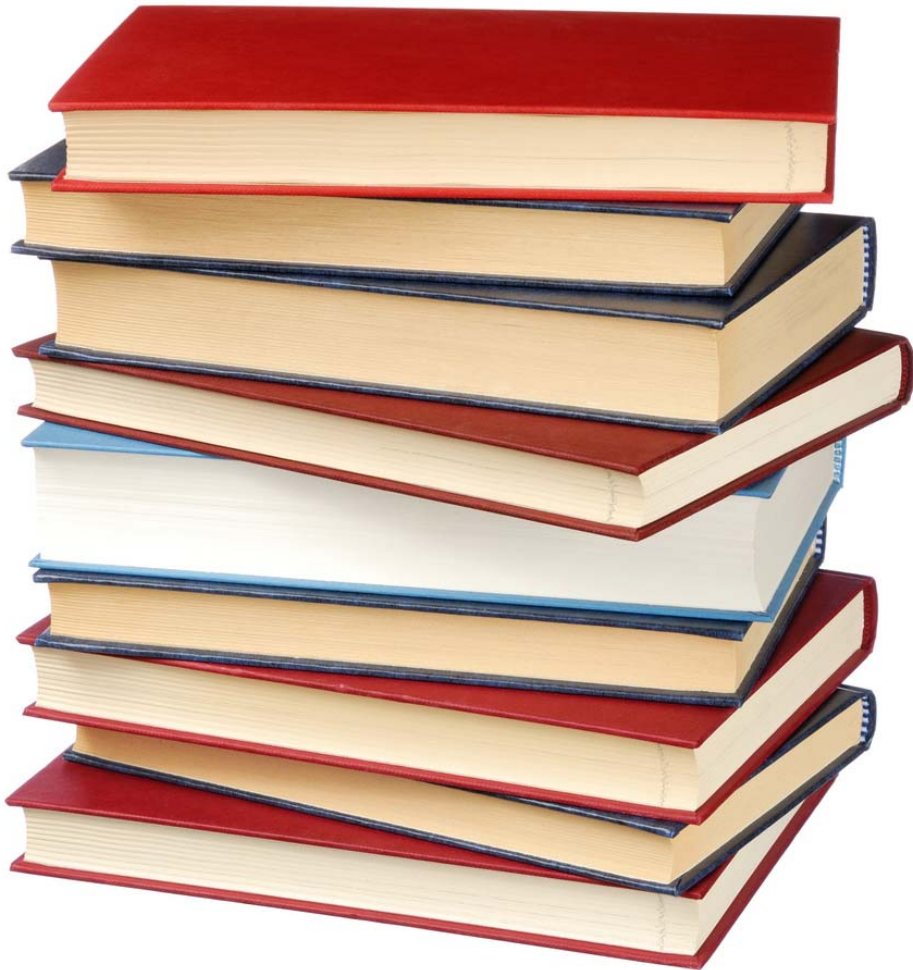


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Search :

... **2%** start from a **library** website

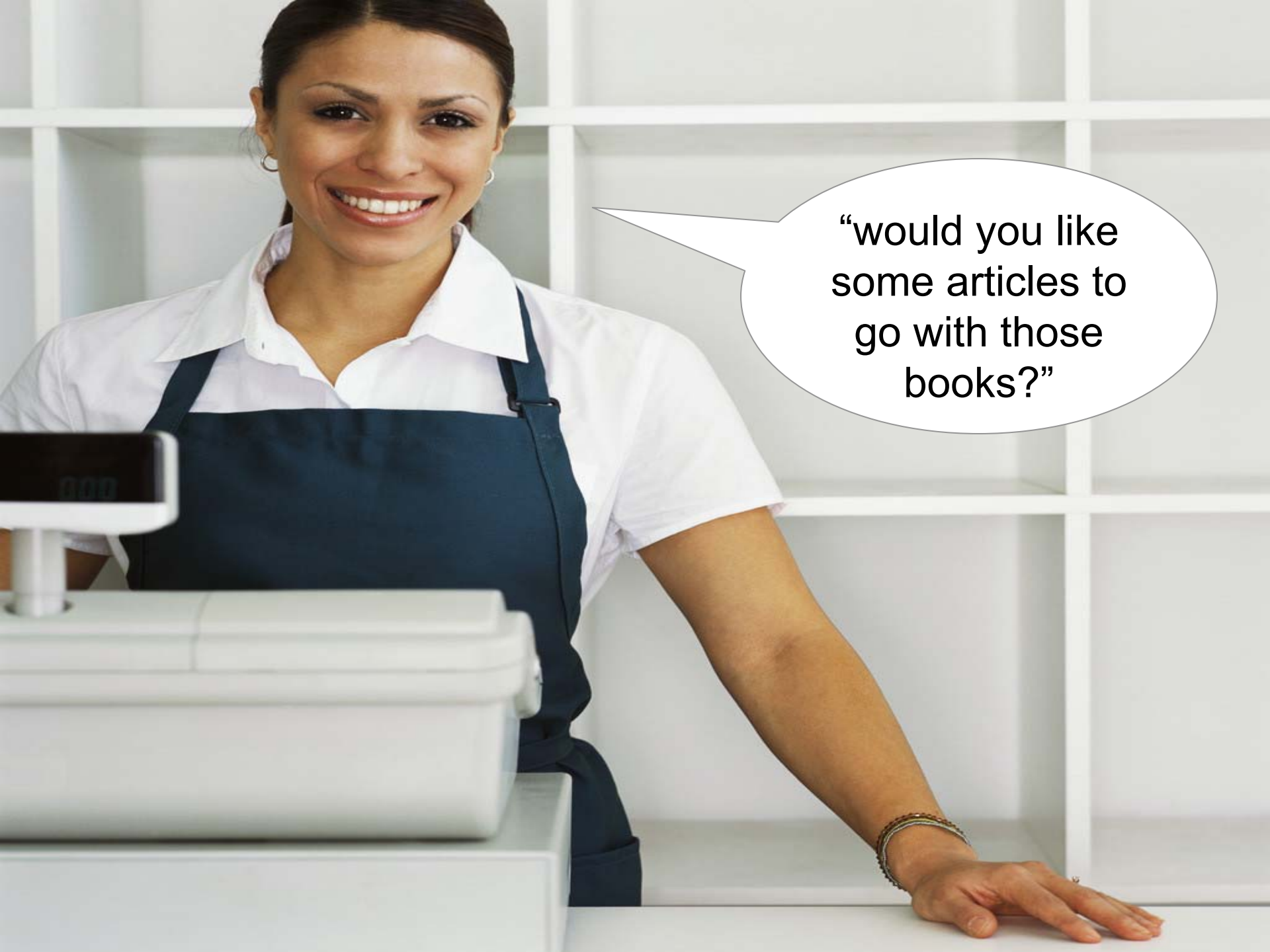




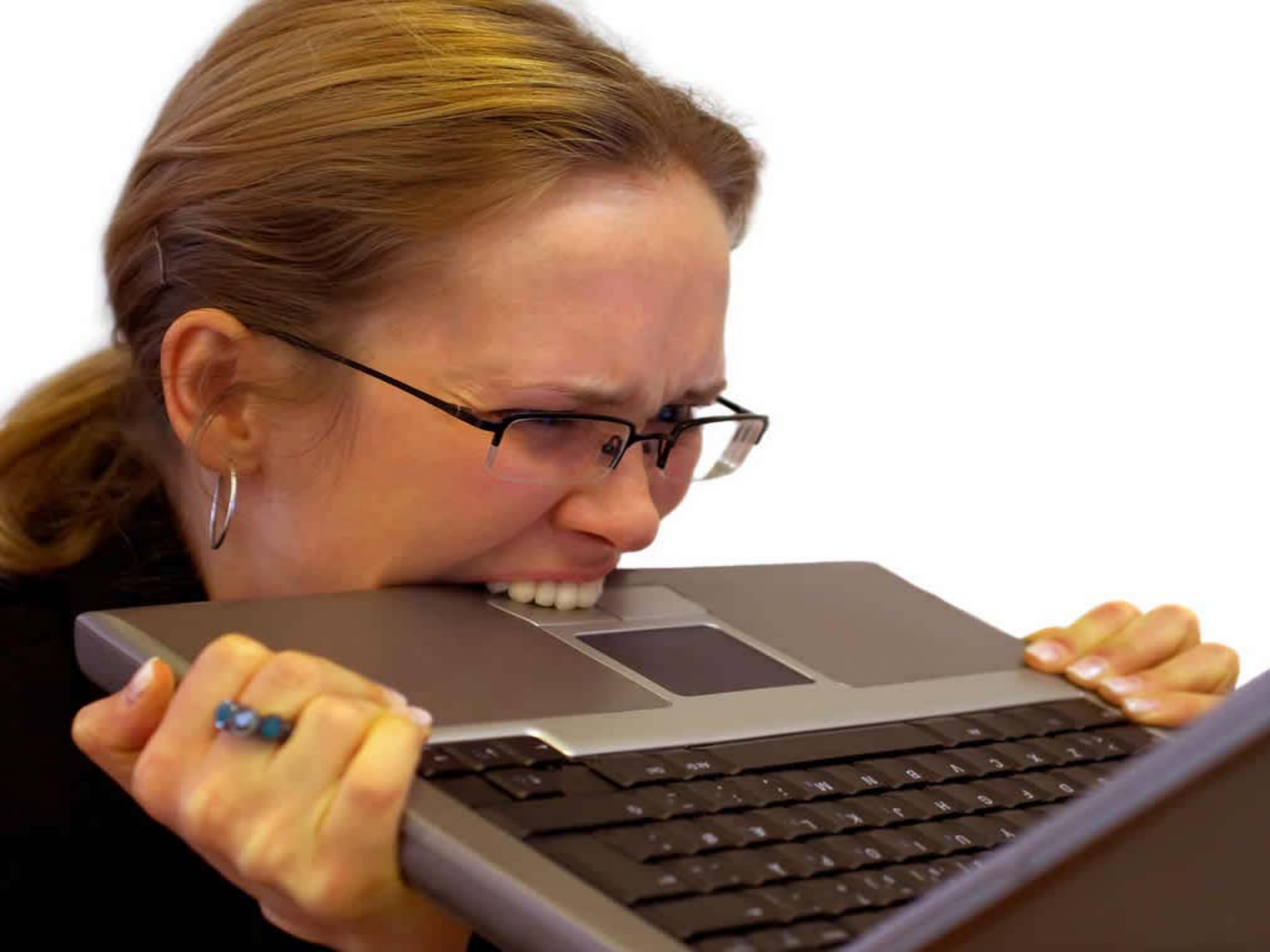
= **our brand**

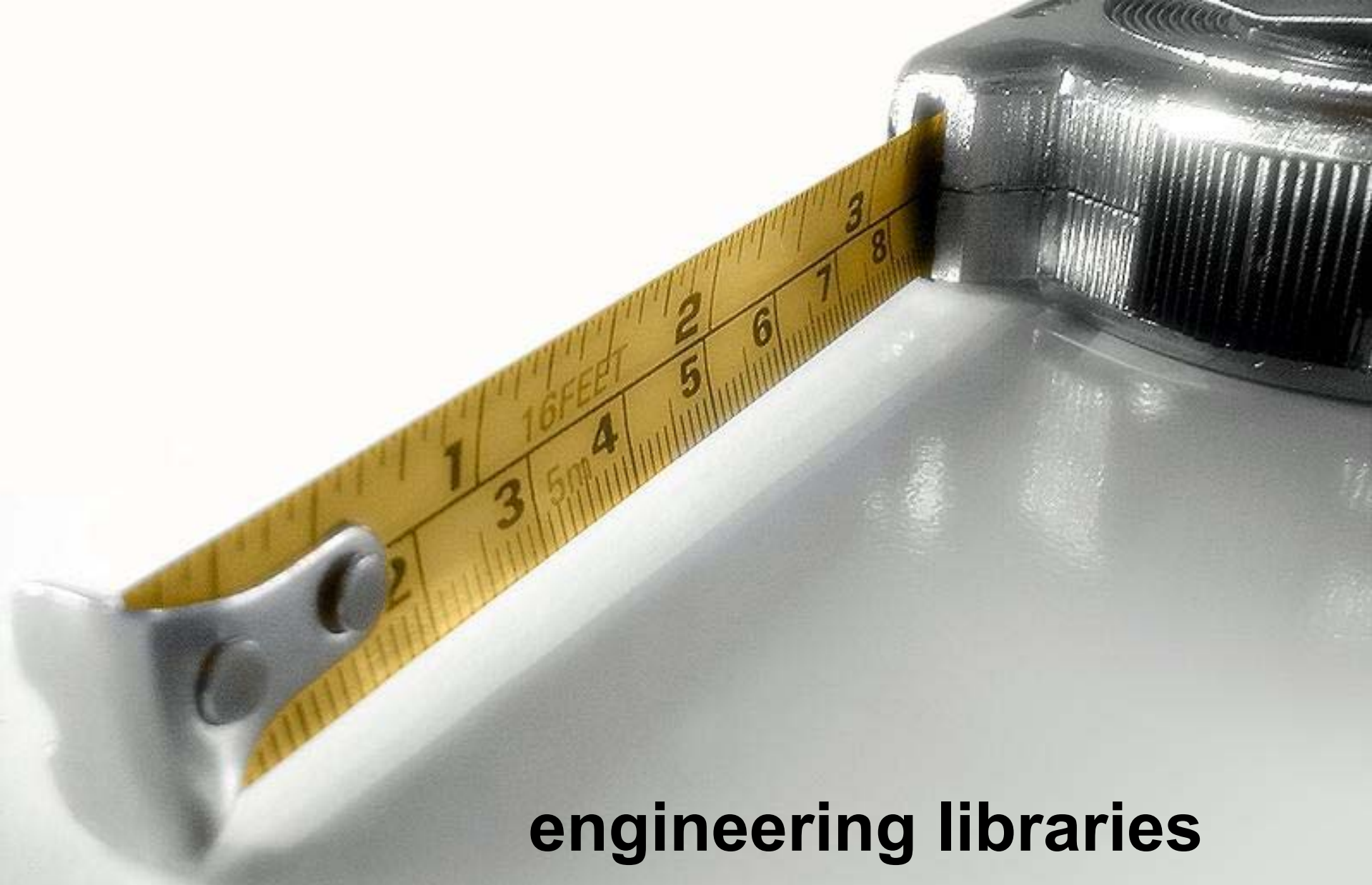


(still)



“would you like
some articles to
go with those
books?”





engineering libraries



TOP 5 OUTREACH ACTIVITIES

| | | |
|---|-----|--|
| 1 | 78% | orientation activities |
| 2 | 65% | virtual reference (chat / im) |
| 3 | 62% | engineering faculty meetings |
| 4 | 57% | web portals |
| 5 | 51% | remote ref curriculum activity fairs |



office delivery of books



collaborative projects & cafe



new library = digital & commons

librarian



RESEARCH 1TM
Digital Media Community

A Service of ResearchChannelTM

Confluence
Enterprise wiki

BSCW
Basic Support
for Cooperative Work



Researcher ID
Researcherid.com

LinkedIn

2 collab

wetpaint

facebook

BreadCrumbs
"The First Way to Save and Share Online Research"

Google
Docs BETA

Ning



plaxo beta

AcademiaConnect Beta

expresso

labmeeting

approach to services



“WOW ... just what I wanted!”

“my pleasure”

personalized services





competencies & roles

got marketing?



listen to the conversation
participate
be human
technology is only a tool
(repeat)

michael stephens

thank you...



Rachel Callison