Yes You Can!
Simple Ways to Incorporate Inreach & Outreach as a Lone Arranger

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Outreach/Inreach

- Outreach:
  - Identifying and providing services to constituencies with needs relevant to your institution’s mission and tailoring services to meet those needs

- Inreach:
  - Your audience is prepared and ready for what you have to say
  - Performing “outreach” to internal constituents
Incorporating Outreach/Inreach

• Pre-scheduled Facebook (or other forms of social media) posts highlighting new collections, events or speakers
  • Man Crush Mondays
  • Women Crush Wednesdays
  • Throw Back Thursday
  • Weekly highlights of buildings across campus or town
  • Coincide with athletic events across campus or town

• Develop a checklist for an event once it is scheduled- tailor this list to the known resources available to you
Kent Library’s 75th Anniversary: A Case Study

- 3 main events held over several month span
Kent Library’s 75th Anniversary: A Case Study

• “Is Mark Twain Still Relevant?” lecture by Mr. Henry Sweets, Director of the Mark Twain Boyhood Home and Museum, Hannibal MO

• 55 First Graders from Jefferson Elementary came to hear Mark Twain Storytelling from Mr. Sweets the day after his lecture.
Kent Library’s 75th Anniversary: A Case Study

- October 8th Lectures by Ms. Gay Walker, Special Collections Librarian at Reed College
- “Tracking Bonawit’s Ghost” with Gay Walker, Wednesday October 8th at noon
- “G. Owen Bonawit Revealed,” Wednesday October 8th from 6-8pm (complimentary dinner served with lecture)
Kent Library’s 75th Anniversary: A Case Study

• Evening “gala” event, Friday Nov 7th 2014, 6-9pm
• Tours of the Rare Book Room
• Special community guest speakers
• The unveiling of the recently re-installed, famous G. Owen Bonawit stained glass windows.
“How To” Activity

• Identify/develop a campaign/event you want to promote or group you want to reach

• Identify outlets for publicity (FREE/low cost)

• Write a “successful” blurb

• Develop a timeline for your publicity
Stuck? Here are some examples:

• Try becoming part of an “Archives Crawl”

• Latch onto someone else’s event
  • Co-sponsor a lecture

• Celebrate specific months or your collection strengths
  • Women’s History Month Fashion Show
Remember

• It’s not a bad thing to seek out mutually beneficial relationships initially
  – Give priority to those supporters/groups who can help you in return
  – This will be especially helpful in lone arranger shops
Minor Assessment

• Head count at events

• How did they hear about your event?
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<thead>
<tr>
<th></th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
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<tbody>
<tr>
<td><strong>Content</strong></td>
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<tr>
<td><strong>Presentation</strong></td>
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<td><strong>Overall</strong></td>
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Overall, I enjoyed this presentation. (Please circle one.)

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Today, I learned something new about Missouri’s History. (Please circle one.)

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

How did you hear about this event?

What similar types of events would you like to see in the future?

Additional Comments/Suggestions:
Questions?

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