

STUDENT PARTNERSHIPS

DURING COVID

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**IS THIS ANOTHER TALK ABOUT LIBRARIES
OVERCOMING THE PANDEMIC?**

SORT OF

“

EVENTS & PROGRAMS WERE DECIMATED

”

GARY MARKS, JR.

**CANCELLED, POSTPONED, WILL HAPPEN WHEN WE'RE BACK TO "NORMAL",
LET'S PIVOT OUR ENTIRE WAY OF LIFE TO ONLINE**

“

HOW CAN WE MAINTAIN OUR RELATIONSHIPS WITH STUDENTS?

”

EVERYONE

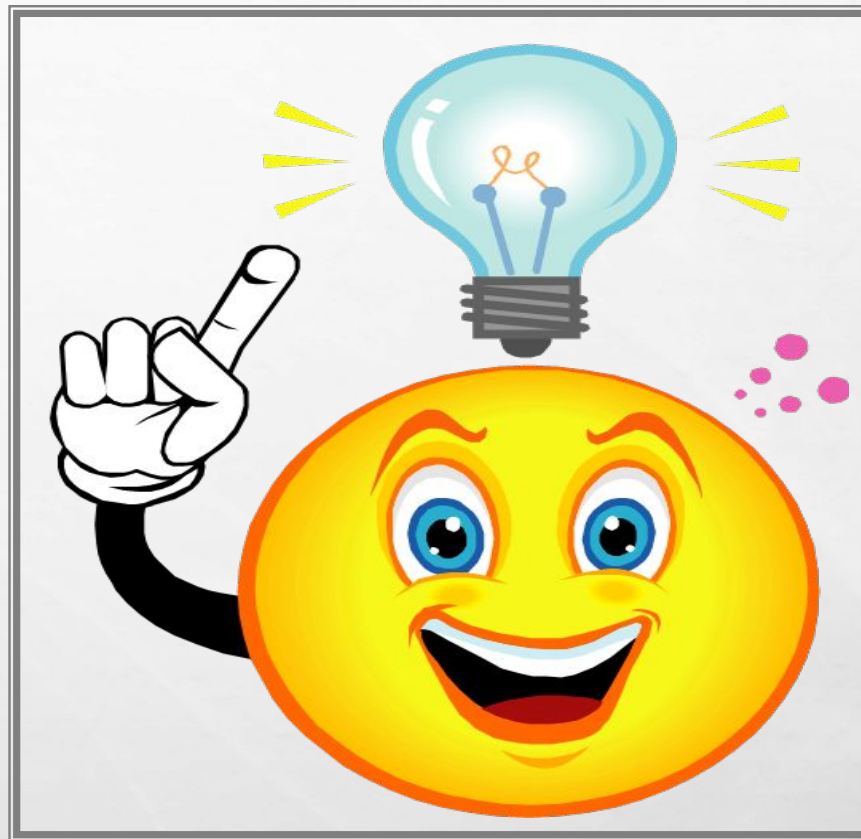
LET'S FIND OUT WHAT THEY NEED?



STUDENT GROUPS

STUDENT GROUPS WERE ALWAYS HOLDING EVENTS ON CAMPUS.

WHAT ARE THEY DOING WITHOUT A CAMPUS?



**FOUND STUDENT
GROUPS**

ATTENDED VIRTUAL

CLUB FAIRS

GREEK FAIRS

CLUB COUNCIL MEETINGS



LEARNED ABOUT ORGANIZATIONS

LISTENED TO THEIR CHALLENGES, GOALS, FRUSTRATIONS

INTRODUCED MYSELF

HELLO

My name is

The Answer



MUTUAL BENEFIT

STUDENT GROUP NEEDS

- **EVENTS & PROGRAMS**
- **HELP ORGANIZING IN ONLINE ENVIRONMENTS**
- **SERVICE PROJECTS**
- **LIBRARY AWARENESS**

LIBRARY NEEDS

- **COMMUNICATE RESOURCES AND SERVICES TO STUDENTS**
- **TRANSITION IN-PERSON PROGRAMS TO ONLINE**

WHAT WE DID

- **FOUND AS MANY STUDENT GROUP PARTNERS AS WE COULD TO CO-HOST EVENTS**
- **LEVERAGED THEIR STUDENT CONNECTIONS TO MARKET THE EVENTS AND ULTIMATELY LIBRARY RESOURCES**

HOW WE DID IT>>>>

DEVELOPED PROGRAM IDEAS

- **VOTING DURING THE PANDEMIC**
- **SOCIAL JUSTICE**
- **SUBSTANCE ABUSE**
- **BLACK HISTORY MONTH**
- **WOMEN'S HISTORY MONTH**
- **CULTURAL STUDIES**
- **TO NAME A FEW**
- **ASKED STUDENT GROUPS TO CO-SPONSOR**
- **HAD MULTIPLE GROUPS CO-SPONSOR MULTIPLE EVENTS**
- **ENCOURAGED THEM TO BE ACTIVE PARTICIPANTS/ORGANIZERS**
- **DEMONSTRATED LOGISTICS OF PLANNING VIRTUAL PROGRAMS**

STUDENT MARKETING

STUDENTS USED THEIR OWN

SOCIAL MEDIA ACCOUNTS

**STUDENT ORG COMMUNICATION TOOLS
(PIONEERLIFE)**

**WORD OF MOUTH IN VIRTUAL
MEETINGS/CLASSROOMS**

Attendance





- **HOSTED, CO-HOSTED, OR PARTNERED WITH STUDENT ORGANIZATIONS (OCT 2020-APRIL 2021)**
- **364 STUDENTS ATTENDED**
- **296 STUDENTS EARNED CIVIC ENGAGEMENT CREDIT FOR PARTICIPATING**
- **10 STUDENT ORGANIZATIONS PARTNERED WITH THE LIBRARY**
- **2 ACADEMIC DEPARTMENTS PARTNERED WITH THE LIBRARY**
 - **THE STUDENT GROUPS APPROACHED THE FACULTY OF THE DEPARTMENT**

IN CONCLUSION

- **FOUND A CAMPUS COMMUNITY IN NEED (STUDENT GROUPS)**
- **LEARNED ABOUT THEIR GROUPS AND THEIR NEEDS**
- **DEVELOPED PROGRAMMING IDEAS**
- **APPROACHED GROUPS WITH IDEAS IN HAND**

IN CONCLUSION

- **HELPED AND ENCOURAGED THEM TO MARKET THE EVENTS AND THE LIBRARY**
- **USED EVENTS TO PROVIDE STUDENTS WITH LIBRARY RESOURCES**
- **STUDENT GROUPS FULFILLED THEIR MISSIONS**
- **STUDENTS EARNED CIVIC ENGAGEMENT CREDITS & PARTICIPATED IN STUDENT ACTIVITIES OUTSIDE THE CLASSROOM**



The End

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QUESTIONS?

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