

# 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**

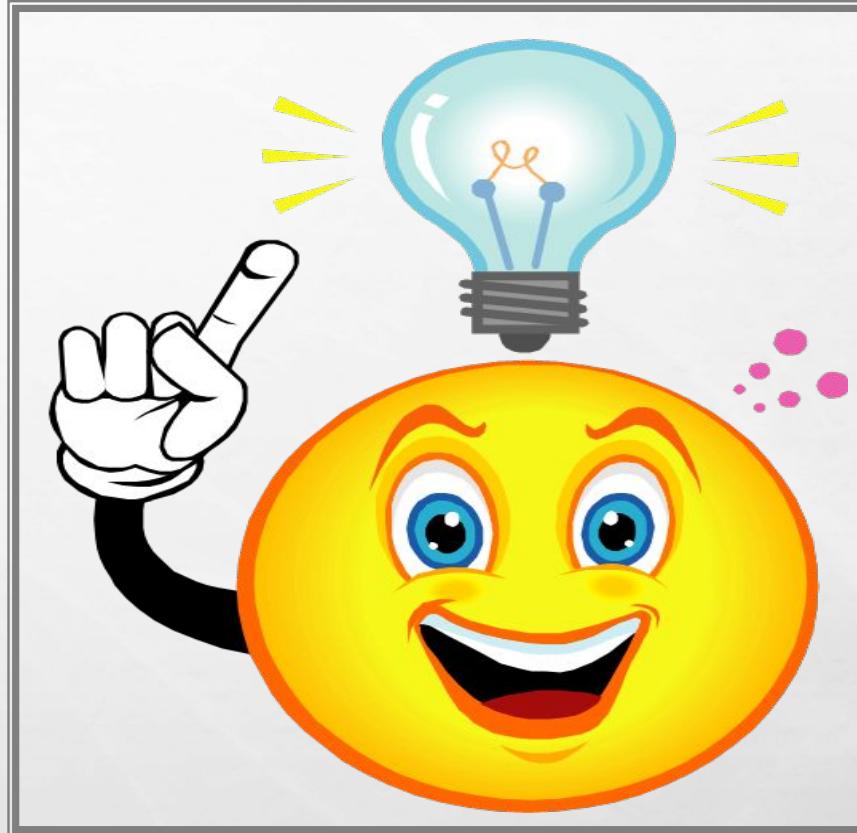
**LET'S FIND OUT WHAT THEY NEED?**



## 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**





THE RESULTS  
ARE IN...

- **HOSTED, CO-HOSTED, OR SPONSORED 10 CIVIC ENGAGEMENT PROGRAMS (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



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# QUESTIONS?

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