The Management & Support of Outreach in Academic Libraries

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Emily Ford writes in her blog, *The Librarian with the Lead Pipe*:

“...outreach is...an afterthought, a department more likely to get cut, or [it comprises the] work function of only a few, such as your subject librarians.”
Does your library have a position dedicated to Outreach?

What Outreach efforts does your library participate in?

What percentage of time is spent on Outreach?

Does your library have a budget for Outreach?

Does your library have a committee devoted to Outreach?

Does your library have a formal mission statement?
Methodology: Pilot Survey Led to a Broader Survey of LIBREF, academicpr@ala.org
Survey Results at a Glance

- Dedicated Position: 43%
- Professional Librarian: 62%
- Use a Committee: 19%
- Mission Statement: 21%
- Budget: 23%
Percent Using Outreach Activity

- Campus Events: 76.2%
- In-house events: 67.8%
- Blog: 47.6%
- Speakers: 42.7%
- Web 2.0: 40.6%
- Print newsletter: 37.8%
- Online newsletter: 37.1%
- Other: 28.7%
Salient Discoveries and Questions
What We Learned

• Most common model of academic outreach is informal and *ad hoc*

• Funding is often discretionary

• Some studies point to specific outreach services that are effective

• Further research is needed on:
  a) use of half-time appointments
  b) efficacy of outreach programs in era of tight budgets
  c) in-depth analysis of skill set for librarians in marketing and public relations positions
Outreach Happens

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To read about the study, see