



# **The Management & Support of Outreach in Academic Libraries**

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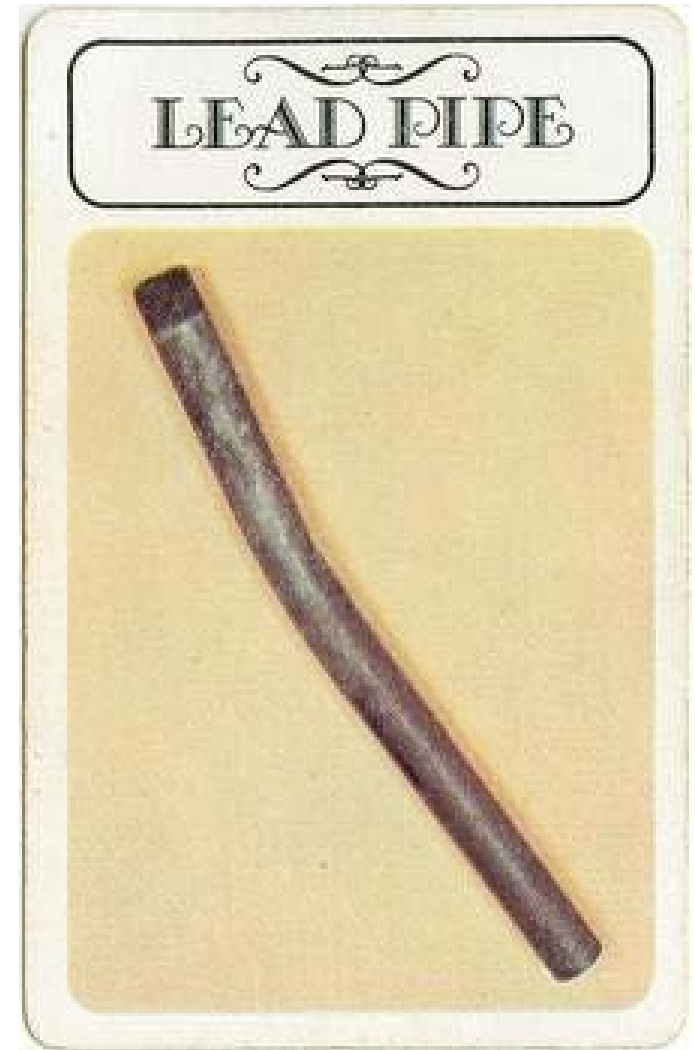
CUS Research Forum  
ALLA Annual Convention  
Orange Beach, AL  
April 20, 2011

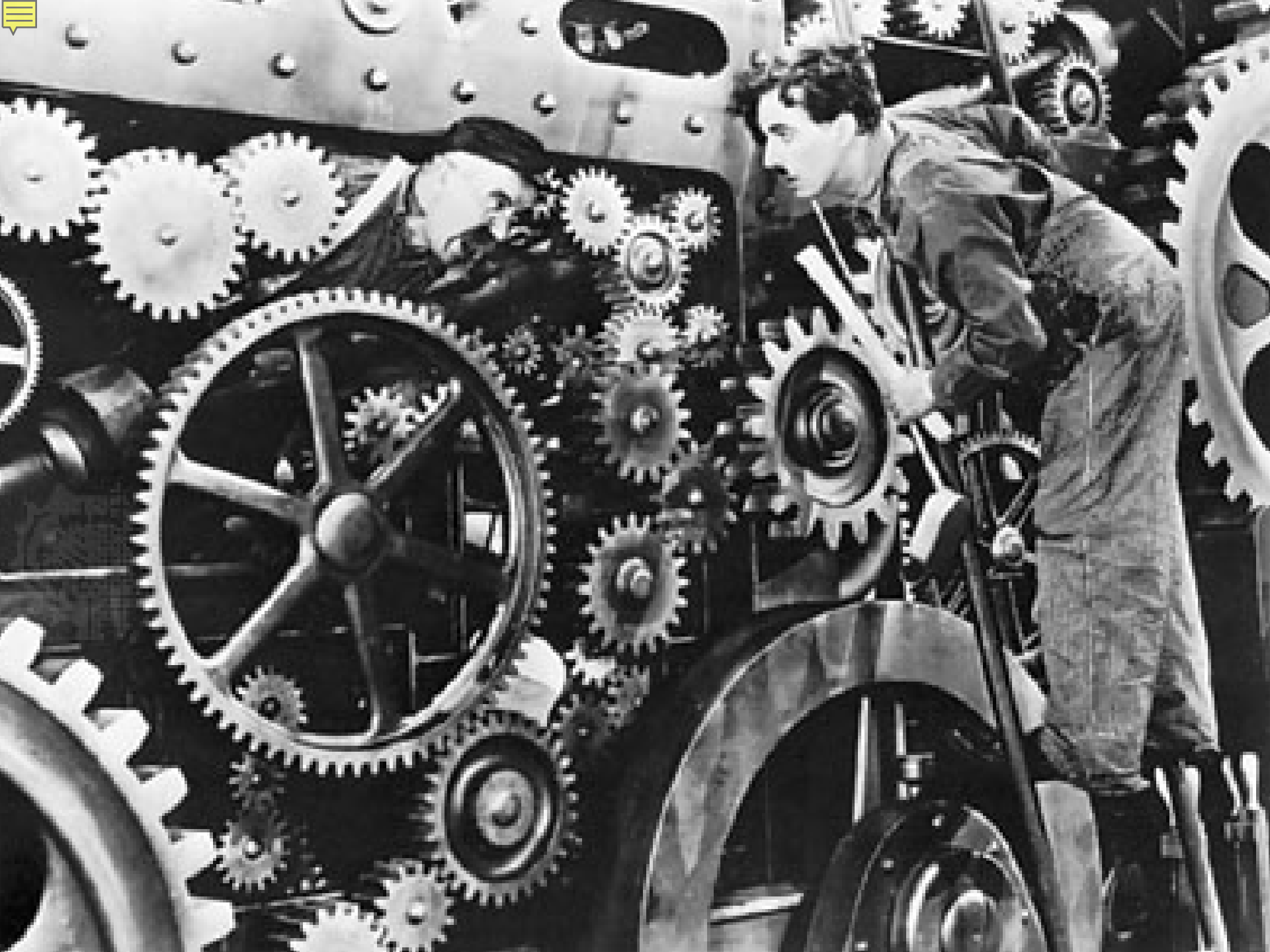




Emily Ford writes in her blog, *The Librarian with the Lead Pipe*:

“...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.”







**LOST**

**CONFUSED**

**UNSURE**

**UNCLEAR**

**PERPLEXED**

**DISORIENTED**

**BEWILDERED**





Does your library have a position dedicated to Outreach?

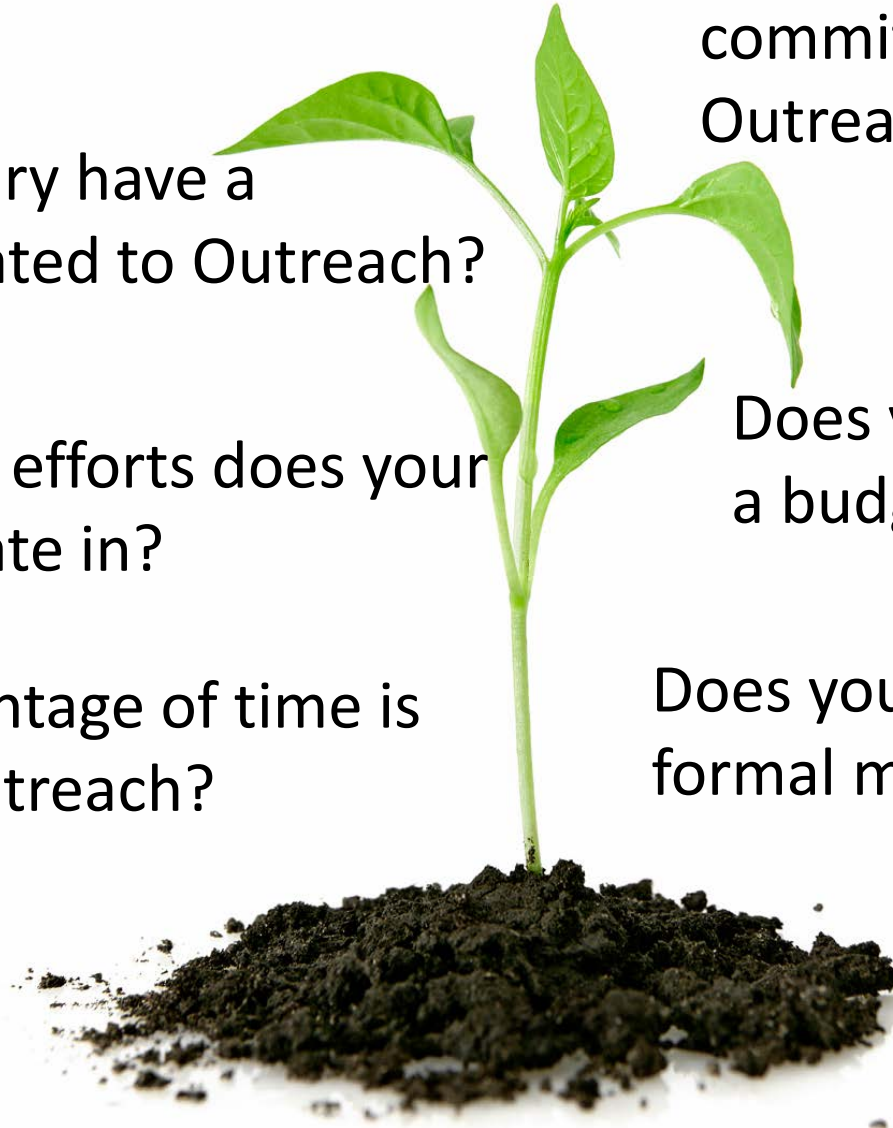
What Outreach efforts does your library participate in?

What percentage of time is spent on Outreach?

Does your library have a committee devoted to Outreach?

Does your library have a budget for Outreach?

Does your library have a formal mission statement?



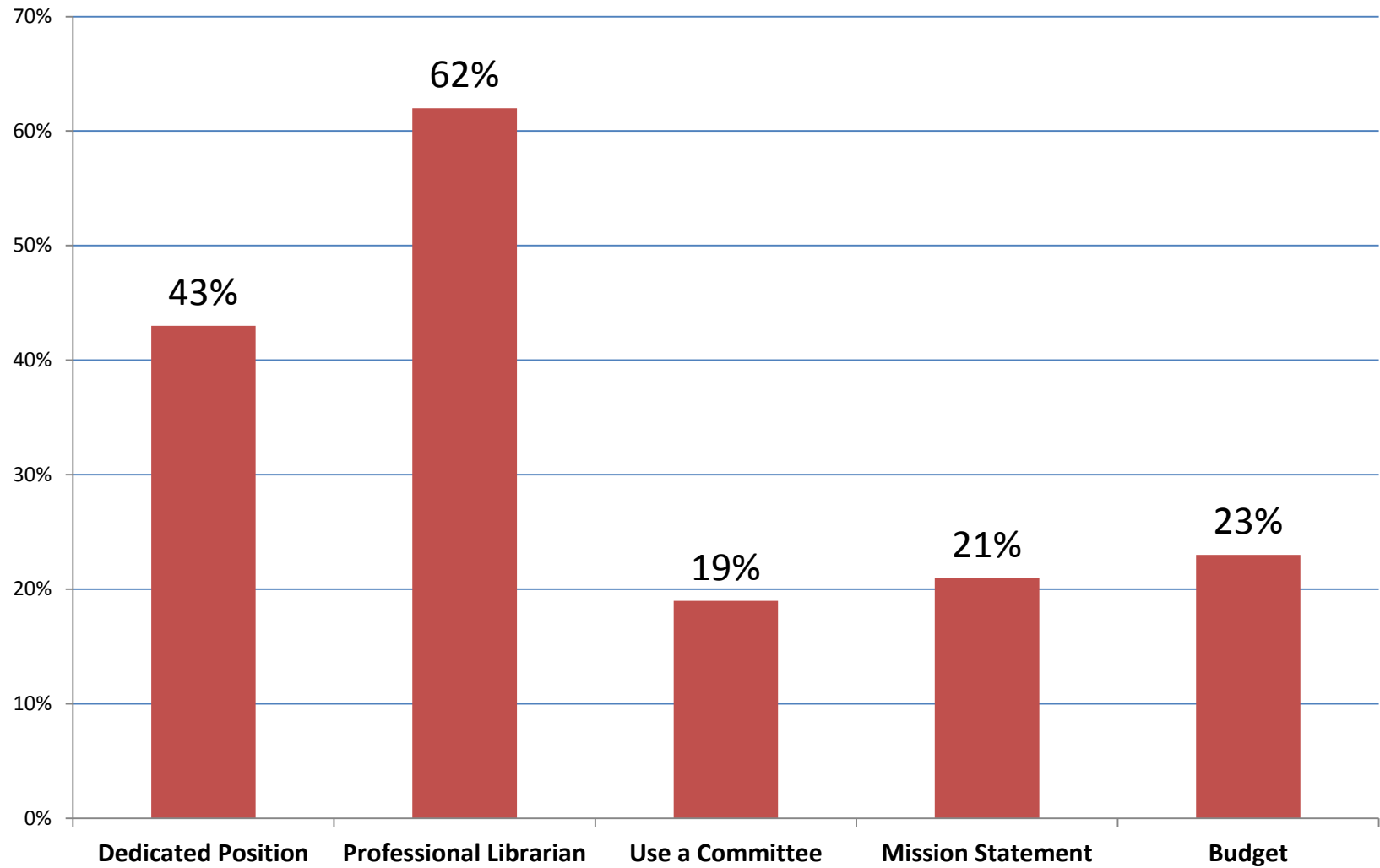


## Literature Review



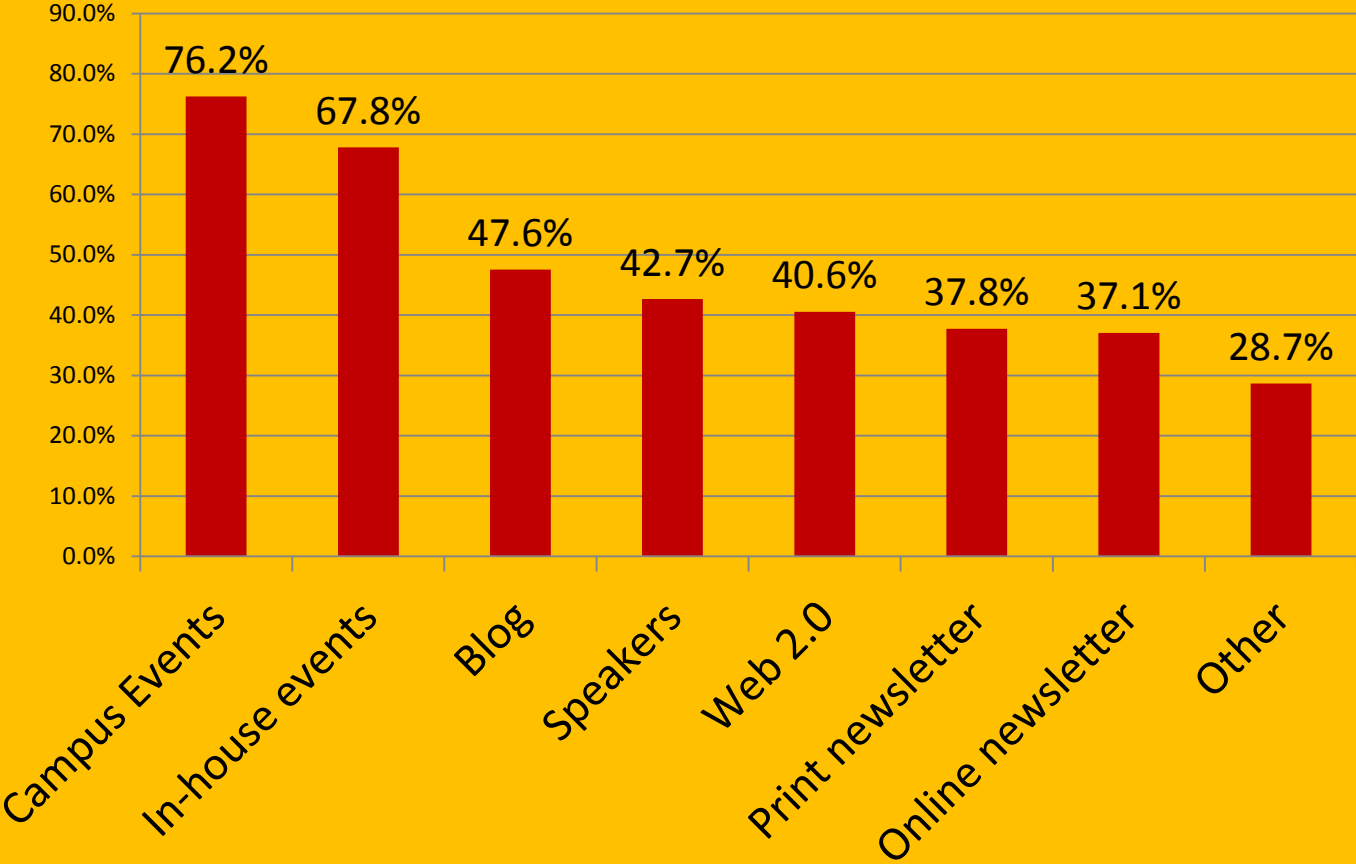
Methodology: Pilot Survey Led to a Broader  
Survey of LIBREF, [academicpr@ala.org](mailto:academicpr@ala.org)





## Survey Results at a Glance

# Percent Using Outreach Activity





# Salient Discoveries and Questions



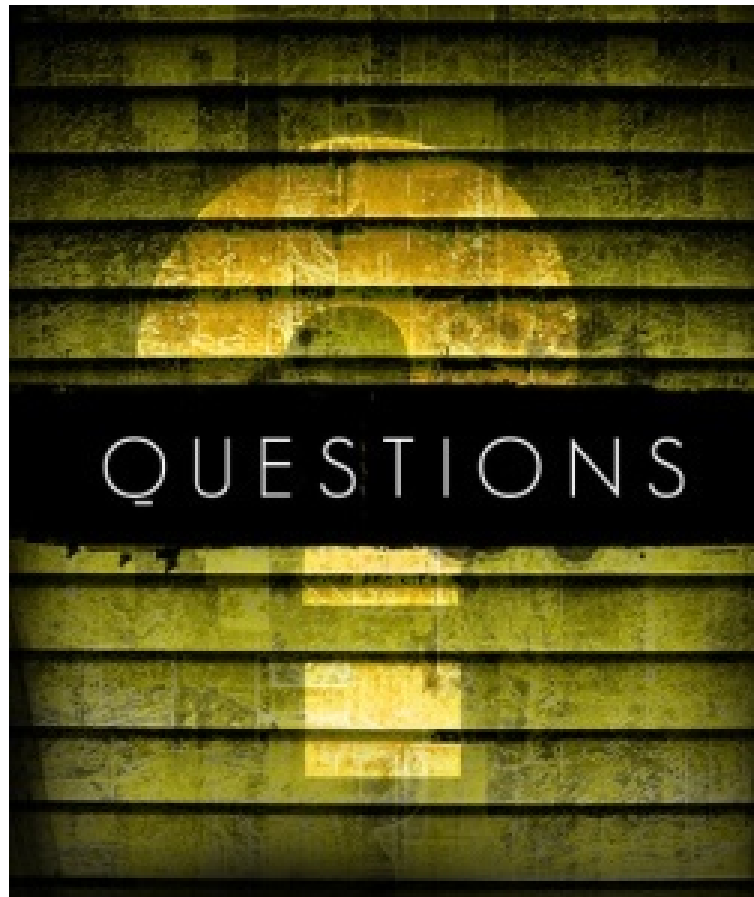
## What We Learned

- 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**





To read about the study, see

Carter, T. M. & P. Seaman. (2011). The management and support of outreach in academic libraries. *Reference & User Services Quarterly: The Journal of The Reference and User Services Association (RUSA)*, 51(2), 163-171.