Using Outreach to Build Bridges with Diverse Campus Communities: A review of departmental implementation of an outreach policy

INTRODUCTION

• Outreach is one of the NASIG 4 core competencies for Scholarly Communications Librarians.
• It is increasingly being set out as a specific and distinct component of scholarly communication position descriptions.
• In response to a charge from Associate Dean for Research & Learning Services, IU Bloomington’s Scholarly Communications Department increased its outreach focus for Spring 2019.

DATA

• Department set a goal of 5 outreach sessions for Spring 2019
• Department members complete a consultation tracker recording and grading each outreach session
• Data was extracted from the consultation tracker and enriched with additional information such as job titles
• I also draw on my observations from the 13 outreach sessions I participated in

RESULTS

• All Department members engaged in outreach
• Department exceeded outreach goals by 480%
• 41% of outreach activities were collaborations
• Outreach activities included underrepresented groups & centers such as Center of Excellence for Women in Technology, HASTAC Scholars, Graduate Mentoring Center, Neal-Marshall Black Culture Center, and La Casa Latino Culture Center
• Participants were particularly invested in the concept of information privilege and in increasing their scholarly visibility
• Impact cannot always be measured by attendance numbers.

An explicit focus on Outreach can significantly increase engagement by scholarly communication professionals. Outreach activities help raise awareness in the scholarly community, and particularly among persons from underrepresented groups on how open scholarship can have real impact on society as well as for an individual’s scholarly visibility.

COMMUNITIES SERVED

GPSC
CEWiT
School of Education
School of Education
Teaching and Learning
Office of Research Compliance
Neal-Marshall Black Culture Center
Development, Libraries Administration
School of Education
School of Public Health
DUX
Graduate Mentoring Center
Digital Initiatives
IU Libraries
La Casa Latino Cultural Center
Scholars Commons
American Studies
Music Library
Libraries
HASTAC
Humanities Department
First Thursdays Community Arts Festival
Neal-Marshall Black Culture Center
Scholars Commons

http://go.iu.edu/2aKR

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