Know when to hold ‘em, know when to fold ‘em:

Reinvigorating, reinventing (and occasionally relinquishing) library outreach programs

Meghan Webb & Hu Womack
Hello!

We are Instruction & Outreach Librarians at Wake Forest University

We develop, coordinate, implement library outreach (programs + initiatives) throughout the year!
This is about keeping outreach relevant & fresh!
What does a successful program look like?
Text hubertwomack242 to 22333 to join our poll!
What does a successful program look like?
Know when to hold ‘em
Programs that work (and how to keep them working) . . .
Outbreak

Large-scale, live action game of tag in ZSR Library
## Case Study: Outbreak

### The Plan
- Everyone who attends is affiliated with WFU
- Everyone who attends is careful and doesn’t get hurt!

### The Reality
- Unaccompanied minors
- Students get hurt
- Events on (and off) Campus impact the event

### Reflections
- Release forms
- EMTs
- Restructuring the event
- New tradition
- Low-barrier, fun way to learn the library and meet people
Blind Date with a Book
Sharing the joy of reading!
Case Study: BDWAB

The Plan
➔ Collect, wrap, and distribute popular fiction & non-fiction to WFU community members.
➔ Offered during Valentine’s Day & campus events to promote intellectual wellbeing.

The Reality
➔ Participants are eager to find a book that meets their interests.
➔ Blind dates go fast!
➔ Students are very complimentary about this program.

Reflections
➔ We have a thriving community of readers.
➔ Highlight diversity using #ownvoices
➔ BDWAB takes a lot of prep time, but the response from the community is worth it.
How do you know if your program needs a refresh?
How do you know if your program needs a refresh?
Know when to fold ‘em
Opportunities to reinvigorate and reinvent . . .
Drop-in Research Support
Last minute help for end-of-semester projects
Case Study: EOS Research Support

The Plan
➔ Set aside time and space to meet with students on a drop-in basis to help with last minute EOS research needs
➔ Volunteer librarians + free food = EOS lifesavers!

The Reality
➔ Went from hot (25 students in 1 hour) . . . to not.
➔ Expending resources during a busy time (for everyone) with little success.

Reflections
➔ New automated systems replaced need for EOS research workshops
➔ Are there other ways we can support students during the EOS crunch? . . .
Exam Week Wellness

Passive programming to reduce stress & promote wellbeing during EOS
How do you know when it’s time to cut your losses?
How do you know when it's time to cut your losses?
3. Know when to walk away
Relinquish time!
WaFoWriMo

Wake Forest Writing Month!
(our take on NaNoWriMo)
Case Study: WaFoWriMo

The Plan
→ Offer programming and resources to coincide with NaNoWriMo (National Novel Writing Month) in November
→ Gamify the writing process to encourage participation

The Reality
→ Low → No attendance
→ Library + campus partners dedicating time and resources to offer program with little ROI

Reflections
→ November is not an ideal time to offer active programming
→ Are there other programs we can offer for the student writers? . . .
Writers Camp

Student authors create literary works in the library
# Case Study: Writers Camp

<table>
<thead>
<tr>
<th>The Plan</th>
<th>The Reality</th>
<th>Reflections</th>
</tr>
</thead>
<tbody>
<tr>
<td>➔ Student authors spend the night in the Library Writing.</td>
<td>➔ Overnight events are difficult to staff</td>
<td>➔ Strike a balance. Made this a biennial event.</td>
</tr>
<tr>
<td>➔ Works published in a volume available on Amazon and from the Library Partner’s Press.</td>
<td>➔ Books need copy editors</td>
<td>➔ Reaches an underserved audience at WFU.</td>
</tr>
<tr>
<td></td>
<td>➔ Publishing is “easy”, but still requires time and energy</td>
<td>➔ Builds goodwill!</td>
</tr>
</tbody>
</table>
Know when to run
Everyone’s got a failure confession . . .
Now it’s your turn!

■ Think of one library event or program that failed to meet expectations . . .

■ Consider ways to reinvigorate or reimagine—or is it time to relinquish this program and try something new?

■ Think-pair-share → challenge by choice
Questions?

Meghan Webb  
webbmm@wfu.edu

Hu Womack  
womack@wfu.edu
Quotations are commonly printed as a means of inspiration and to invoke philosophical thoughts from the reader.
You can also split your content

<table>
<thead>
<tr>
<th>White</th>
<th>Black</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is the color of milk and fresh snow, the color produced by the combination of all the colors of the visible spectrum.</td>
<td>Is the color of coal, ebony, and of outer space. It is the darkest color, the result of the absence of or complete absorption of light.</td>
</tr>
</tbody>
</table>
Want big impact?

**Use big image.**
Use charts to explain your ideas
And tables to compare data

<table>
<thead>
<tr>
<th></th>
<th>A</th>
<th>B</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yellow</td>
<td>10</td>
<td>20</td>
<td>7</td>
</tr>
<tr>
<td>Blue</td>
<td>30</td>
<td>15</td>
<td>10</td>
</tr>
<tr>
<td>Orange</td>
<td>5</td>
<td>24</td>
<td>16</td>
</tr>
</tbody>
</table>
89,526,124

Whoa! That’s a big number, aren’t you proud?
89,526,124$ 
That’s a lot of money

185,244 users 
And a lot of users

100% 
Total success!
Our process is easy

plan  implement  review
Let’s review some concepts

Yellow
Is the color of gold, butter and ripe lemons. In the spectrum of visible light, yellow is found between green and orange.

Blue
Is the colour of the clear sky and the deep sea. It is located between violet and green on the optical spectrum.

Red
Is the color of blood, and because of this it has historically been associated with sacrifice, danger and courage.
You can insert graphs from Google Sheets
Android project
Show and explain your web, app or software projects using these gadget templates.
iPhone project
Show and explain your web, app or software projects using these gadget templates.
Tablet project
Show and explain your web, app or software projects using these gadget templates.
Desktop project
Show and explain your web, app or software projects using these gadget templates.
Credits

Special thanks to all the people who made and released these awesome resources for free:

- Presentation template by SlidesCarnival
- Photographs by Unsplash
Presentation design

This presentation uses the following typographies:

- Titles: Work sans bold
- Body copy: Work sans light

You can download the fonts on this page:
https://github.com/weiweihuanghuang/Work-Sans/tree/master/fonts/desktop

You don’t need to keep this slide in your presentation. It’s only here to serve you as a design guide if you need to create new slides or download the fonts to edit the presentation in PowerPoint®.
SlidesCarnival icons are editable shapes.

This means that you can:
- Resize them without losing quality.
- Change fill color and opacity.
- Change line color, width and style.

Isn't that nice? :)

Examples:
Now you can use any emoji as an icon!
And of course it resizes without losing quality and you can change the color.

How? Follow Google instructions
https://twitter.com/googledocs/status/730087240156643328