

Student Engagement, Academic Year 2024-25

Last updated 1/13/25

Overview:

The Student Engagement Team provides opportunities for students to engage with and learn more about library staff, resources, campus services, and each other. The team strives to create a sense of community in which all levels of students feel seen, heard, and comfortable engaging with the library. They offer in-person events and asynchronous connections by creating non-curricular programming or by collaborating with others in the campus community who do the same.

Relevant Library Metrics:

- Building Usage
- Exhibits

Objectives:

- **Objective #1:**
 - **Maximize student awareness of and comfort in library spaces, resources, services, and staff.**
 - **Why:**
 - To educate students about services and resources that may benefit their research, educational, and personal information needs.
 - To ease anxiety students may have about library resources, staff, or spaces.
 - Give students opportunities to interact with the library in a both synchronous and asynchronous way that builds community.
 - **How:**
 - Design, market, offer, or participate in engaging non-curricular events that provide students with an opportunity to learn about library resources, services, and staff
 - Identify and collaborate with partners outside of the library to coordinate similar events.
 - Create and assessment plan rubric for events and growth
 - Sketch out key Library events we'd like to do annually and create reoccurring schedule
 - **Success looks like:**
 - Student awareness of library resources, services, and staff members.
 - Student participation and engagement in events and programs.
 - Identification and prioritization of key events.
 - **Fall Update**
 - 16 successful events were held (up from 12 last fall) with 938 students being reached (up from 454 last fall, a 206% increase!)
 - Our whiteboard also saw an uptick in participation
 - Our average engagement this fall was 81% as compared to 79% last fall

- **Objective #2:**
 - **Maximize the awareness and use of key or unique library collections.**
 - **Why:**
 - To highlight library collections that are diverse and engaging and that may not otherwise be heavily used.
 - **How:**
 - Create library displays or work with campus partners to do so.
 - Include materials from the library's collection for display.
 - Cultivate library cubbies genre collection.
 - Get Board game collection up to current processing standards
 - **Success looks like:**
 - Rotating displays in both the Library and GSCC that highlight different print collections.
 - Increased circulation of materials via displays.
 - Rotating participatory displays that let students engage creatively and constructively with each other.
 - Utilization of collections from cubbies.
 - Utilization use of board games collections.
 - **Fall Update**
 - We've had 5 library partner displays so far; this is a slight decrease from last year's 7 partnerships.
 - This could be due to the changing nature of offices and programs across the campus this semester.
 - As well as our implementation of a permanent display partnership with the Frist Generation Student Center.
 - The big win here comes from our materials checked out from displays, we had 256 checkouts this fall as compared to the 37 from 2023 (a 691% increase!)
 - This success comes mainly from implementing out new genre focused cubby displays.
 - We might consider in the future what other more "fun" targeted shelving we could employ in the library.
 - Our board game circulation starts for this semester are 248 as compared to 184 last fall (134% increase).
 - The hit the books website received 821 hits last fall, compared to 822 last fall.

- **Objective #3:**
 - **Ensure that engagement programing follows national trends and best practices as well as aligns with the library's mission and goals.**
 - **Why:**
 - To help identify specific opportunities that will maximize student engagement without overburdening library staff.
 - **How:**

Commented [RT(1)]: I'm shaky on if this is the appropriate place for this. But I think its important for us to evaluate and assess the type of prgraming we do compared to our region and larger profession. It's also incredibly value to have this work when communicating with stakeholders about it's impact.

- Conduct and compile a literature review on the areas of student engagement we are currently involved in to formalize our work.
- Develop a mechanism for assessment of our programing and timeline for assessment to occur.
- **Fall Update**
 - We have not made any progress towards this goal as we have focused on the other areas of development in the last few semesters.
 - The hope is to analyze the 12 articles that have been collected for growth and develop a program for assessment summer 25
 - We have presented on our programs and been accepted for publication on our board game collection but there is still a necessity for assessment and growth plan to be created.
- **Metrics:**
 - Objective #1: Maximize student awareness of and comfort in library spaces, resources, services, and staff.
 - # of events held each semester (16)
 - # of students who attended the event (938)
 - # of interaction with marketing materials (49 views)
 - Objective #2: Maximize the awareness and use of key or unique library collections.
 - # of displays (7)
 - # of ongoing display partnerships (5)
 - # of materials checked out from displays (256)
 - # of engagements with interactive displays (81%)
 - # of materials added to the board game collection (0)
 - # of materials checked out from genre cubbies (220)
 - # of materials added to genre cubbies (76)
 - # of materials weeded from genre cubbies (0)
 - Objective #3: Ensure that engagement programing follows national trends and best practices as well as aligns with the library's mission and goals.
 - # of programs/events evaluated and assessed (1)

Commented [MA2]: What's the publication?

Commented [RT3R2]: the March issue of *Information Technology and Libraries* will have an article on our board game collection and the collection builder site!

Commented [RT4]: add number of website hits? for book club and collection builder

Commented [RT5]: change this to a % next year

Commented [RT6]: Add # of game checkouts

Team/Unit Members:

- Tyler Rodrigues, Lead
- Suzie Davis
- Jessica Fleener
- Alisa Melior
- Kelly Omodt
- Matthew Strupp

Reporting to:

- Ramirose Attebury