Innovative Approaches to Engaging New Audiences

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Getting Up and Getting Out: Using BookBikes to Connect to the Campus

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Researched library bike programs:

- Denver Public, Pima County Public, Maricopa County Public, Oak Park Public Library, University of Colorado Boulder

“Book bikes are the latest earth-friendly, human-powered mobile library outposts. They have been rolling through the streets of America since 2008 and are rapidly growing in number and popularity. Among the ever-expanding book bike fleet are those of the public libraries in Berkeley, Boston, Boulder, Cleveland Heights, Denver, Evanston, IL, Longmont, CO, Los Angeles, Maricopa County, AZ, Oakland, CA, Omaha, Pima County, AZ, and Seattle. Coming soon are library book bikes for San Francisco, Montclair, NJ, Rochester, MN, and Austin, TX.”
Universities/ Colleges Crowdfunding

- Attended ACRL 2017 session on crowdfunding
- Many Universities have formed their own crowdfunding platforms
- Researched schools
  - Bowling Green State
  - ASU
  - Colorado State Pueblo
- Maricopa Foundation
History of Gaucho Gears Library BookBike

- Partnered with the Maricopa Foundation to create online fundraiser
- Shared on social media
- Six months to total funding- $3,600
- Custom ordered bike through Pedal Positive- Colorado
Mission of Gaucho Gears Library BookBike

- To facilitate interaction between library faculty, materials, instructional services, and students outside library walls; to break down barriers and reach students who have not previously visited or used library services; and to meaningfully connect with students campus-wide by building relationships.
Goals

➢ Provide an innovative tool for marketing and outreach of library services.
➢ Instruct students on electronic library resources on mobile devices/tablet.
➢Demonstrate the library is not just a physical building and can serve students where they are.
➢ Support campus events/themes (bring resources for various cultural days).
➢ Offer mobile checkout of resources to support campus events and library outreach.
➢ Promote literacy and an active lifestyle.
➢ Partner/Promote college literary magazine: The Traveler
Procedures/ Scheduling

- Scheduling
- Procedures
Challenges/ Next Steps

- Getting students to stop when not with an event.
- Difficulty with mobile checkout/ technology; now use old-school paper method.
- Still in the stage where we reach out to events.
- Librarian’s riding confidence.
- Data collection.
Thank you for this presentation and more info, go to: guides.gccaz.edu/bookbike
ASU Library @ PHX Fan Fusion: Network for Success

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Agenda

- Outreach Proposal
- Collaboration
- ASU at PHX Fan Fusion
- Measurable Outcomes
part I: Outreach Proposal
What is PHX Fan Fusion?

- It is the largest annual speculative fiction entertainment and comic book convention in Arizona (58K attendees in 2018) aka Phoenix Comic Con

- **4 day event** over Memorial Day weekend showcasing comic books, science fiction/fantasy and film/television
  - Horror, anime, manga, animation, toys, collectible card games, video games, webcomics, and fantasy novels.
Why did we want ASU Library @ PHX FF?

- Great opportunity for **community outreach**- People
- A way to **display and celebrate** our unique distinctive/special collections
- An unconventional means to **work collaboratively** across Directorates
- **Morale building**, especially with Learning Services Staff
- Librarians are a bunch of pop culture nerds aka cuz it’s **FUN**
How did we make it happen?

• Idea was floating around for awhile but couldn’t gain traction
• Back door, side door, through the window, break the window
• Ultimately, table registration was funded through Workforce Development as a morale building event
• At this point it took on a life of its own…
part II: Collaboration
Internal Directorates

- Administrative Services
- Engagement and Learning Services
- Collections Services and Analysis
- Communication and Donor Relations
- Technology Services
All Committee Meeting
Phoenix Fan Fusion Committees

• Booth Management Committee
• Collection Committee
• Costume Committee
• Web Presence Committee
• Panel Committee
• Planning and Logistics Committee
part III: ASU Library @ PHX Fan Fusion
Oh snap! It’s at the ASU Library.
Friday Theme: Star Wars
Saturday Theme: Science Fiction
Sunday: Comic Books and Super Heroes
Promotional Support

Buttons

Stickers

Trading Cards
ASU Library @ Fan Fusion: Thursday May 23 - Preview Day

We can't wait to show you our new sci-fi and comic book special collections at booth 14911! Drop by to say hello!

ASU Library @ Fan Fusion

Oh snap!
It's at the
ASU Library.
Workshop: Mkrspace
Workshop: Book Art
Educational Panels

• Vintage Nerd Collection Showcase
• Here Today, Here Tomorrow! How to Preserve Your Comics and Collectibles
• Histories of Horrors
• Costume or Fashion?: Tips from Professional Designers
• Let’s Talk about Science Fiction!
• Pulp Fiction, Counter Culture, and Hebrew Westerns
Non-Educational Panels

• Film Roles are Easy: The Myriad Shades of Jeff Goldblum
• The King and I: America’s Love Affair with Stephen King
• Regenerated: Discussing the New Doctor Who
part IV: Measurable Outcomes
Enhancing workplace morale
Strengths

- **Raising awareness** about the library
- **Sharing** who we are
- Panels
- ASU Library Booth
- Making **new connections**
- **Partnering** with Faculty
- Team building
- Meeting potential donors
- Engaging with a new audience
- Nerding
Lessons Learned

• Booth Logistics
  • Meet and greet with panelist and archivists/curators
  • More interactive activities
  • Create an activity to collect accurate statistics
• Location
• Signage

• Collaboration Logistics
  • Project Timeline
    (allow more time to plan)
    – Panels
  • Make panels more accessible
    (Live Stream or Record)
Fan Fusion 2.0 presents:

Arizona State University

Northern Arizona University

The University of Arizona