

## **Linscheid Library Outreach Plan**

The Outreach Department of the Linscheid Library plans, executes and coordinates special events and public relations for the library. The primary goal of the department is to encourage use of the library and foster a positive image of the library among students, faculty and staff of ECU and the greater Ada community.

The Outreach Department does the following in pursuit of that goal:

### **Events:**

- The department will plan and execute at least two library events per spring/fall semester. See *Events Marketing Plan*.
- The department gathers and reports statistics for all events via email from librarians.
- The department solicits feedback on events and suggestions for other events.
  - Evaluation forms
  - Informal information gathering
- The department seeks out partnerships with other university faculty and outside organizations for events at the library.
  - Networking
  - Campus calendar
  - ECU Journal
  - Ada Evening News
  - Liaisons
  - Listservs
  - Personal emails
  - Informal information gathering

### **Public Relations:**

- The department produces a library newsletter in September, October, November, February, March, April and a single summer newsletter. If needed, a newsletter may be produced in January.
- The department creates displays for special events.
- The department works with the University's Communications and Marketing Department to help promote the university and to solicit both guidance and service in the promotion of library events.
- The department maintains a relationship with the ECU Journal. The editor is called at the start of every semester to assign a beat reporter. Story and/or photo ideas are presented to the beat reporter.
- The department creates poster/flyers to promote library events and the library in general.
- Members of the department are prepared to promote the library on the fly.