

Program Plan: Virtual Library Open House

DESCRIPTION

Outreach librarians will collaborate with other departments to host a virtual, asynchronous library open house event. The purpose of this project is to create an experience that will welcome incoming first-year students into the libraries while remaining scalable and socially distanced during the ongoing pandemic.

We will set up a virtual event space that is organized according to various library spaces and services in a way that is equivalent to having a physical table or booth. Students can choose to explore the “tables” that interest them.

Depending on what platform/tools we use, each virtual table could potentially include:

- A brief welcome video
- 360 degree photos
- Relevant brochures or other marketing materials
- Links to the library website or research guides
- A fun poll question, embedded Padlet, or some other interactive component

We can embed a simple satisfaction survey to both assess the open house’s success and as an incentive for student participation. Students who fill out the survey could be rewarded with a swag bag. In order to receive a swag bag, we could ask students to fill out the survey by a particular date and/or we could limit swag bags to those within a particular threshold (i.e., the first 100 to enter).

Potential Tables:

- Learning and Outreach Services (LORS) – research consultations, guides, etc.
- Access Services
 - Zimmerman Library
 - Centennial Science and Engineering Library
 - Fine Arts & Design Library
- Indigenous Nations Library Program
- Digital Initiatives and Scholarly Communication
- Center for Southwest Research and Special Collections
- Research Data Services
- Maps and Geographic Information Center (MAGIC)
- Library student employment

Requirements for format/platform:

- Host videos, transcripts, and downloadable PDFs
- Accessible via a simple URL and/or QR code
- Attractive design, needs to look appealing
- Provide links to other web content (i.e., sections of library website, relevant LibGuides)
- Embed interactive widgets (i.e., Google Form, Padlet)
- Good accessibility

SCHEDULE/ACTION ITEMS

Create open house materials during spring semester 2021. Need to be ready to deploy in summer/fall 2021.

- **April 16:** Reach out to library partners.
 - Email existing partners to confirm partnership and let them know to expect an invitation to an upcoming meeting.
 - Invite marketing coordinator and LORS department head to a marketing meeting.
 - Reach out to building managers at each main campus library.
- **April 19:** At LORS meeting, ask for volunteers for team working on LORS table for the open house.
- **April 20:** Have a draft design of the VOH space in LibWizard. Priority is to determine how design will determine instructions for library partners.
- **April 29:** Deadline to share instructions with library partners ahead of meeting.
- Week of **May 3:** Host an informational meeting for all partners.
- **May 21:** Deadline to receive table materials from partners.
- Week of **May 24:** Work sessions to finalize VOH.
- **June 1:** The virtual open house goes live.
- Week of **June 1:** Work with Zimmerman Access on procedures for distributing swag bags.

LOCATION/SPACE

N/A

MARKETING

Coordinate with NSO organizers as the primary outlet. Could also consider doing multiple social media posts.

POTENTIAL PARTNERS

NSO, library departments, marketing coordinator, social media committee

EXPENSES

Swag bag materials

EQUIPMENT/MATERIALS

Technology tools to implement the open house online space
Videos made using Zoom
Video camera, tripod?
Bags for swag (Paper? Does the library have sacks?)

Potential swag items:

- Earbuds

- Ink pens
- [Sunglasses?](#)
- [Cell phone adhesive card pockets?](#)
- Notepads?
- Printed versions of selected Research Bytes? - maybe fun postcards with research byte material on them?
- Library handouts (not already posted in open house space)?

STAFFING

Project leads: Adrienne, Holly
 Contacts from each participating department

LOGISTICS

We will create a virtual open house experience. We will share the URL and encourage students to fill out survey and then students who fill out the survey will receive some means (ticket?) to claim a swag bag from a library service desk. We will need to train desk workers on how to handle giving out the swag bags.

We have decided to use LibWizard for this pilot. We may decide to transition to a more sophisticated platform in the future if the pilot is successful.

Table greeting video requirements:

- Duration: 1-2 minutes
- Targeted at the needs/interests of incoming first-year students
- Warm and welcoming tone because this may be some students' first experience of the library