

Initial Email Request:

Hello: I'm reaching out to you about an idea that Adrienne and I are working on for outreach to incoming first-year students. It's still very early phase, but we're pitching a virtual library open house to the New Student Orientation organizers for this summer.

Right now, we're thinking it would be an asynchronous collection of short welcome videos and some other resources (brochures, handouts, etc.) organized by library units that students could access at their convenience. Each video would just basically capture the "elevator talk" one might give to students passing by a physical booth, similar to if we hosted an in-person open house event. Possibly if folks wanted to get creative, they could try to incorporate some interactive component, but that isn't necessary. If we move forward, we'd like to invite partners from all across the library to collaborate by selecting/contributing materials for their "booths." Also, we're thinking we might encourage participation by giving away swag bags that students can come pick up after they visit the virtual open house. Happy to chat more about everything this idea entails if you're interested.

Does this sound like something where [DEPT] would like to get involved? Let us know and we can loop you in as we plan.

Planning Update:

Hello, friends: Thank you again for your interest in working with us on the Virtual Open House. Adrienne and I have been hard at work sorting out the technical details of how this is all going to work. We've finally hammered out a plan that will hope will provide an engaging experience for students, but also keep things relatively easy for all of us as we pilot this idea.

We will send out detailed description and instructions for how to participate later this week, but first we wanted to confirm that everyone is still on board.

If your situation has changed since we last reached out about the open house and you and your group can no longer participate, no worries. But please let us know.

Timeline:

- **Next week:** We will send out shortly a Zoom invite to all of our confirmed team members for an optional meeting to go over the instructions and any questions you have. If you like, we can also brainstorm ideas for materials to include on your virtual open house "booth." If you have questions, but can't make it to the meeting, feel free to set up something separately with me (Holly) and/or Adrienne.
- **May 21:** Deadline to receive booth materials. We know this might be a tight turnaround for some folks, but we're hoping that what we're asking for will be an easy lift for everyone.
- **June 1:** The virtual open house goes live.

Thanks again, and talk soon.