

# ACADEMIC OUTREACH & BURNOUT



## OUR MODEL FOR OUTREACH

- Umbrella Model**
- Outreach Librarian creates materials for other librarians to autonomously run events
    - Contacts and best practices
    - Branding and swag
    - Scripts and talking points for events
    - Organizes materials for events
  - Recognize librarians' passions and match that to outreach opportunities

- Team 1 "Ready to Go" & Team 2 "Support"**
- Team 1: Librarians who are comfortable with last-minute events or larger events are given support to do these.
  - Team 2: Librarians who prefer behind-the-scenes work or smaller events do the prep work like pulling items for display and creating LibGuides.

## WHAT WE'VE NOTICED

- Education:**
- Share what you do loud & often!
  - Invite others to share ideas & join the fun!
  - Encourage staff to be themselves!
  - Snacks always help

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## HOW TO GET EVERYONE INVOLVED IN OUTREACH- EVEN IF THEY'RE HESITANT!

### ○ Build a Foundation

**Admin Make or Break It**  
Without admin-supported outreach and collaboration efforts, library services will stay invisible. Visibility means funding and community support.

"If we don't collaborate, make connections, and help facilitate interdisciplinary projects, we don't fulfill our potential on campus" - ECC Library Dean, Dr. Crystle Martin (who got us our Book Bike!)

**Start With Hiring Practices**  
Craft questions to find folks who want to do outreach, collaborate, create partnerships, do programming, or even just enjoy helping from behind the scenes.

Write outreach duties, in any form, into many jobs not just one.

### ○ Implement Ideas

**Bird's Eye View**  
A title is just a title. Outreach Librarian, DEIA Librarian - these folks are better seen as points of contact with the bird's eye view, not as the end-all.

Encourage autonomy for librarians to run their own programs under the outreach umbrella, be there to help instead of control.

**"Outreach Isn't My Thing..."**  
There is a level of support and engagement for everyone!

- Pull books for displays
- Set up or run table, giveaways, and crafts
- Cover desks for outreach staff to clear their schedules
- Share new collections, updates, offerings, etc. with outreach staff for promotion
- Offer to be the lead for an outreach event or program
- Contribute to social media
- Offer to think through accessibility needs for events

### ○ Benefits & Results

**Long-Reaching Benefits**

- Increased visibility on campus
- Model collegiality (and get recognized for doing so!)
- Make your library the blueprint for other departments on how to collaborate
- Improves your reputation on campus / in the community

**Results**

- PT Faculty are more engaged (& paid!)
- Outreach Librarian has a huge support team = less burnout
- More voices in the mix encourages diversity in programming
  - People are encouraged to show up to work as their whole selves
- Library faculty & staff:
  - Get to be creative
  - Are more aware of the work being done in the division
  - Encouraged to share for outreach & promotion of services = work is recognized