

Yes You Can!

Simple Ways to Incorporate Inreach &
Outreach as a Lone Arranger

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Outreach/Inreach

- Outreach:
 - Identifying and providing services to constituencies with needs relevant to your institution’s mission and tailoring services to meet those needs
- Inreach:
 - Your audience is prepared and ready for what you have to say
 - Performing “outreach” to internal constituents



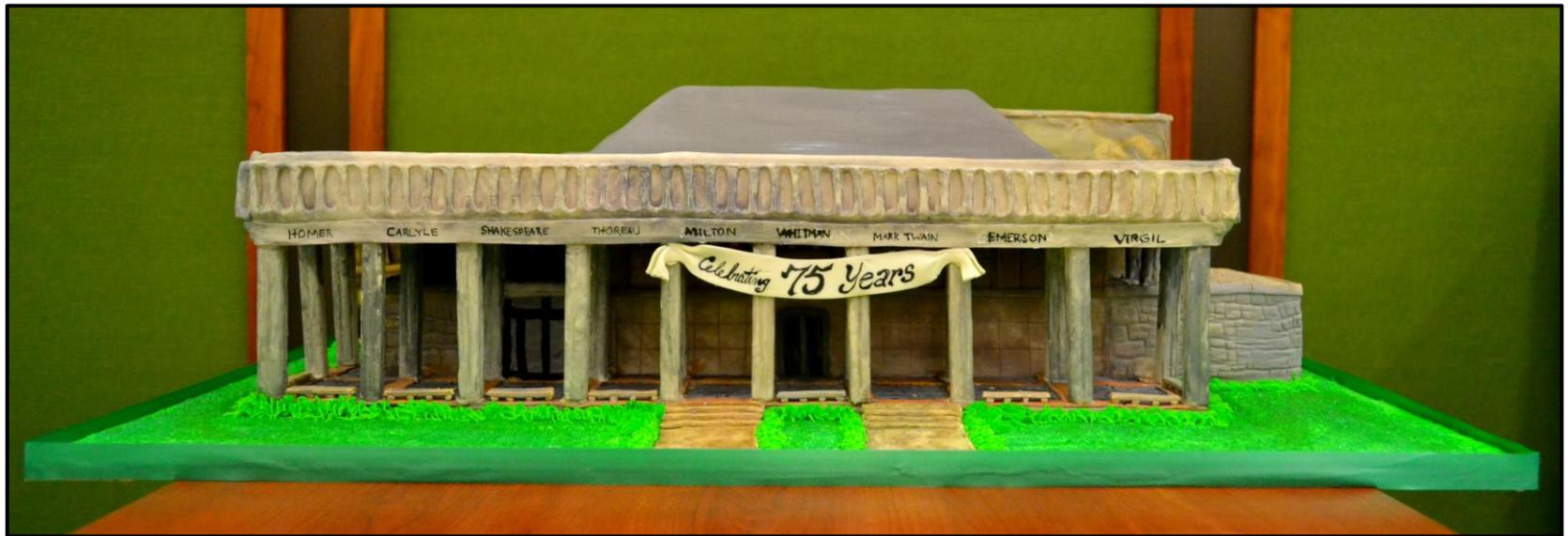
Incorporating Outreach/Inreach

- Pre-scheduled Facebook (or other forms of social media) posts highlighting new collections, events or speakers
 - Man Crush Mondays
 - Women Crush Wednesdays
 - Throw Back Thursday
 - Weekly highlights of buildings across campus or town
 - Coincide with athletic events across campus or town
- Develop a checklist for an event once it is scheduled- tailor this list to the known resources available to you



Kent Library's 75th Anniversary: A Case Study

- 3 main events held over several month span



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Kent Library's 75th Anniversary: A Case Study

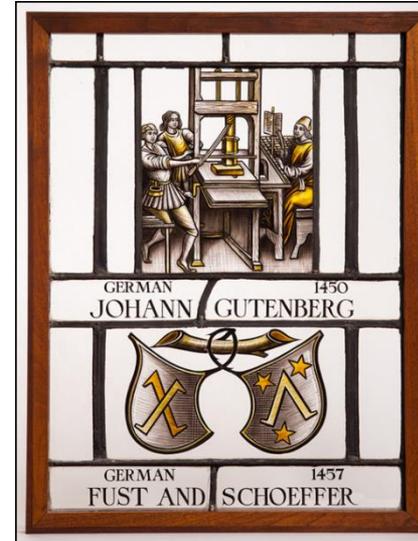


- **“Is Mark Twain Still Relevant?”** lecture by Mr. Henry Sweets, Director of the Mark Twain Boyhood Home and Museum, Hannibal MO
- 55 First Graders from Jefferson Elementary came to hear Mark Twain Storytelling from Mr. Sweets the day after his lecture.



Kent Library's 75th Anniversary: A Case Study

- October 8th Lectures by Ms. Gay Walker, Special Collections Librarian at Reed College
- **“Tracking Bonawit’s Ghost”** with Gay Walker, Wednesday October 8th at noon
- **“G. Owen Bonawit Revealed,”** Wednesday October 8th from 6-8pm (complimentary dinner served with lecture)



Kent Library's 75th Anniversary: A Case Study

- Evening “gala” event, Friday Nov 7th 2014, 6-9pm
- Tours of the Rare Book Room
- Special community guest speakers
- The unveiling of the recently re-installed, famous G. Owen Bonawit stained glass windows.



“How To” Activity

- Identify/develop a campaign/event you want to promote or group you want to reach
- Identify outlets for publicity (FREE/low cost)
- Write a “successful” blurb
- Develop a timeline for your publicity

Stuck? Here are some examples:

- Try becoming part of an “Archives Crawl”
- Latch onto someone else’s event
 - Co-sponsor a lecture
- Celebrate specific months or your collection strengths
 - Women’s History Month Fashion Show



Remember

- It's not a bad thing to seek out mutually beneficial relationships initially
 - Give priority to those supporters/groups who can help you in return
 - This will be especially helpful in lone arranger shops



Minor Assessment

- Head count at events
- How did they hear about your event?



Kent Library 75th Anniversary Celebration Event Survey

Please rate the speaker on the following:

	Excellent	Good	Fair	Poor
Content				
Presentation				
Overall				

Overall, I enjoyed this presentation. (Please circle one.)

Strongly Agree Agree Neutral Disagree Strongly Disagree

Today, I learned something new about Missouri's History. (Please circle one.)

Strongly Agree Agree Neutral Disagree Strongly Disagree

How did you hear about this event?

What similar types of events would you like to see in the future?

Additional Comments/Suggestions:



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Questions?

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