

Advice for outreach from chat

+1 for wandering. Dropping in and talking about NOT library things builds so many connections!

The most successful liaison experiences have been with faculty that are excited about developing the library collections - they make it easy! Regular emails have helped to encourage liaisons to spend their money and that helps.

I never fret about what does not work, I go where I get traction and let go of the rest. Sometimes nothing will work until the conditions are just right.

Visit the administrative/office staff in your department. They often manage student and faculty email lists and can tell you the best way to reach these populations with announcements

Sometimes getting the attention of the administrative assistant is a great strategy.

I started emailing a weekly newsletter with information related to a specific library resource, study tips, tips related to nursing (our only program), etc. I just wanted to remind them I exist. :-)
I get quite a few responses to that email where students ask for help.

I work with a lot of adjuncts. That gets me in sometimes to a department.

I also started communicating with faculty via video rather than just a long e-mail.

Go to their after hours presentations/events

Student events where faculty are also supporting

Also - Don't send long emails. No one reads them (except librarians)! I had a lot of success with a brief email that just said "I know you're not planning right now, but if you think you might need library instruction for fall, you can reply to this note with just the word yes to let me know you'd like me to contact you when we get toward the start of the semester"

I have also had success by talking with faculty about their own research and research needs.

With adjuncts I typically send a note that says something like "I've noticed that you're a new adjunct teaching XYZ 101. In the past I've helped with assignment Q. I'd love to set a date to work with you and/or your students to make your grading easier."