

# Sowing Good Seeds: Outreach Strategies for Liaisons

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# Background

- My background is in History and Special Collections
- At SUNY Cortland: liaison to several Science disciplines
- New to institution, liaison role, my disciplines, and more extensive teaching and outreach
- Robust information literacy program; room for growth in my departments

# Perspective

- Librarians are great at looking stuff up!
- Laugh when you mess up, and move on
- Think Imperial Probe Droids!
- Don't let imposter syndrome get you down

# Practical strategies

## Ask a librarian!

- Ask your colleagues: what works here? Or what works with this department?
- Library Instruction meetings
- Or ask your mentors or your network for general advice

# Practical strategies

## Check the course schedule!

- Look for Writing Intensives, classes that would involve library research
- E-mail faculty directly, introduce yourself, and explain how you could help
- If faculty interested, ask for syllabus, assignment, and what their students most need

# Practical strategies

## Contact your departments (mass e-mails)

- Important, but use sparingly: e-mail introducing yourself, “library updates” once per semester, things really relevant to them
- Go through the secretaries
- Department meetings (always copy the secretaries)

# Practical Strategies

## Target new faculty

- They are new and open to ideas
- New faculty orientation, or list of new faculty.
- Department websites?

# Practical Strategies

## Presence

- Attend events/presentations by your faculty and their students, or ones they are likely to attend
- Reminds them you exist, shows them you care, and helps you understand what they do better
- In normal times, physical presence



# Challenges

## Feeling like a stalker/social awkwardness

- It's hard putting yourself out there
- Have someone introduce you if possible
- It gets easier!
- Finding balance: can't be too needy

# Challenges

Understanding how your disciplines approach problems and ask questions

- It's important, for teaching and for outreach
- What questions should students be asking when they are doing library research?
- This takes time

# Challenges

When to ask questions of your faculty when preparing to teach?

- Research and read to try to improve your understanding
- Usually, when I am trying to read their mind too much, I ask

Be an opportunist!



# Be an opportunist: COVID

## Embedded as a librarian

- Let's you communicate more directly
- Blackboard and Teams
- Remind students you can help shortly before assignments due

## Digital Commons

- Transformations Undergraduate Research Conference

## Asynchronous tutorials

# Be an opportunist: Use what you've got

Use anything you have related to their disciplines for outreach

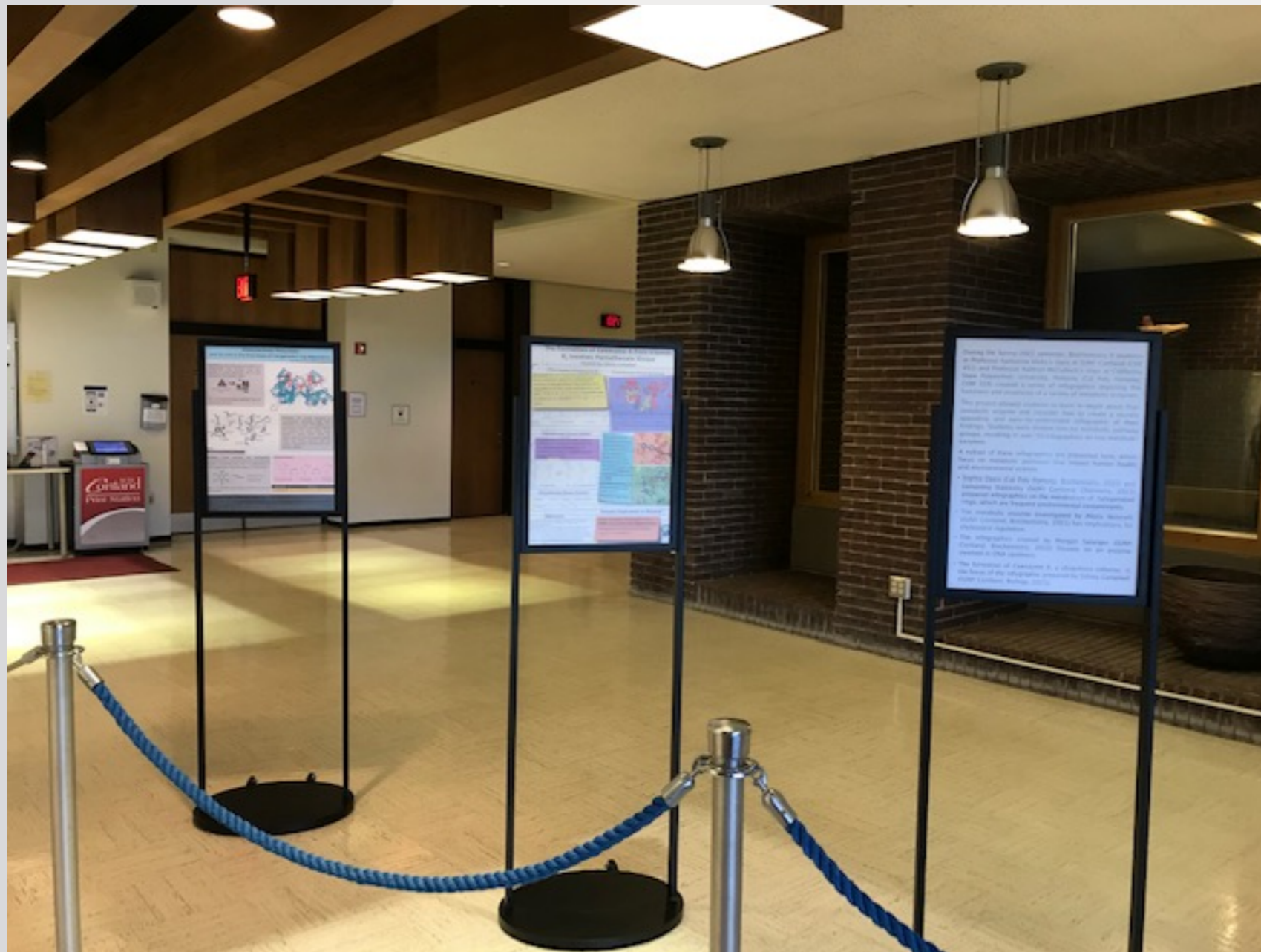
Once faculty know you, will reach out to you with questions, and they are open to ideas

# Be an opportunist: Use what you've got

- OER symposium at Stonybrook
- Collection development
- Makerspace

# Be an opportunist

## Poster and Digital Commons Biochemistry Exhibit





# CHOICE essay collaboration

- Books by BIPOC scientists
- Invited two of my faculty to coauthor with me
- Encapsulates why outreach is really hard and really valuable and rewarding

# Links

- [Transformations](#): Includes the Transformations Undergraduate Research Conference from 2020 (fully through Digital Commons) and 2021.
- [Collaborative Bioinfographics Project](#): Digital Commons version of the Biochemistry posters
- [Stonybrook OER symposium](#)

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