Poster Session:
Inside/Outside: Outreach at SCAD-Savannah
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Our poster will present Jen Library’s recent outreach efforts at SCAD-Savannah. As a visual arts and design college, it can be difficult to convince students and faculty that the library has useful, relevant resources. We also face the additional challenge of being located in an urban environment without a traditional, centralized campus. Students must make an effort to come to the library, as it is located several blocks, sometimes miles, away from most classroom buildings. We are confronting these issues with two separate outreach campaigns: our bi-quarterly Open House events, and our quarterly Pop-Up Libraries. The bi-quarterly Open House focuses on one of SCAD’s schools (Fine Arts, Building Arts, Fashion, etc). We invite faculty, staff and students of the chosen school to come through the library and view our displays. They have a chance to play trivia, win prizes, and make collection suggestions. This event promotes SCAD library collections and services, while highlighting materials such as books, periodicals, DVDs, and special collections materials targeted to the interests and curriculum of that selected school. The Pop-Up Libraries are an opportunity for a few library staff to leave the library and visit classroom buildings. We set up a table featuring selected books and periodicals near the entrance or other heavily trafficked area. However, the promotion of library materials and services is not our only goal. We see the Pop-Up Libraries as a way to open up conversation with faculty and students who may not make it into the library. This is a chance for us to build new relationships and learn about the research needs of these populations in order to serve them in the future. The poster will also address our methods of promotion, budgeting to keep expenses low, our successes and lessons learned, and goals for future events.