

"How Cultural Celebrations can Strengthen an Academic Library's Relationship with Students and Faculty"

Presented by: *Bonnie L. Fong* (FongB@felician.edu)

Information Literacy, Outreach, & Technical Services Librarian @ Felician College

What to Celebrate?

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| • <i>February:</i> | Black / African-American History Month |
| • <i>March:</i> | Women's History Month |
| • <i>April:</i> | National Poetry Month |
| • <i>May:</i> | Asian / Pacific-American Heritage Month |
| • <i>September 15 – October 15:</i> | Hispanic-Latino Heritage Month |
| • <i>October:</i> | Italian-American Heritage Month |
| • <i>November:</i> | American-Indian Heritage Month |

How to Celebrate?

- Exhibits
- Informational brochures (*Webliography, quiz*)
- Book / poetry readings (*including original works*)
- Presentations (*traditional or PowerPoint*)
- Discussions
- Ethnic foods
- Dress in traditional wear
- Skits
- Crafts
- Demonstrations
- Music
- Video clips



Who are Potential Collaborators?

- Diversity Celebrations:
 - Who advocates for diversity?
 - Who is Asian / Black / Latino / Native-American *and* is interested in sharing about their culture?
 - Who is interested in learning about different cultures?
 - In academic libraries, consider who wants students & colleagues to learn about different cultures
- Other Cultural Celebrations:
 - Which Writers / Poets / Artists / Musicians / Cooks are interested in sharing their work?

Who are Potential Collaborators?

- Consider:
 - Student Organizations:
 - Cultural clubs (e.g., *Asian Club, Black Students Union, Latino Club, International Culture Club*)
 - Literary clubs (e.g., *Aspiring Authors Club, Poetry Club*)
 - Speech club
 - Others that may be interested (e.g., *Anime club, History & Social Sciences Club, Honors Students Association, Student Government*)
 - Academic Departments:
 - Foreign Languages
 - English
 - History
 - ESL (English as a Second Language)
 - Individual Faculty Members:
 - identify any relevant courses
 - is doing a presentation one of the course assignments?
 - even if it is not, speak with the professor about having his/her class(es) participate
 - Non-Academic Departments:
 - International Programs
 - Study Abroad
 - Student Affairs
 - Residence Life



Focus on Benefits!

- Potential collaborators:
 - Emphasize how working with the library benefits *them*
 - relaxing + friendly venue for presentations
 - chance to practice public-speaking
 - library helps / does most of organization, PR, etc.
- Library:
 - Friendly + fun image →
 - more visitors (*some were previously nonusers*)
 - more patrons asking for assistance
 - faculty are working more with the library:
 - suggesting additional programming
 - referring students to visit the librarians
 - requesting library instruction for their classes
 - Increased awareness when performing collection development
- On campus:
 - Other departments are beginning to organize some cultural programming, too



Continue to Reach Out!

- Post-event promotion:
 - Post pictures of event online (*e.g., Library Web site, Facebook, Flickr, etc.*)
 - Spread the word about your successful event – increase awareness!
 - Find out if school (including alumni news) publications, local newspapers, student-run (or local) radio or TV stations are interested in covering the event
- Collaborators:
 - Continue working with previous collaborators on future events
 - See if they can help you identify some potential collaborators for the future
 - Obtain feedback (*e.g., what went well, what could be improved, should we try something new next time?*)
 - Remind them to let you know if there's anything the library can help them with (*hint: library instruction sessions!*)



Strengthen Connections + Keep the Academic Library Vital!