Pop-Goes-The-Library!

Using a Pop-Up Library to Innovate Outreach to Science and Engineering Students
GOALS

• Increase visibility of the library and reference/liaison librarians

• Promote specific resources and services to students/faculty

• Focus on reaching STEM students that may not utilize the library’s physical or virtual spaces

• Provide a serendipitous value to students/faculty
PLAN

• LOCATION – Bustling student center? Academic building lobby? Quiet study area? Social study area?
• TIMING – Time of day? Day of week? Special hours (NJIT Common Hours)?
• MARKETING – Handouts? Flyers? Poster?
• PUBLICITY – Publicize beforehand? No publicity – true pop-up?
• SETUP – Table? Laptop? Food/candy? Handouts?
• APPROACH – Direct? Indirect? Hands-off?
OUTCOMES

- **Number of Pop-ups**: 10 over 10-week period
- **Number of in-depth conversations**: 82
- **Number of tickets passed out**: ~500
- **Best Location**: CHE and CHEM Department Lobby
- **Worst Location**: Academic Building Quiet Study Area
- **Best Approach**: Varies by location
ASSESSMENT

• Goals met on small scale, but...
  • Worth the time and effort for a few valuable interactions?
  • Need to better determine best locations and times to have most impact
  • Need identification – name tags, buttons
  • Publicity?