

Pop-Goes-The-Library!

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

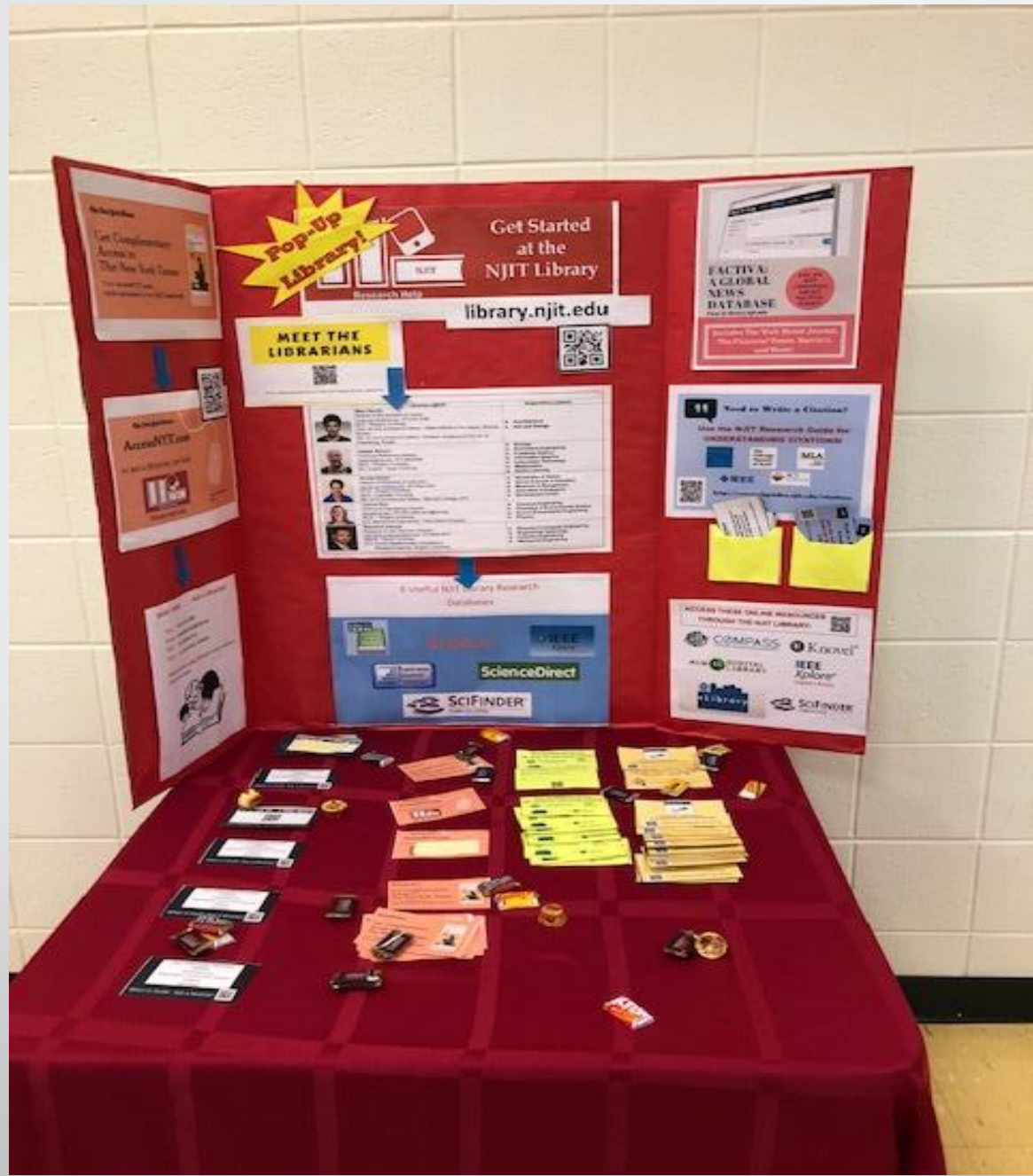


GOALS

- 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?





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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?