2-22-2019

Research and Write at the Library

Amy F. Fyn
Coastal Carolina University, afyn@coastal.edu

Allison Faix
Coastal Carolina University, afaix@coastal.edu

Scott Pleasant
Coastal Carolina University, sepleasa@coastal.edu

Follow this and additional works at: https://digitalcommons.coastal.edu/lib-fac-pres

Part of the Information Literacy Commons, and the Rhetoric and Composition Commons

Recommended Citation
Fyn, Amy F.; Faix, Allison; and Pleasant, Scott, "Research and Write at the Library" (2019). Library Faculty Presentations. 2.
https://digitalcommons.coastal.edu/lib-fac-pres/2

This Conference Proceeding is brought to you for free and open access by the Kimbel Library and Bryan Information Commons at CCU Digital Commons. It has been accepted for inclusion in Library Faculty Presentations by an authorized administrator of CCU Digital Commons. For more information, please contact commons@coastal.edu.
Research and Write at the Library
Amy Fyn, Allison Faix, and Scott Pleasant, Coastal Carolina University

Introduction
Research and Write at the Library is a series of drop-in workshops where librarians and writing center tutors work together to help students with research and writing. Prior to the Research and Write events, our library’s only collaboration with the Writing Center was providing space for tutors to work. We know that research and writing are intertwined, and we hoped that these workshops would help us learn from each other. These workshops model the way that writers often move back and forth between seeking, finding and analyzing information to accomplish their purposes. While Library and Writing Center collaborations are unique to each institution, other campuses may benefit from our experience to develop similar events.

Timeline
November 2017
- The Coordinators of Reference and Instruction approached the Writing Center Coordinator about teaming up to provide drop-in workshops for students.

December 2017
- Writing Center Coordinator suggested targeting first year composition students
- Contacted the Coordinator of Composition to help promote the event
- Invited colleagues and tutors to participate

January 2018
- Finalized dates for event
- Created a promotional plan with library marketing specialist
- Asked the library to provide snacks for participants

February 2018
- Finalized volunteers
- Promoted event to first year faculty and programs

Marketing Materials
The library’s marketing team promoted the workshops by designing and posting electronic board messages within the library and on library social media, and adding the event to university communications. The library also used internal event management software to pre-register students, which has the added perk of automatically sending reminders for the workshops.

Choosing Days and Times
- We looked at library statistics to find out which weeks of the semester saw the most in-depth research questions being asked in the evenings
- We consulted with the writing center to find out when their demand for evening writing help was highest
- We chose weeks that historically were busy for both the library and the writing center.
- We chose a Monday and a Tuesday night so students with class conflicts on one night could attend on the other

Marketing Ideas
After low attendance at our first workshop, we asked writing center tutors for advice on how to increase interest in the event. We also tried some ideas of our own:

- Ask students how they find out about events on campus and market to them there
- Advertise in the weekly campus events email
- Advertise directly to faculty via email and in person
- Make office visits to academic advisors and other academic staff who could recommend the workshops to their students
- Promote events more frequently on social media
- Take advantage of circumstances and shift messaging as needed

Recommendations
- Talk to your library about potential collaborations
- Identify a group to target as a main audience
- Do not fear success, especially when starting something new
- Consider likely partners and work directly with them
  - Student organizations
  - Campus groups that promote student success
  - Academic advisors and faculty

Attendance, Spring and Fall 2018
Spring 2018
•

Fall 2018
•