ACADEMIC OUTREACH: EXPANDING THE ROLE OF THE LAW LIBRARY WITHIN A LARGER ACADEMIC INSTITUTION

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BENEFITS OF OUTREACH

- Higher profile for the law school, including to potential applicants
- Advance notice of assignments that require students to utilize the law library
- Statistics—you can show your value to the campus and to the law school administration
STAGES OF SUCCESSFUL OUTREACH

- Getting their attention
- Following through
- Building on success
GETTING THEIR ATTENTION

- Look for courses that have a legal tie-in and email the instructor
- Offer more than tours and classes—help draft assignments, research guides, etc.
- Workshops for non-JD students
- Hold consultation hours at the main library
- Reach out to librarians at other branch libraries
- Become a resource specialist
- Look for opportunities to partner
FOLLOWING THROUGH – GENERAL TIPS

- Be prepared to work some nights and weekends
- Try to make non-law students comfortable in the law library
- Know which resources are available to non-law students and faculty
- Create customized handouts and LibGuides
FOLLOWING THROUGH—IN-CLASS SUGGESTIONS

- Talk about the “why,” not merely the “how”
- Use entertaining hypotheticals that are related to their work
- Don’t give them more than they need to know
- Ask professors to give you any assignments in advance so that you can be prepared for questions
- Encourage feedback from both students and faculty members
- Encourage them to think of you as a resource
FOLLOWING THROUGH—WORKING WITH OTHER LIBRARIES

- Look for obvious collaborative opportunities
- In-House Institute: chance to tell librarians from other libraries on campus what we do and how we can work together
- Lilly Library: session on rare legal materials at IU’s rare books and manuscripts library
  - Allowed our law students to engage with the larger campus
  - The Dean of the law school was interested in the tour and his presence was a selling point for our students
BUILDING ON SUCCESS

- Turn one success into many!
- Advertised the Lilly Library session heavily on social media
- Turned the session into a poster for AALL
BUILDING ON SUCCESS—SOCIAL MEDIA
BUILDING ON SUCCESS—SOCIAL MEDIA
Work on repeat business and word of mouth recommendations from both professors and students

Try to get the head of a department to circulate your contact information

Contact professors who teach other sections of courses you have already visited

Keep statistics

- July 2016-June 2017: 108 presentations; 2,628 people
- July 2015-June 2016: 93 presentations; 1,730 people
- July 2014-June 2015: 107 presentations; 2,221 people
OUTREACH BEYOND THE UNIVERSITY

- Public library
- Other local schools—we work with a community college
- Elementary school students—we host local 5th graders for field trips
- Prisoner outreach
## CAUTIONS AND PITFALLS

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<tr>
<th>Communication</th>
<th>Cost-benefit analysis</th>
<th>Marketing</th>
<th>Dealing with unreliable contacts</th>
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<tr>
<td>• Make sure you’re on the same page</td>
<td>• Sessions with low turn out may need to be eliminated</td>
<td>• You can never go too big on marketing</td>
<td>• You may be more enthusiastic about a collaboration than other librarians or faculty</td>
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<td>• Keep in regular contact</td>
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<td>• The best program is a failure if no one attends</td>
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CONCLUSION

- Drum up business
- Increase your status on campus and within the law school
- Get new students interested in law school
- Teach the whole world to research!
QUESTIONS?