Having the Students Work for Us

The Library as the Beneficiary Community Partner in Campus Service Learning Projects

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The Library

- A busy, university library serving over 15,000 students
- No librarian dedicated to Outreach
  - Marketing done by a committee
The Project

- MKT 314—a junior-level Public Relations class
  - A variety of majors

- Students are tasked with creating five marketing “items” for their community partner

- Other partners:
  - St. Tammany Parish Humane Society
  - Regina Coeli Head Start
The Project

- Groups of 4-6 students
- Must produce PR materials and do volunteer hours
  - Worked a book sale
  - Assisted with National Library Week activities
  - Even dusted shelves!
The Groups

❖ Group 1--Research Consultation Service
  ❖ Worked with Beth Stahr, Head of Reference

❖ Group 2--Distance Learning Services
  ❖ Worked with Beth West, Distance Learning Librarian

❖ Group 3—eAudiobooks
  ❖ Worked with Amy Baptist, Cataloger
The Results—Group 1

- Created the following projects for marketing RCS:
  - A graphic identity
  - Flyer
  - A video
  - Facebook campaign
  - Campaign object specifically for faculty
  - PowerPoint slide to rotate in the lobby video display
The Results—Group 2

Created the following projects for Distance Learning:

- Flyer
- Facebook campaign
- Logo
- PSA for campus radio
- Commercial for our 24/7 Ask a Librarian Service
The Results—Group 3

- Created the following projects for eAudiobooks:
  - Flyer
  - Brochure
  - Bookmarks
  - Logo
  - Commercial
Each student had to complete five hours of volunteer work in the library.

Could not relate to project.

Felt a bit like cat herding.
The Lessons

- Do it for the service to students, not the free labor
- Don’t expect them to understand basic library services
- Don’t expect revisions
- Get copies of work that can be changed!
- Have fun getting to know students who you may not normally get to work with