Student-Centered Collection Development
A Roadmap To Beginning The Student Engagement Process

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Project Background

Texas Tech University Libraries' User-Center Services Department wants to begin engaging with students regarding their collection development efforts. Currently, librarians are working to find gaps in the collection and make purchases, but the library wants to explore more ways to collaborate with students and to better understand their needs. The goal of this project was to create a guide that will help TTU Libraries begin the engagement process with students, especially marginalized, BIPOC, and LGBTQIA+ identifying students, to create a more collaborative way of building a collection that accurately reflects the needs of the student community.

Part 1: Create a General Student Engagement Plan

The project sponsor requested a student engagement plan and outreach model that would be easy for staff members to use and understand, even if they didn't have as much exerperience doing student outreach. In addition, the plan would also be flexible enough to apply to different types of student groups.

Identify

- Collection audit to determine where the collection needs the most work.
- Invite recommendations from faculty and staff
- Determine if there are certain student groups to engage with

Engage

- General student population at campus events and class visits
- Connect with student organizations
- Peer-to-Peer engagement
- Social Media

Collect & Analyze

- Informal surveys on social media
- Direct feedback from students
- Formal survey/feedback forms

Step 2: Recommendations and Examples

After the outreach model was created, different engagement strategies are included to give examples of how to put the plan into action. These examples include:

- Outreach to the general student population at orientation and other Fall Semester events
- Engaging with certain student organizations
- Social media strategy and potential surveys

Resources

- *Customer-Based Collection Development: An Overview* by Karl Bridges
- *ACRL Libraries Transform Toolkit: Outreach Strategies* by the Association for College and Research Libraries
- *Successful Campus Outreach For Academic Libraries : Building Community Through Collaboration* by Peggy Keeran and Carrie Forbes.
- *The Library Innovation Toolkit : Ideas, Strategies, and Programs* by Anthony Molaro and Leah L. White

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