

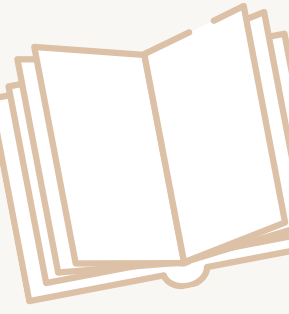


**ART LIBRARY**

★ **OUTREACH**



# Team and Sponsor Information



## Sponsor Information



### **Madison Sullivan**

Madison is the Fine and Performing Art Librarian at the University of Washington.

## Team Information



### **Celeste Leeds-laliberte**

In charge of reaching out to people in the community as well as coordinating the events taking place within the art library.



# Background

## Location

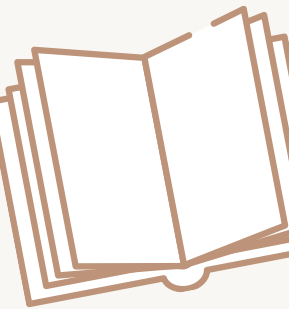
- This project took place at the Art Library, a branch library located on the University of Washington, Seattle campus.

## Information Problem

- Patrons not affiliated with art department were often unaware of library's existence and resources.
- The Art Library lacked outreach guidelines.

## The Project

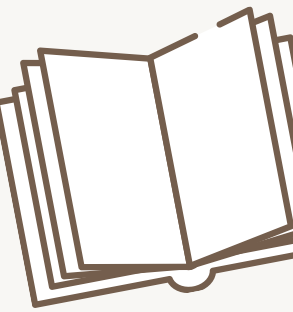
- Hold a series of events while collaborating with organizations in the community to increase overall user engagement.



# Project Approach

In order to increase overall engagement with the UW community, we followed these steps:

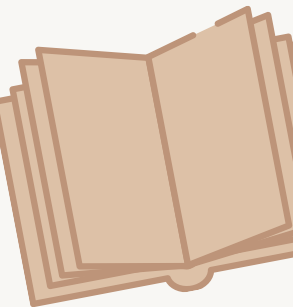
- Reached out to organizations in the UW community to see if they would be willing to coordinate on events
  - UW Special Collections and Bricolage, a student run literary journal, replied with opportunities for collaborative events
- Planned, promoted, and held three events in the Art Library designed to draw in patrons unfamiliar with the library.
- Created an outreach toolkit for Art Library to reference in future outreach collections.



# Event Overview

## From the Vaults: Check out Rare Art Items at the UW Archives!

- This event was held in collaboration with UW Special Collections.
- This event consisted of setting up tables outside the art and music libraries over a four day period. We selected arts themed items from Special Collections to be displayed on the tables to showcase both Special Collection materials and draw attention to art and music themed topics.





## Events Continued

### **Illuminate: A Bricolage Exhibition**

- This event was held in collaboration with Bricolage, a student run literary journal.
- Bricolage set up an exhibition of their artist's prints on the Art Libraries walls and then held a two hours launch party to introduce their newest journal published.

### **Art Library Trivia Night**

- This event was coordinated only by the art library.
- We organized a trivia night to draw patrons intimidated by the library with a series of questions, rewards for winners, and snacks.



# Event Evaluation and Outreach Toolkit

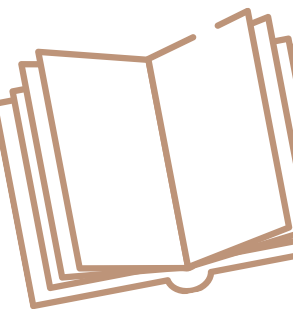
Once Events were complete, we worked on an Outreach Toolkit for the Art Library as well as evaluation of events.

## Outreach Toolkit

- This was designed to help future outreach projects retrace our steps and have more guidance for future projects.

## Event Evaluation

- Using a combination of patron engagement during the event, the number of people who attended, and how the organization we partnered with responded, I evaluated events.



# Event Evaluation Results

## **From the Vaults: Check out Rare Art Items at the UW Archives!**

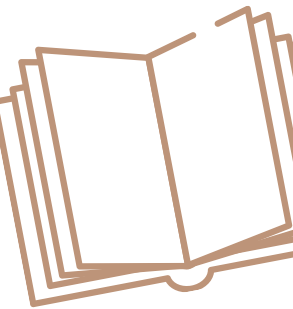
- There was steady stream of people coming over all four days with people being engaged with materials and learning more about the library.
- Our Special Collection's contact was eager to work with us again on future events.

## **Illuminate: A Bricolage Exhibition**

- Over the course of the launch party, many people both involved with Bricolage and not stopped by.
- Bricolage expressed an interest in working with the Art Library on similar events in the future.

## **Art Library Trivia Night**

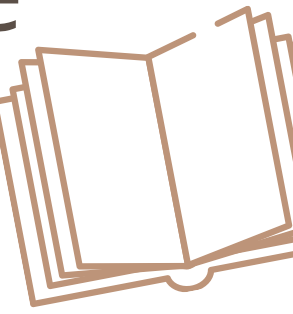
- Although, we received several emails and in-person questions prior to the event, no one showed up on the night of the event.





# Project Benefits

- We created lasting connections with Special Collections and Bricolage.
- The Outreach Toolkit will guide future projects. The Art Library now has outreach guidelines to follow and help organize future collaboration.
- Due to the failure of the Art Library Trivia Night, we learned to be more careful about the timing of our events. Future events can learn from what went wrong on this event and avoid the same mistakes.





**THE END**

