COMMUNICATIONS AND FACULTY ENGAGEMENT
P L A N

University of Maryland Libraries
College Park

BACKGROUND

The University Library Council (ULC) and the external review team both advocate for a more cohesive and coordinated faculty communications and engagement strategy. Current feedback also indicates that awareness among faculty of library services, resources, and issues requires a more structured approach to increase understanding and value.

This plan builds on expectations for outreach and engagement documented in a final report of the Liaison Librarian Task Force (2012-2013) and in guidelines for annual reporting of subject specialists and CORE Competences.

This plan does not propose or rely on a single solution, but rather offers opportunities for increased engagement on multiple fronts.

GOALS

The Libraries aim to increase the Librares' value in research and teaching activities among faculty members so they are engaged in issues that impact their work, including collections and scholarly publishing, instruction, and research. This will be accomplished through an effective, multifaceted and regular communications/engagement strategy.

Subject liaison librarians will remain central to this strategy, as their relationships with faculty show consistently positive results in faculty/library communication. This plan will ensure that important messages reach all faculty across campus and disciplines in a uniform and timely manner.

UNIVERSITY
LIBRARIES

CONTINUE CURRENT STRATEGIES

Liaisons serve as primary contact for academic units; send out regular messages and updates to their faculty, attend meetings and new faculty/new student orientations, and engage in faculty and departmental activities.

Libraries' communications office sends out regular newsletters and other communications.

Libraries' communications office handles social media outreach.

ULC meets 6 times per academic year to offer input and hear from library administration.

The Libraries' student advisory group meets 6 times per academic year to offer input and to hear from library administration.

The Research Commons communicates regular offerings, such as classes and workshops for faculty and graduate students.

The Research Commons communicates with the Graduate Students Organization and the Graduate Writing Center.

Libraries administrators typically meet at least once a year with the Student Government Association and the Graduate Student Government.

Libraries administrators communicate via their various administrative groups with peers from academic units.

Librarians regularly serve on-campus groups and committees, including PCCs, the University Senate, and ad-hoc campus and college/department-based initiatives, like the Year of Immigration and Frankenreads.

Librarians frequently serve on departmental search committees for new faculty.

Libraries host new faculty reception each fall to welcome and acquaint new faculty members.

Librarians, library administrators and library units develop partnerships with programs that support faculty activities, including Teaching and Learning Transformation Center, Division of Information Technology, Office of Research, and Office of Academic Integrity.

Research & Learning department develops faculty-centric websites for faculty services on the main library website, including **www.lib.umd.edu/rc** and **www.lib.umd.edu/tl/instruction**

Research Commons hosts events, such as Speaking of Books, Interdisciplinary Dialogues, and STEAM Salons, where Libraries promote the work of campus faculty.

Librarians give away promotional materials, including brochures and guides, at orientations and events.

NEW STRATEGIES

DEVELOP A COMPREHENSIVE LIST of current departmental liaisons from academic units. Should be a senior faculty member. The department head will be the default in cases where they do not wish to or cannot appoint someone.

IDENTIFY RESEARCH AND COMPLIANCE UNITS on campus that support principal investigators. Establish points of contact at the Libraries to assist with research-related tasks stemming from these areas.

LEVERAGE REFLECTORS (department faculty library liaisons and chairs) for regular unified/consistent messaging. Need to determine the content of messages going out to all faculty via this reflector versus content that individual liaisons will handle.

INTRODUCE A "TOP-DOWN" SERIES OF LIBRARY ANNOUNCEMENTS pertaining to official notices, collections reallocations, and service updates. Target deans, chairs, and academic departmental library liaisons for these announcements, which should be archived on the website, with a link to the archive included with each subsequent message. These announcements are intended to complement librarian-initiated communications.

CONVENE ANNUAL MEETING of academic departmental liaisons and department chairs in the Libraries

VISIT EVERY ACADEMIC DEPARTMENT (over the course of 2 years). Attendees: Dean, Associate Deans, Director of Research & Learning, Subject Librarian at a minimum. The goal is a regular face-to-face meeting with all faculty and to discuss department/library liaison relationships.

HOLD ADMINISTRATIVE MEETINGS with each College/School Dean and their administrative team (once every year, within a library if possible). Attendees: Dean, Associate Deans, Director of Research & Learning, Subject Librarians. The goal is a high-level face-to-face meeting between respective administrators.

REINTRODUCE REGULAR FACULTY NEWSLETTER (sent out via reflector) and prepopulate it with new faculty hires each year.

ASSESSMENT METHODS

Annual report of highlighted activities. Compile most significant developments to be shared widely

Annual reports of liaison librarians. Document each subject liaison librarian's contributions to outreach and engagement, evaluated annually as part of the performance review and in accordance with the Guidelines and Form for Annual Reporting of Subjec Specialists Liaison Librarians

Metrics analysis Gather information and questionnaires from participation in Libraries-sponsored events, workshops etc. (ie, subscriber change; event attendance; message tally).

LibQual Gauge overall user satisfaction within the Libraries (every three years).

LOGISTICS AND TIMEFRAME

This project will be led by the Research Heads (Head of Research Commons, Head of Teaching and Learning, Head of MSPAL, Coordinator of Reference, Head of STEM), Director of R&L, Director of Communications and AD for Public Services.

The lead group will share with the rest of liaison librarians and revise the current draft as needed (timeframe: January-February 2019).

The lead group will share the final draft with relevant stakeholders: LMG, USRS, CSCS (February 2019)

The remainder of the spring semester: Finalize and publicize plan, share with ULC for feedback, begin communications with departmental liaisons, develop a detailed tactical plan for 2019-2020 academic year, which will include messaging priorities.