

# Adjusting Expectations: A Review of Online Outreach and Services Offered During a Pandemic

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# A Little Background

- Main Challenge: Library feels separate from campus



# The Challenges

How was the college reopening?

- Planned all online activities

How to juggle the workload?

- Set manageable goals with flexibility to add more if I could

How to market our services?

- Upped Social Media Usage
- Put information everywhere I could
- Facilitated word of mouth promotion through faculty

# What did I try?

- Club Partnerships
- An online book club
- Increasing Instruction Sessions
- Online Support
  - Online content
  - Research and Reference Services

# Clubs

## Club Partnerships

- One event with the university's inclusion club
- Upcycled donated materials for crafts
- Plans for more collaboration

## Book Club

- For campus community members
- Promoted diverse reads in our collection
- Mostly popular with staff and faculty

# Instructions Sessions

- Met with several departments prior or at the beginning of the semester
- Taught 3 more classes than fall 2019
- All new faculty members reached out

# Research and Reference Supports

## Research Appointments

- All over zoom or phone
- Far more popular with online graduate students

## Online Office Hours

- Held weekly
- Not popular

## Online Content

- Created short instructional videos
- Uploaded Recorded Workshops to Youtube
- Over 150 views across Platforms

# Takeaways

## Successes

- Better identified online needs of campus
  - More communication with faculty
- Improved “visibility” on campus

## Room for Improvement

- Marketing still a challenge
  - Better planning
- More student partnerships