Nothing to Lose: Creative Programming for the Frugal Librarian

Lisa A. Forrest, M.L.S.
Public Relations & Outreach Librarian
forressla@buffalostate.edu
What do they really think of us?

In its report “Perceptions of Libraries and Information Resources” (2005), the Online Computer Library Center (OCLC) reveals that 70% of respondents associate the word “library” with ____________________.
Books, books, books!

Books, books, books, rows and rows of books, stacks of books, tables filled with books, people holding books, people checking out books. Libraries are all about books. That is what I think and that is what I will always think.

--41 year old respondent
So, how do we transform this...

(perception of the building with all the books)
to this:

(A lively space for engaged learners)
Google + Starbuck’s

A library is where information and community converge...

Think bigger than books and information; think in terms of the experiences your patrons value.

Jennifer Rice, Mantra Brand Consulting
OCLC Newsletter No. 1; Extreme Makeover
“What Do You Do?”

“Desk set” (1957), featuring Katharine Hepburn and Spencer Tracy. Bunny Watson (Hepburn) is a reference librarian managing the research department of a broadcasting company; Richard Sumner (Tracy) wants to replace her and her colleagues with a computer.
Scott Bennett (2009), argues that librarians need to stop thinking of themselves as only “traffickers” of information, and embrace a learning-centered paradigm.
Learning Mission Possible

• LIBRARY: “provision of a centrally located venue for intellectual exchange and cultural enrichment…”

• COLLEGE: “…in order to enhance the quality of life in Buffalo and the larger community, the college is dedicated to excellence in teaching and scholarship, cultural enrichment, and service.”
Lifelong Passion for Learning

...The goal of the college is to inspire a lifelong passion for learning, and to empower a diverse population of students to succeed as citizens of a challenging world. Toward this goal, and in order to enhance the quality of life in Buffalo and the larger community, the college is dedicated to excellence in teaching and scholarship, cultural enrichment, and service.
What’s Beyond the Wild Blue Yonder?
Beyond the reference desk...
Beyond the one shot class...

Now, to get to the page you need is really simple. Well, not really simple but you can do it!

It's only a few clicks... maybe 3 or 4... or 10 at the very most!
Beyond books...
Beyond simply “providing access”...

Creative programming supports the professional growth, intellectual exchange, and the cultural enrichment of the entire community!
Sounds great, but...
Creative Programming on a Budget

- Literary clubs
- Book talks
- Workshop series
- Topic discussions with local experts and authors
- Collaborations!!!
Librarians are Already in a Natural Position of Leadership!
I'm good enough, I'm smart enough, and doggone it, people like me.
What are your own interests and curiosities?

How can you incorporate these interests into programs that support the learning mission of the institution?
The Founding Poets:  
(make a flyer and hope they show up)
The first flyer...

Why a Poetry Club?

The Rooftop Poetry Club

http://library.buffalostate.edu/rooftop/

Transform information into meaningful knowledge…
Words are Cheap!
Provide ACCESS & MEANING.

Meaning?

One of our first program events:

- [http://www.writing.upenn.edu/pennsound/x/Creeley.html](http://www.writing.upenn.edu/pennsound/x/Creeley.html)
- Guest speakers
- Explore sound recordings
- “Favorite Creeley Poem” Open Mic Night
- Workshop: Read & Write ‘Creeley’ poems
- Community Building: UB poetry collection, Just Buffalo Literary Center
- Library display
- TOTAL COST = $0.00
Oh, let me count the ways...

open mike events  Radio Show Guests

reader’s advisory (poet’s picks)

marketing of library resources

workshops led by faculty and students

links to literary resources

collaboration with faculty and students

BLOG CONTESTS outreach

readings  music

Community building  CAMPUS WIDE POETRY PROJECTS
Rethink Space: Up on the Roof
Poetry Readings, Open Mics, Workshops, Music and More!

• http://library.buffalostate.edu/rooftop/past/
The Card Catalog Poetry Project

http://library.buffalostate.edu/rooftop/card/
Off the Map: A Project of Poetic Proportions

Spin: A Project of Vinyl and Verse

http://library.buffalostate.edu/rooftop/past/2008-05.html
Provide Opportunities

rooftop
poetry club

Nov. 15th

“Beginning Readers”
with Matthew Baker Thompson

7 pm, Butler Library 208 - Peer-based workshop on how YOU can effectively and confidently read your poetry in public. We will watch and listen to the readings of famous poets and practice reading on our own. No reading experience required. All are welcome! Please bring an open mind and poems you enjoy (your own would be best, but not completely necessary).

About the Club

The Rooftop Poetry Club was established in June 2005 to provide a creative venue for writers of the Buffalo State College community. Named after our first meeting place—the rooftop garden of E. H. Butler Library—this club serves as a forum for workshop activities and readings by local poets.
Workshops: A Few Ideas

Student-led or Faculty-led:
• Journal making
• Ghazals (Middle-Eastern love poems)
• “Giving Thanks” / Gratitude Poems
• “Vocal Delivery of the Poem” Workshop
• Personal Essay Writing
• Writing to Images
• “In Good Taste” (Food Poetry)
• Seasonal (Sonnet Writing; Spring Themed; Holiday Themed)
Heat Waves in a Swamp

• Collaboration with the Burchfield Penney Art Center and teaching artist Karen Lewis
• Tour, workshop, and reading at the gallery
Whatever you do...
Web 2.0 Technology
(it's free and folks appreciate the archive)

http://library.buffalostate.edu/rooftop/
The Rooftop Reading Club

The Women's Studies Program and E. H. Butler Library present the Spring 2010 Rooftop Reading Club selection:

**Book Club Meeting Dates**

All meetings will take place at 4 p.m. in E. H. Butler Library, International Students Reading Area (3rd Floor, SE Quadrant).

Wednesday, February 3
Wednesday, February 17
Wednesday, March 3
Tuesday, March 16

Look up the "Pink Think" Book Club on Facebook.

**Meet the Author**

Tuesday, March 23rd
Bulger North
12:15–1:00 p.m.

For more information please email Lisa Forrest at forrestl@buffalostate.edu
Go Green

• “Green Talk” Workshop Series
  – Buffalo ReUse
  – Urban Roots Gardening demonstration
  – Earth Friendly Cleaning demonstration
  – Earth Day presentation by Fred Stoss
  – Recycling on Campus “Jeopardy” game
  – Earth Day Poetry Contest & Display
    – [Link](http://library.buffalostate.edu/news/2009/03/rooftop-poetry-club-announces-earth-day-poetry-contest/)
  – “Going Green” for the Holidays
    [Link](http://library.buffalostate.edu/news/2009/11/go-green-for-the-holidays/)
  – Cloud Computing Workshop
  – Environmental Subject Guide
  – Magazine Exchange Program
  – Healthy cooking in the dorm rooms (w/ local food co-op)
More Green Stuff


The Personal Connection...

Patrons know me by name... and they aren't afraid to ask for help!
Whatever your passion…

music

bird watching—

film

Use your interests to excite others!
(and promote library resources)
• NY Council for the Humanities "Speakers in the Humanities" and "Speakers in the Schools" program.
• Available to any not-for-profit organization in New York state with Speaker's honoraria and travel expenses paid by the Council.
• School libraries and public libraries book at just $0 (schools) or $35 (public) application fee.
• http://www.nyhumanities.org/speakers/
Ideas?

• “Blind Date with a Book” (great for Valentine’s Day! Write “profiles” for book and have folks choose their “perfect date”)
• [Link](http://library.buffalostate.edu/news/2008/01/love-is-a-four-letter-word-valentine-day-poetry-contest/)
• “Write Your Own Epitaph” (Halloween)
• Technology for Kids (privacy, safety on the internet, homework help)
• Local Author Book Fair; reading & book signing; discussion group; 10 minute “best of” readings
More Ideas?

- Extreme Make Over: Book Cover Edition
- “Natural Wonders” environmental programming/collaborate with parks/community garden
- Songwriting (open mike; pull out the old songbooks; invite music majors!)
- Sidewalk chalk art (themes and design contests?)
- Brown Bag Lunch series

What else?
The Library Is Good for Your Health
CAPTAIN RESEARCH AND WONDERING WOMAN
in: "Research Paper Madness"

Here, one student is about to make a friend out of his arch-enemy:
the 7-page, double-spaced, 12 pt. first RESEARCH paper in APA format!

Somebody...HELP!

Who are you calling super hero?

I'm Wondering Woman, an expert in research!

Together, Wondering Woman and Captain Research forge
a plan to help this young man conquer his fear of the
APA format RESEARCH paper...

Our first order of business will be to
create a SEARCH STRATEGY.

You will need to choose a RESEARCH TOPIC!

Stop panicking, SON!

Just follow Wondering Woman's
GUIDE TO CREATING AN
AWESOME SEARCH STRATEGY!

1. Summarize your topic.
2. Identify key concepts.
3. Focus your topic (location? time?)
4. Think of keywords or synonyms of your subject.
5. Create your search statement using BOOLEAN OPERATORS!

GET GRAPHIC...
READ A GRAPHIC NOVEL
FIND MORE GRAPHIC NOVELS ON THE 3RD FLOOR, SE QUADRANT (CALL NUMBER RANGE PN5726 TO PN5728)

Written and conceived by Lisa Forrest | Illustrations by Lauren Green | Photos and layout by Dennis Reed
Never Underestimate the Power of...
If at first you don’t succeed, call it version 1.0
Oooops, I tink I needz
te rethink this....
Questions? Ideas to Share?

http://frugallibrarians.blogspot.com/

Lisa A. Forrest, M. L. S.
Public Relations & Outreach Librarian
E. H. Butler Library, 147B
1300 Elmwood Avenue
Buffalo State College
Buffalo, N. Y. 14222
716-878-3558
forresla@buffalostate.edu


Also...


