

Call for Chapter Proposals

Title: *Successful Campus Outreach Programs and Activities for Academic Libraries*

Proposal Submission Deadline: January 15, 2016

Editor: Erin E. Meyer, University of Denver

To be published by Scarecrow Press

Introduction

Academic libraries use campus outreach activities and programs as well as marketing efforts to raise student awareness of services and resources, to create a welcoming environment in the library, and to teach information literacy skills. They also reach out to faculty to promote collections, to support curriculum development and faculty research, and to integrate information literacy into courses. In a climate of great challenges to higher education and increasing pressures on all campus units to assess and justify their services, effective outreach and marketing can also help “tell the story” of the library to administrators and ensure the library remains central to campus intellectual life. Library outreach to alums and the broader community can also help a college or university demonstrate its relevance and value to those beyond the borders of campus.

This volume will bring together research on academic library outreach and marketing including empirical papers, theoretical discussions, comparative analyses, and in-depth case studies. As a compendium of best practices from around the world, it will serve as a resource for academic librarians, library science students, and administrators to discover new programming ideas, to learn principles of effective marketing, and to help them think strategically and programmatically about outreach activities of all types.

Recommended topics

Recommended themes and related topics include, but are not limited to the following:

- Student Programming
 - Co-programing with campus partners
 - Creating a welcoming environment
 - Student advisory boards
- Faculty Outreach
 - Embedded librarianship
 - Information literacy in the curriculum
 - Exhibits planning with faculty
- Community Outreach
 - Alumni and donor relations
 - Cultural events in the library
 - Library partnerships with community libraries and nonprofits
- Collaboration
 - Collaborations with student services
 - Partnering with student groups/directly with students

- Unlikely partnerships
- Marketing
 - Combining outreach and marketing
 - Social Media Marketing
 - Strategic planning for marketing
- Assessment
 - Assessing outreach outcomes
 - Measuring marketing impact
 - Telling the library's story to administrators

Target Audience

Academic librarians interested in designing outreach programs and activities or creating effective marketing materials and campaigns. Additional audiences are academic library administrators and library science students.

Submission Procedure

Researchers are invited to submit a working chapter title, an abstract up to 500 words, and a current CV to editor, Erin Meyer (erin.meyer@du.edu) on or before January 15, 2016. Writing samples are also welcomed. Authors of accepted proposals will be notified by January 30, 2016, about the status of their proposals and sent chapter guidelines.

Completed chapters will be approximately 4,000-5,000 words in length excluding endnotes and bibliography and will be due to the editor by April 30, 2016. Contributors may also be invited to write chapter introductions for this project.

Publisher

This book is scheduled to be published by Scarecrow Press in 2016. Scarecrow Press publishes general interest, professional, and academic reference books on a variety of subjects. For more information on Scarecrow Press, please see <https://rowman.com/Scarecrow>.

Important Dates

Proposal Submission Deadline	January 15, 2016
Notification of Acceptance	January 30, 2016
Full Chapter Submission	April 30, 2016
Review Results Returned	May 30, 2016
Final Chapter Deadline	June 30, 2016

Inquiries and submissions (Word document) may be sent by email to

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