ACADEMIC LIBRARIES AND COMMUNITY (NON-UNIVERSITY) PATRONS

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Outline

- Context
- Why?
- Services
- Programming
- Fundraising
- Maintaining Priorities
Context

- State university
- About 7100 FTE
- 15% Native American
- Rural county
- High poverty levels
- Limited public library access
Group Context

- How many offer community services?
- Do those services include borrowing?
- Is special programming involved? Examples.
Why?

- Correspondingly academic libraries must increasingly demonstrate their value to their campuses and communities
- To support community development and economic (re)development
- For state universities – the libraries are a taxpayer supported government resource
Services

- Connections to K12 and Community Colleges
- Career assistance
- Computer access
- Circulating materials - limited
- Interlibrary loan – limited
- Printing/copying - color
- In-library vs. off-campus
- Other suggestions?
Programming

- Cultural events
- Author events
- Poetry/Prose contest
- National Library Week
- Topical seminars
- Other suggestions?
Fundraising

- Friends of the Library memberships
- Friends of the Library Annual Benefit
- Friends of the Library academic scholarships
- Other suggestions?
Maintaining Priorities

- Academic vs. Public Libraries
  - Combined Services
  - Augmented Services
- Clear policies and procedures
- Prioritize mission
- Intellectual freedom issues
- Handling children
Additional Resources

- Academic Library Outreach: Beyond the Campus Walls, by Nancy Courtney (Libraries Unlimited, 2009).

- Libraries as Community Partners, by Carol Smallwood (ALA, 2010).
