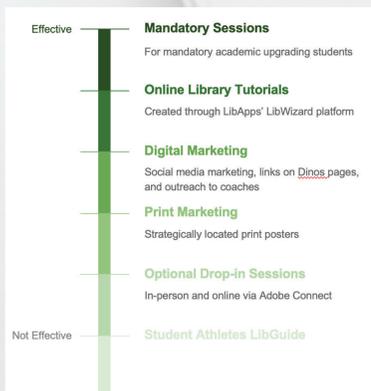


STUDENT ATHLETES:

Academic Library Outreach & Engagement Strategies

James Murphy, *Student Learning & Engagement Librarian, University of Calgary*
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Outreach Strategies:



Online Tutorial Visits:

Name	# of Submissions
Research Guides	76
Finding Books	59
Using Databases	54
Library Homepage	46
Using Search	36
Elements of a Citation	27
Getting Help	22
Using Advanced Search	11
Finding Articles	11

Showing 1 to 9 of 9 entries

Workshop Theme:

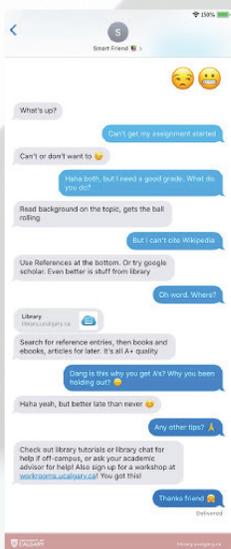
Doing Research

Top 10 Tips to find good evidence and save you time

James Murphy
Research and Learning Librarian
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Print Marketing:



Student athletes engage well with academic library outreach programming that includes:

1. Mandatory tailored workshops
2. Online research tutorials
3. Digital marketing & communications

Academic libraries doing outreach programming for athletes can apply findings to/from other student groups (e.g. distance).

Developing relationships with academic coordinators and/or team coaches is a key first step.

Introduction:

- Student athletes face unique challenges e.g. training, practice, travel, public scrutiny
- To better engage with athletes we tested a number of outreach strategies

Literature:

- Most literature on this topic from U.S
- Bigger institutions: maximize reach
- Smaller institutions: work with all athletes

Methods:

- Page view counts
- LibApps statistics
- Workshop feedback
- Number of student consultations

Results:

- Certain strategies demonstrated higher impact
- Coaches, team captains, academic support staff are key contacts
- Athletes appreciate a single library contact
- In Fall 2019 highest number of athletes ever achieved "All-Canadian" status

Discussion:

- Despite major time and other challenges, student athletes are often successful
- This program informed more successful library outreach strategies

