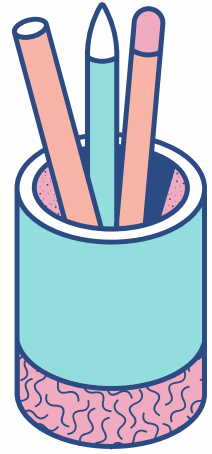




Marx Library
Student Engagement Committee

2022-2023 Retrospective

Reflecting on the past
with an eye to the future.



Let us introduce ourselves!



Anita Lovelady

Library Technical Assistant II



Mike Itaya

Library Technical Assistant I



Ashley Pate

Collections Analyst



Kristie George

Library Technical Assistant I



Let us introduce ourselves!



Liz Finamore

Library Technical Assistant I



Kaitlyn Moody

Library Technical Assistant II



Rebecca Young

Library Technical Assistant I



Dr. Angela Rand

Director, Marx Library



Greatest Hits

- Legends of the Library with CAE
- Orientation & Tours & Survival Kits
- Poetry and Pizza
- Graduate Lounge Opening
- National Voter Registration Day
- Belonging Rocks with DEI
- Friendship Bracelets
- Marx Mini
- Social Media

Student Engagement Photos



Student Survival Kits



Legends of the Library



Graduate Lounge Opening

Student Engagement Photos



Voter Registration Drive



Belonging Rocks with USA's
Diversity, Equity, and Inclusion

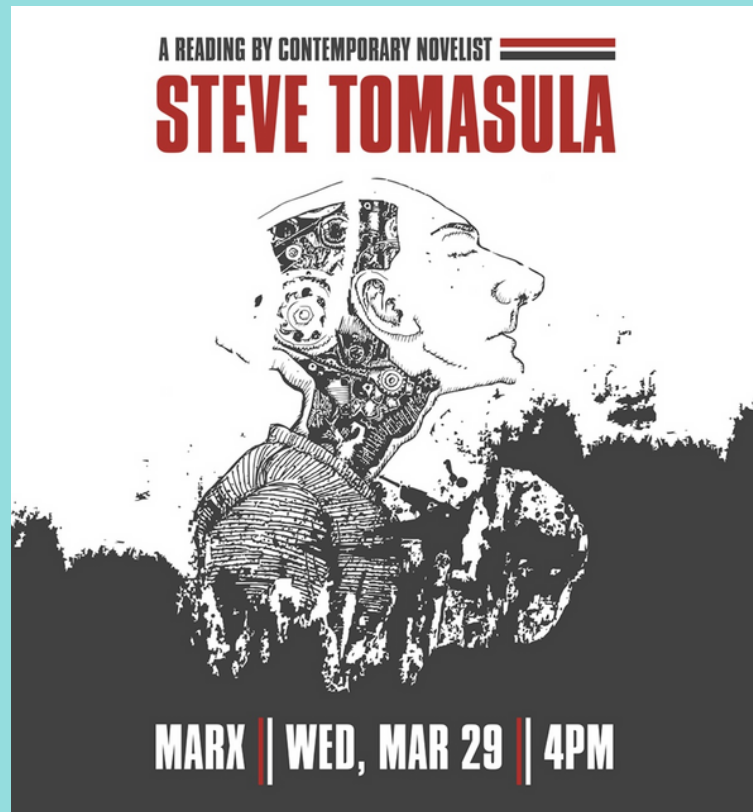


Friendship Bracelets

Marx Library Social Media

(Or how the Marx Library learned
to love the Canada Goose)





Collaborations Across Campus

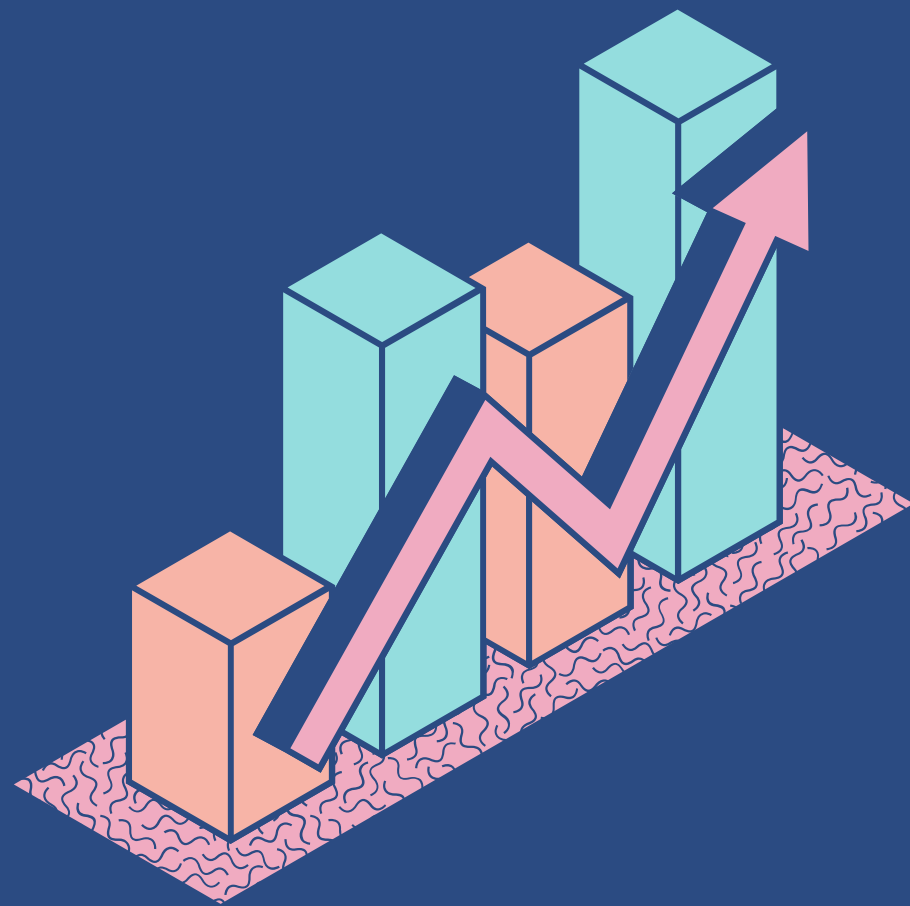
The Marx Library Social Media team has been busy, partnering with USA organizations to promote student success through tutoring, study abroad opportunities, and First Gen/Transfer Student events.



- Center for Academic Excellence
- Study Abroad
- Student Services
- Week of Welcome
- Student Success
- English Department
- USA Dining

Crunching the Collabs

Data for Data Lovers



Increase in Followers Across Social Media

Comparing May 2022 to May 2023, the Marx Library social media platforms are growing. We currently have 1465 followers on Instagram. This means the Marx Library Instagram account has undergone a 15.3% growth for the year. With our current Facebook followers sitting at 1289, we've seen our Facebook account grow with an increase of 6.2% for the year.

Reasons for Success

We believe that the increase in engagement on our social media platforms is due to our content creation and our successful collaborations with our campus wide partners.

Student Engagement

Some of our most liked posts include the Campus Geese, Schitt's Creek voice overs, dog photos, and Starbucks Taylor Swift drinks.



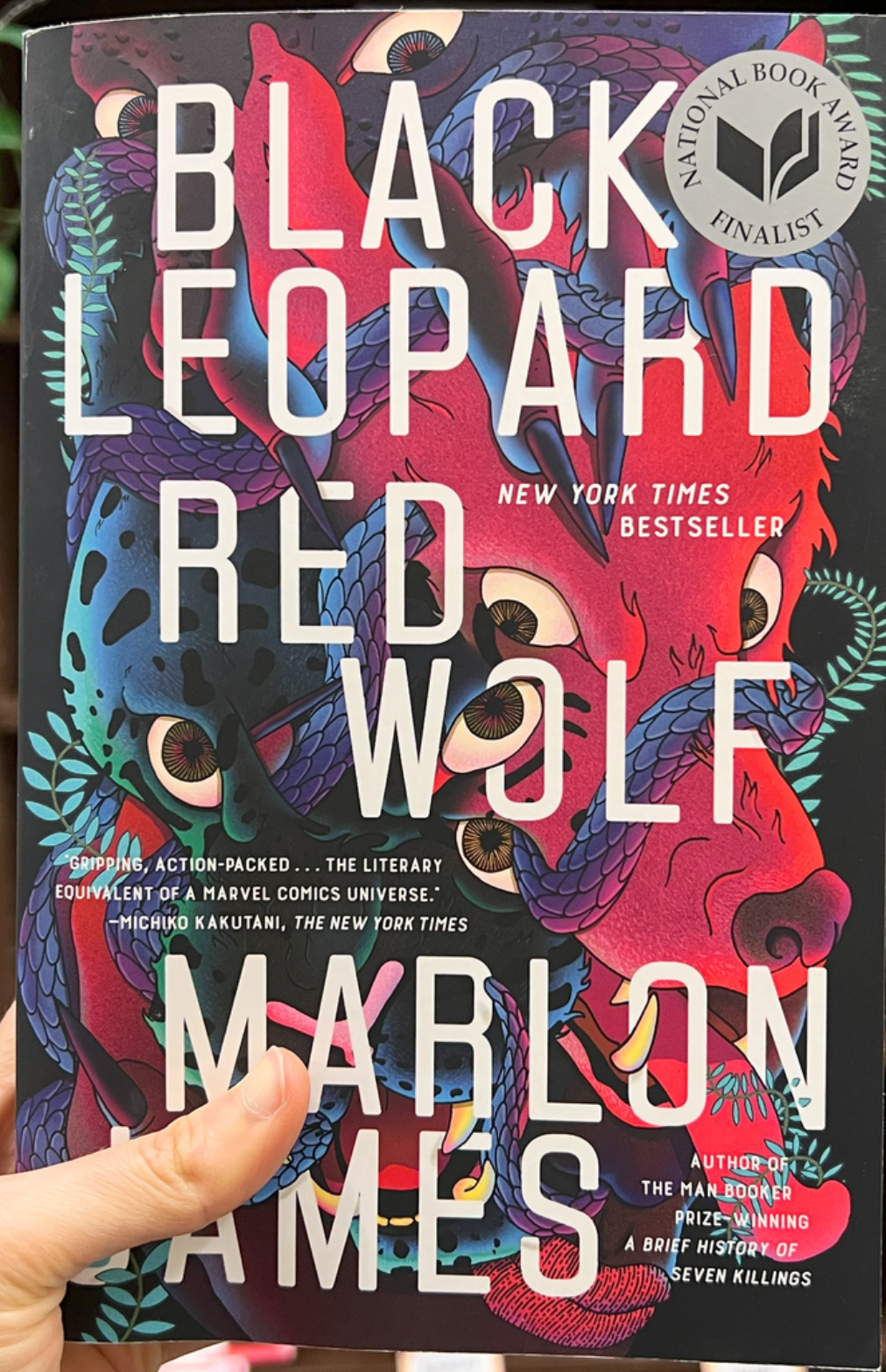
Marx Mini

Little Free Library Makes Its Mark @Marx

The Mission of the Marx Mini, as an initiative of the Marx Library Student Engagement Committee, is to provide easy access to quality, curated materials for pleasure reading, and in doing so – support our organizational and institutional objectives for student success.

The Marx Mini is primarily sustained through the generous donations of staff and faculty at the Marx Library.

Since February 2022, the Marx Mini has given away 543 books to students, faculty, and other library patrons.



All The Pieces Matter

Student Engagement =
Professional Development

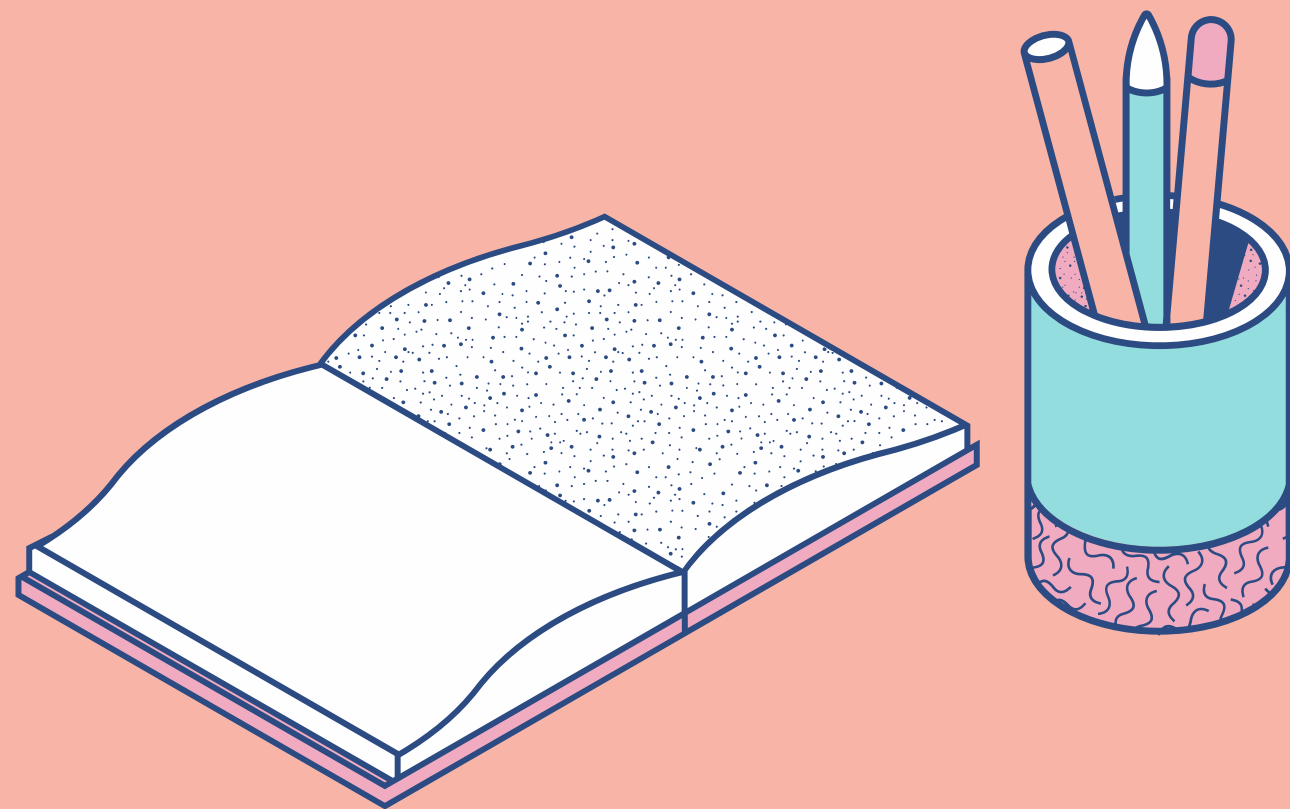
"To Read or Not to Read: The Benefits of Supporting Leisure Reading in Academic Libraries" is an accepted conference presentation for the Arkansas Library Association/Southeastern Library Association (SELA) Conference by Ellen Wilson and Mike Itaya in October 2023.

This conference presentation will include a literature review and a best practices demonstration for establishing little free libraries inside an academic library.

(For further reading, check out, "Growing Adult Readers: Promoting Leisure Reading in Academic Libraries," in the Urban Library Journal.)

Engagement Assessment

Improvements for the Future



Overview

The MLSEC is committed to building on our previous successes, as well as reviewing our previous challenges.

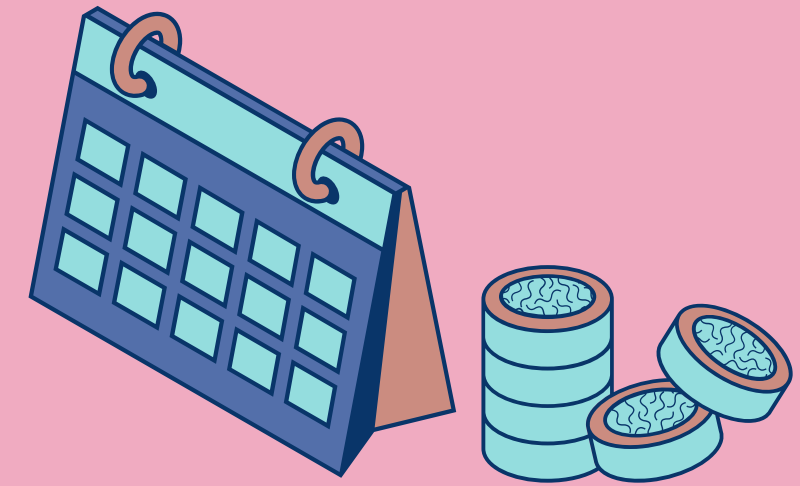
Challenges

- Video Game Day during Finals
- Friendship Bracelets
- Poetry & Pizza

Perceived Issues and Adjustments

- Low attendance, sometimes events don't resonate with students, and location of event can also effect turnout
- Timing of the event
- ROI, a historically popular event has seen dwindling participation, MLSEC reviews our best practices to see if continuing the program is in the best interest of the library and growing our campus footprint.

Looking Forward



1

Adjusting

Looking at past events, finding what works or didn't work, and adjusting for future success.

2

New Events

PR meetings to come up with new events, celebrations, opportunities for student engagement.

3

Collabs

Maintaining our relationships with current collaborators, while also encouraging new collabs.

4

Librarians

With the hiring of new librarians in STEM and Social Sciences, there can be more academic focused social media posts. A mix of fun and learning.

5

Budget

We would love one!