

Mario Kart, Knitting & Snakes Oh My!

The benefits of library engagement activities

Sharon Davison & Hayley Chevell

In this session

- Engagement group overview
- Practical considerations
- Types of event the library run
- Benefits to students
- Benefits to the library
- Social media engagement opportunities

Engagement Group overview

- The library has a dedicated Engagement Group made up of staff from different library teams.
- The group hold monthly meetings to discuss and plan events.
- The group are in charge of ordering resources for events and making practical arrangements.

Practical considerations

- Risk assessments need to be completed for each event
- Space where event will be held needs to be appropriate
- Costs - supplies needed, rental fees etc
- Are tickets required? Depends on popularity of event
- Staffing of events - include other University teams
- Promotion of event and signage i.e. social media, posters etc

Practical considerations cont.

- Communicate with other library teams i.e. Customer Service Team
- Event specific considerations - animal phobias
- Take photos of events for future promotions
- Consent forms - for any photos taken of students

Types of event – learn a new skill

Knit & Chat

- Weekly knitting/crochet sessions
- Requires staff member who can teach that skill
- Attracts regular attendees
- Open to beginners and students who can already knit/crochet



Types of event – Nintendo Switch

Mario Kart Tournament

- Usually for induction events
- Staff member facilitates it
- Prizes for winner

Nintendo Switch Sessions

- Students can choose game to play
- Staff member just monitors
- No prizes, just for fun



Types of event – Animals

Animals in the Library

- External company visit
- Requires closed room
- Ticketed due to popularity
- Extra considerations
 - hand hygiene
 - clean-up
 - phobias
 - animal welfare



Types of event – Pet Therapy Dogs

Pet Therapy Dogs

- External company visit
- Requires closed room
- Ticketed due to popularity
- Event is also run by Students' Union independently



Types of event – Nail Painting

Nail Painting

- Held on ground floor open space
- Ventilation
- Catch students passing
- Good opportunity to talk to students



Types of event – Seasonal

Reindeer at the Library

- External company visit
- Held outside the library - estates team notified
- Free refreshments offered
- Christmas crafts and jigsaws inside library



Benefits to students

- Learn new skills
- Exposed to new experiences
- Meet their peers - make new friends
- Take a study break
- Learn about library services they may not be aware of
- Just have fun!

Benefits to the library

- Students come into the library who may not have visited before
- An opportunity to promote services to students which they may not be aware of - librarians, libguides, academic writing support etc
- Helps to build on the relationship between the library and the student body
- Helps dispel myth that library staff only there to shush you!
- Chance to receive informal feedback
- Opportunity for further engagement on social media

Social media opportunities

- The Engagement Group works closely with the Social Media Group
- Events are promoted – fun way to engage with students
- Helps the library to increase the number of followers so that important messages are seen by a wider audience



Thank you for listening

sharon.davison@coventry.ac.uk
hayley.chevell@coventry.ac.uk

Library

Coventry
University 