

Hello, I'm your Librarian

Outreach as a bridge between the library and the Users

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Introduction

When I first started at Geisel Library in 2015, everything was new to me.

1. New Librarian
2. First, full-time position
3. New State (From New Jersey -> California)
4. First Korean Studies Librarian at UCSD
5. Relatively new Transnational Korean Studies program

Looking at number 4 and 5, I immediately saw the need to connect with the people involved in developing the Korean collection: Faculty and students. And as the Liaison Librarian, I knew the best way to meet them were through persistent outreach.

Korean Collection/Program

UC San Diego started to collect Korean materials in 1987 for their Korea-Pacific Program in School of International Relations and Pacific Studies (now known as School of Global Policy and Strategy). However, UCSD lacked Korean faculty and they did not have any Korea-related projects, which hindered the collections growth.

Volume Holdings of East Asian Materials in North American Institutions as of June 30, 2014														
Institutions	Physical Volumes in Library										Total Electronic Books Volume	Total Volumes Held (*1)		
	Physical Volumes Held Previously		Physical Volumes Added During Year (Gross)				Physical Volumes Withdrawn During Year						Final Physical Volumes Held	
	CHN	JPN	KOR	CHN	JPN	KOR	CHN	JPN	KOR	CHN				JPN
California, San Diego	66,524	66,807	5,566	1,714	1,638	299	0	0	0	68,238	68,445	5,865	54,621	251,965
# of Institutions: 1	66,524	66,807	5,566	1,714	1,638	299	0	0	0	68,238	68,445	5,865	54,621	251,965

Volume Holdings of East Asian Materials in North American Institutions as of June 30, 2013														
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	CHN	JPN	KOR	CHN	JPN	KOR	CHN	JPN	KOR	CHN				JPN
California, San Diego	64,565	65,209	5,507	1,973	1,598	59	14	0	0	66,524	66,807	5,566	53,781	246,457
# of Institutions: 1	64,565	65,209	5,507	1,973	1,598	59	14	0	0	66,524	66,807	5,566	53,781	246,457

Volume Holdings of East Asian Materials in North American Institutions as of June 30, 2012														
Institutions	Physical Volumes in Library										Total Electronic Books Volume	Total Volumes Held (*1)		
	Physical Volumes Held Previously		Physical Volumes Added During Year (Gross)				Physical Volumes Withdrawn During Year						Final Physical Volumes Held	
	CHN	JPN	KOR	CHN	JPN	KOR	CHN	JPN	KOR	CHN				JPN
California, San Diego	63,988	64,068	5,453	577	1,141	54	0	0	0	64,565	65,209	5,507	54,335	242,648
# of Institutions: 1	63,988	64,068	5,453	577	1,141	54	0	0	0	64,565	65,209	5,507	54,335	242,648

The Transnational Korean Studies Program is a new program that started in 2013, with 5 faculty and lecturers. They currently only offer a minor but hopes to become a major in the near future.



The faculty were proactive in their research/teaching but did not know how to communicate with the Library and did not see the library as collaborating partner.

Outreach Events

As Liaison Librarian, I proactively engage with my students and faculty to promote myself and the services the Library provides, to find areas of interest for collection development, and to establish a connection with my users for future collaboration.

- To meet my users, I tried many different outreach methods.
- Tabling in front of classrooms/library walk and going to tabling events for Student Organizations (KSA, LiNK, etc)
 - Going to faculty's office hour to meet them 1:1
 - Attending the faculty meeting
 - Hosting events for students (possible collaboration)

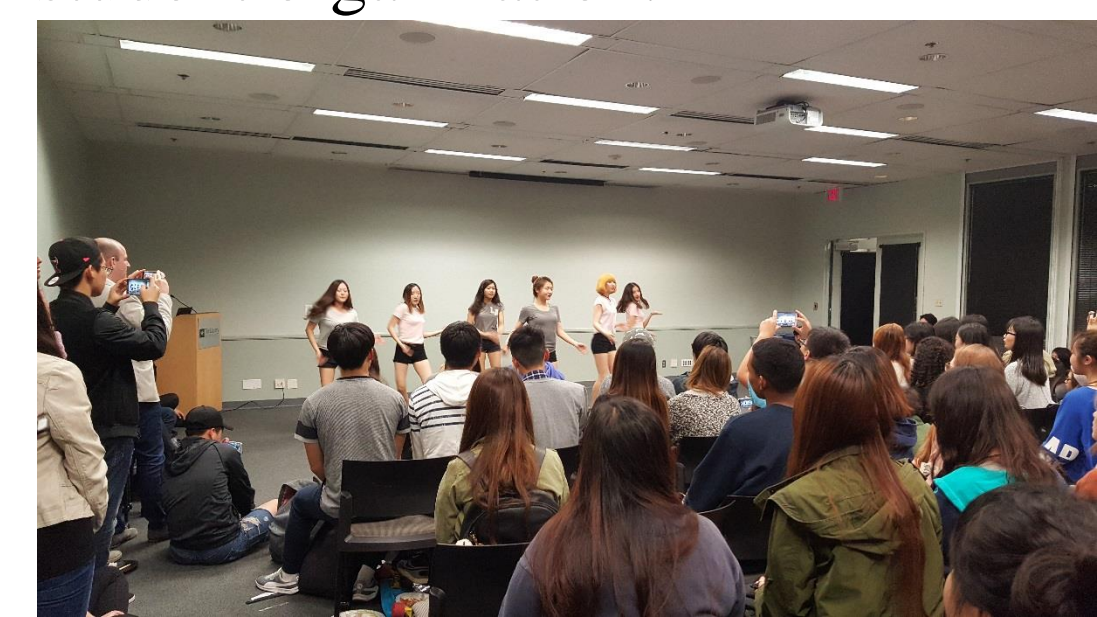
Welcome Night in the Library

The idea for Welcome Night in the Library came from a faculty meeting I had with the Korean Studies Program. We had a very similar goal in mind when planning this event: The Program and I wanted to be more visible to the students as we were both new. We wanted this to be a fun, interactive event, where students who were interested in Korea could come and learn about the Program and how it could benefit them and to meet me and learn about what the Library offers.

Things we did:

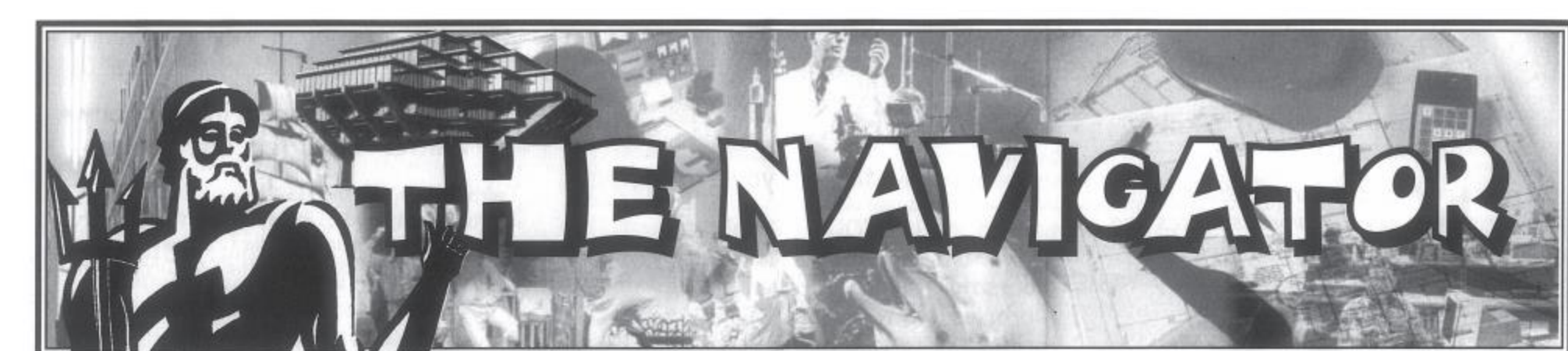
1. Offer free food (mostly Korean food)
2. Collaborated with the International Center, Study Abroad Center, and a student Organization
 - a) Staff from International Center talked about support
 - b) Student who did study abroad in Korea talked about her experience living in Korea
 - c) Student-run K-pop cover dance group
3. Book display with collection highlights and librarian's info

As you can see from the things we did, this event required lots of cross-collaboration with other campus centers as well as with a student organization.



Korean Film Festival and Symposium

The Korean film Festival started in 2008 with huge support from the campus as well as the community. They were able to invite directors, scholars, and other guests to have discussions about the topic of the films, and become a unique event to promote Korea.



Korean Film Festival and Symposium

The UC San Diego Libraries are proud to present the first North American Korean Film Festival, *Korea North and South: A Cinematic Perspective*, January 29th - 31st. The festival showcases contemporary films from both the Republic of Korea (ROK) and the Democratic People's Republic of Korea (DPRK), and includes an assortment of panel discussions with leading scholars and distinguished guests. Distinguished film directors, film producers, and scholars from the Korean National University of Arts, Princeton University, University of Michigan, University of Southern California, UC Irvine and San Diego will offer unique presentations and discussions. The event is free and open to the public. Special attendees of the festival include: Minister Kim Myong Gil, the Democratic People's Republic of Korea Mission to the United Nations, and Ambassador Chung-hye Chok, the Republic of Korea Consul General in Los Angeles.

The Korean peninsula is now at a crossroads, with the potential for much closer contact between North and South. The film from the ROK have become famous throughout Asia and have reached audiences worldwide. In contrast, the world has had virtually no exposure to the works of filmmakers in the DPRK. How have the two Koreas evolved under completely different political and economic systems? Are there underlying similarities in their societies that persist despite the differences in institutional arrangements? This festival aims to explore these and related issues through cultural expressions, the most powerful and popular of which are films.

For a complete program of events and films, visit <http://kfs.ucsd.edu>

Sponsored by the UCSD Libraries, Graduate School of International Relations and Pacific Studies (GSIR), Korea-Pacific Program (KPP), UC Institute on Global Conflict and Cooperation (IGCC), UCSD Center for the Humanities, California Institute for Telecommunications and Information Technology (CalIT2), Hyundai Motor, Korea Foundation, the Korea Times - Los Angeles, and the Korean Cultural Center

COURSE RESERVES: Science & Math News

Beginning this quarter, all lower division science and math textbooks formerly kept "on reserve" at Geisel's Social Sciences and Humanities Library (SSHL) are now available in the Science and Engineering Library (SEL) at the front desk.

To use if your professors have items on Course Reserves, go to the Libraries website and click on the Course Reserves tab. This will take you into an online system for all course reserves. You can find reserves that are available electronically and/or in hardcopy at one of our libraries. You will need to bring the Call Number for reserves at SSLH, and you will need to bring the author's name for those items at SEL. Let us know if you need help finding your course reserves.

Find course reserves at courses.ucsd.edu

NEW LOOK FOR LIBRARY WEBSITE

A dynamic new website for the UC San Diego Libraries is officially unveiled! "The Libraries" website redesign is a part of the greater UC San Diego Campus Website Redesign Project.

Our website features a dramatic new look, but all the resources you've needed and used are still there. It takes advantage of the latest web technology and an enhanced graphic interface.

We hope you will enjoy its improved navigability and functionality.

Have feedback? Let us know! www.ucsd.edu/about/feedback/libraries

In the recent years, Mannam, a graduate student organization, came to manage the Korean Film Festival. I knew this event had great attendance and could become a good outreach event and wanted to get involved. After talking with the student president, I realized that the event was not what it used to be. They did not have the support they used to have and only worked with the Transnational Korean Studies Program, School of Global Policy and strategy, and the House of Korea in Balboa Park (community group). The Library was completely left out! I needed to change this.

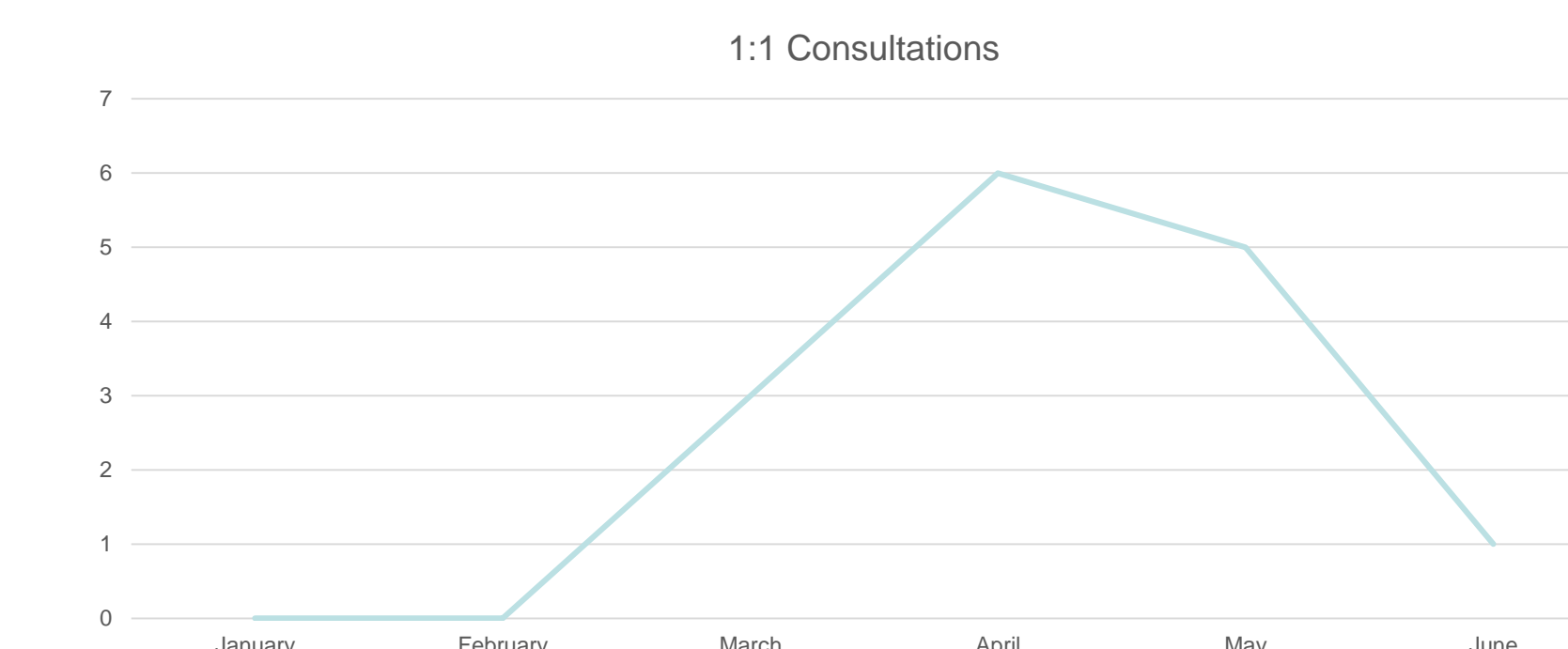
I emailed the president of Mannam and asked for a 1:1 with them to talk about event planning. Mannam did not know that the library could provide assistance (picking a theme, purchasing the films, catering, etc) and was shocked to find out. It was too late to plan any big changes but I was still able to add a little Library flair to the event by having a book display to compliment the films.

In the future, we will be working together to host the Korean Film Festival together so we can promote Korea as well as the Library Collection. We would also like to bring producers, directors, and speakers as we did in the past to encourage growth of interest in Korean Studies on campus.

Conclusions

As a Liaison Librarian, I feel that outreach is the most important thing I can be doing to reach out and to learn about my faculty and students. The visibility of the librarian is essential. Through these events, I get my face-to-face time with them.

I consider these two events to be the most successful out of all my outreach events. In other outreach event such as tabling, I could meet many students but will also encounter students who are not in my specialty. Also, I have about a minute to explain everything before they wonder off to the next table. At these two events, I had students who were interested in Korea and I was able to speak to them before the event so I had their attention.



This is a chart of my consultations before and after the events. Both of these events were hosted in the Spring quarter and you can see the difference. It was my first year and it was very rare for me to get any consultations from students and I don't think the students knew I even existed. After the events, I had several undergraduate and graduate students coming into the Library to ask research questions. I strongly believe that these two events really put me out there to the students. Also, with area studies, cultural events seem to get the attention of the students more and has higher attendance rate.

Questions and Next Steps

- Cultural events vs. Academic events?
- How I can enhance my visibility beyond these outreach?
- How can I get integrated into the curriculum?

Outreach never ends because we get new students and new faculty each year. However, through these outreach events, my goal is to reach more students and faculty and ultimately get integrated into the curriculum. Many times, outreach event can be a good way to collaborate with your department and it may open new doors for the librarian. For me, the Welcome Night was my way into the faculty meeting and after the Film Festival, I was invited to more events by the student organization. I will continue to outreach to my users to increase their interest in the Korean collection as well as to get into the classrooms.