

Student Engagement Committee Charge

The Smathers Student Engagement Team is charged with hosting three small events, supporting three annual Salesforce emails, and three social media posts per year. This committee will support student needs by creating a student focused environment and providing opportunities for successful engagement that will benefit the student's academic career. The committee should carefully consider how events and messaging meet the needs of underserved students (LGBTQIA, student parents, transfer students, veterans, international, students with disabilities, first generation, and BIPOC students).

Committee Members:

- Alex Glenn, Student Success Librarian, Facilitator
- Ann Baird, Departmental Libraries
- Barbara Hood, Director of Communications
- Hao Ye, Health Science Center Libraries
- Moxy, Social Media Coordinator
- Pauline Bickford-Duane, Acquisitions and Collection Services
- Sara Russell Gonzalez, Marston Science Library
- Thiago de Andrade, Special Collections & Area Studies
- Celeste Velazco, Library West

Primary Responsibilities:

- Host a *small* virtual Fall semester event, to complement the work of the Fall Fest. The event can share key services (collections, spaces, services) or can focus on one particular service. The primary audience is undergraduate students.
- Host a *small*- to medium-sized Spring event, either virtually or face-to-face. The primary audience is undergraduate students.
- Host a *small* Summer Splash event to welcome students. The primary audience are undergraduate students.
- Provide a list of topics to the Assistant Dean to market in the Fall, Spring, and Summer B Salesforce emails. If we do not utilize Salesforce in future years, explore an opt-in email system.
- Work with the Social Media Specialist to develop content to make post (s) about the semester's event on appropriate channels.

Time or Need Permitting:

- Provide ancillary support as requested to select observances: First Generation Week (Fletcher Durant) and International Education Week (Rachael Elrod and Education Library)
- Consider implementing one small additional project each year that focuses on an under-served communities. Projects can be whatever size or shape you feel manageable. Examples include:
 - Development of workshop or training (Digital Shred)
 - Create unique social media content (*10 ways the Smathers Libraries support student success*)
 - Usability study targeted a specific population (reach out to the Usability Committee if you have ideas)
 - Host an external speaker/expert (Chanda Prescod-Weinstein)
 - Evaluate library services for student parents (talk to the Assessment Advisory Committee)

- Partner with a campus partner on their event (First Gen Day or College of the Arts Pop-Up Culture event)

Additional Mentions:

- Consider the needs of underserved student communities in your events and planning.
- Identify the key services, instructions, collections, spaces and programming that should be marketed at events. Work with Director of Communications on the development of needed promotional materials.
- Consider ways to create ongoing excitement or buzz about the library through fun, interactive virtual events, creative social media, and user-centered publicity and messaging and support the overall efforts of the larger Social Media Team.
- Consider ways to make the library a more friendly and welcoming resource.

Logistics and communications:

- Members serve for three years on committee, unless otherwise requested.
- Co-facilitators serve in role for one year, transition into Facilitator role for one year.
- Establish a meeting schedule (monthly, quarterly, etc.) and consider if sub-teams might be more appropriate for different tasks.
- Utilize the team channel and maintain meeting minutes.
- At the beginning of each fiscal year, the committee should outline any large budgetary needs. The committee may request additional funds as needed.
- Provide quarterly updates to the Assistant Dean via email (with two Zoom meetings per year to discuss any concerns)
- Present at Branch Chairs prior to the Fall semester on future plans and on accomplishments at a Town Hall Snapshot in early Summer.