

A Recipe for Outreach


Cooking up New Library Liaison Relationships with a Culinary Arts Program

By Caitlin Benallack, Baker College of Muskegon

Background

Baker College of Muskegon's main campus houses the library and nearly all academic programs. The major exception is the Culinary Institute of Michigan (CIM), Baker College's culinary arts program.

3.7 miles from the main campus, the CIM is geographically isolated from library services, though it does have its own resource room with a reference collection. This collection was previously maintained by CIM staff, but organizational changes left the collection and the space without oversight. The library stepped in to help keep the collection organized and began to fill the gap in library services through librarian office hours.



Warren Husid Resource Room, CIM

- Over 600 books
- 14 print periodicals
- 1 computer

Initial Goals and Quantitative Failure

Goal: Provide reference services to CIM students through librarian office hours.

Measurement: A Google question tracking form based on the one used in the main library.

Outcome: Students rarely requested research help, even after promoting office hours with a pizza party.

3 Reference Questions **40** Office Hours **1** Fall Quarter

Using reference interactions as the only metric of success, office hours appeared to be a complete and utter failure.

New Goals and Qualitative Measurements

New Goal: Grow and improve library services to the CIM by building liaison relationships with faculty, students, and staff during librarian office hours.

Measurement: A narrative log to track liaison activities.

Log entries answer questions like:

- Who did I talk to and what did we talk about?
- What projects did I work on during my office hours?
- What problems did I observe? Are there solutions?
- What successes did I observe? Are they replicable?

Log Sample

12/21/2016- met with Dave @ main campus about FBM 231. Needed new guide to support new curriculum. Launching fall curriculum early

1/4/2016- Follow up meeting with Dave- New guide links back to his document guide.

1/11/2017

- Librarian in the lobby
- Golden bookend giveaway- 20 ish participants
- Dave's table service class got a quick run through of the new guide.
- Instruction later in the day for Dave's FBM 231 class on main campus.

1/25/2017

Talked to Chef Justin about video- need for streaming (devices don't have drives), talked about CIM recorded videos, that can't be used because they lack captioning.

2/1/2017

- Instruction for Rose, CUL 101
- Retrieved instructor videos with Brandon's help.

2/15/2017

- Talked to Kathleen about paper she is planning on having students write about a bread maker. Challenges of getting students to come into CIM on their own time.
- CIM student told me the research guide has been really helpful.
- Chocolate Matter Returned
- Student asked about who won the golden bookend.

Growing and Improving Library Services

New projects and policies based on office hours conversations with faculty and students.


Dot Labels

Improved collection browsability with color coded spine labels.




Collection Development

Increased student and faculty input on book purchases.



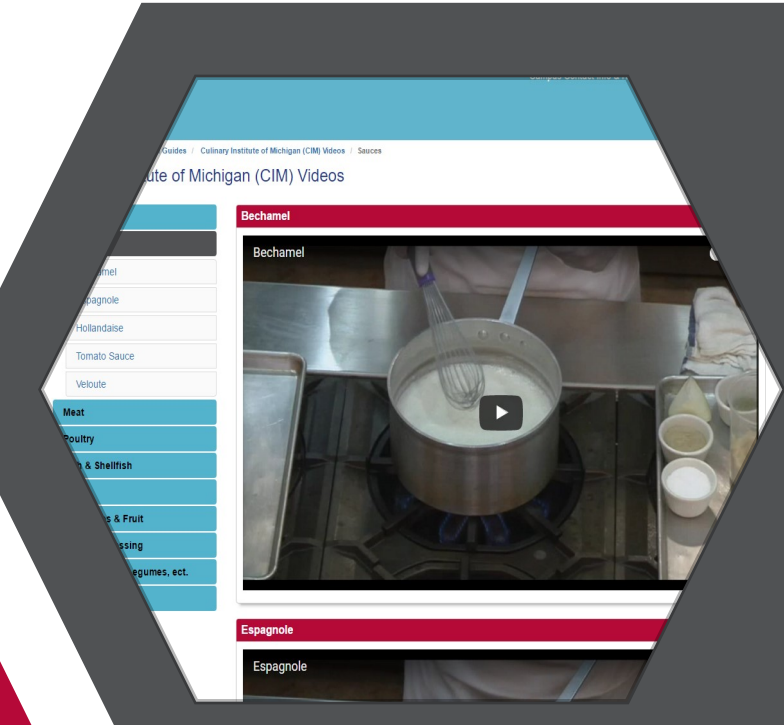
Resource Room Access

Previously: instructor permission required.
Now: room unlocked during class hours.



Streaming Video Project

Replaced VHS with streaming videos recorded by CIM faculty and captioned and hosted by the library.



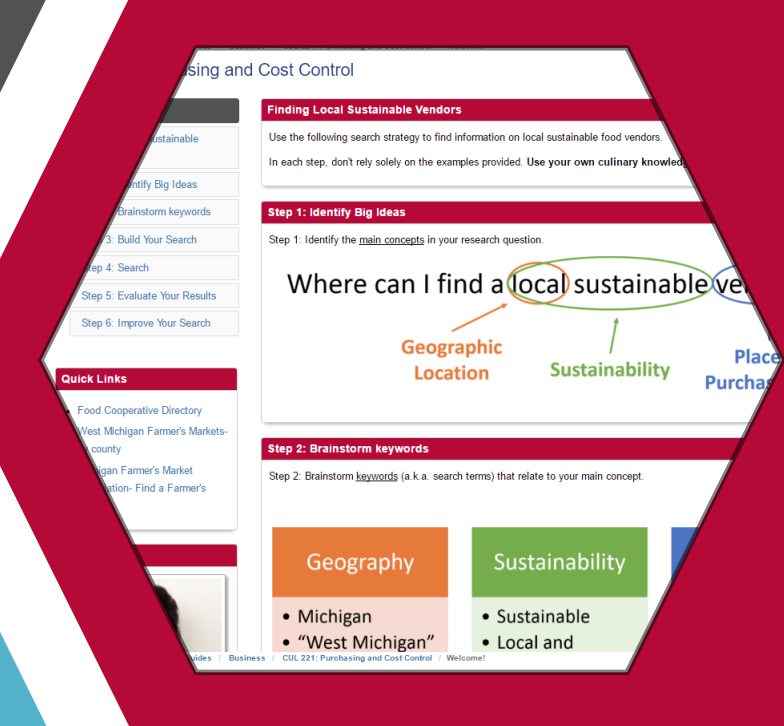
Library Instruction Sessions

Gave instruction to upper level courses that hadn't previously received library support.



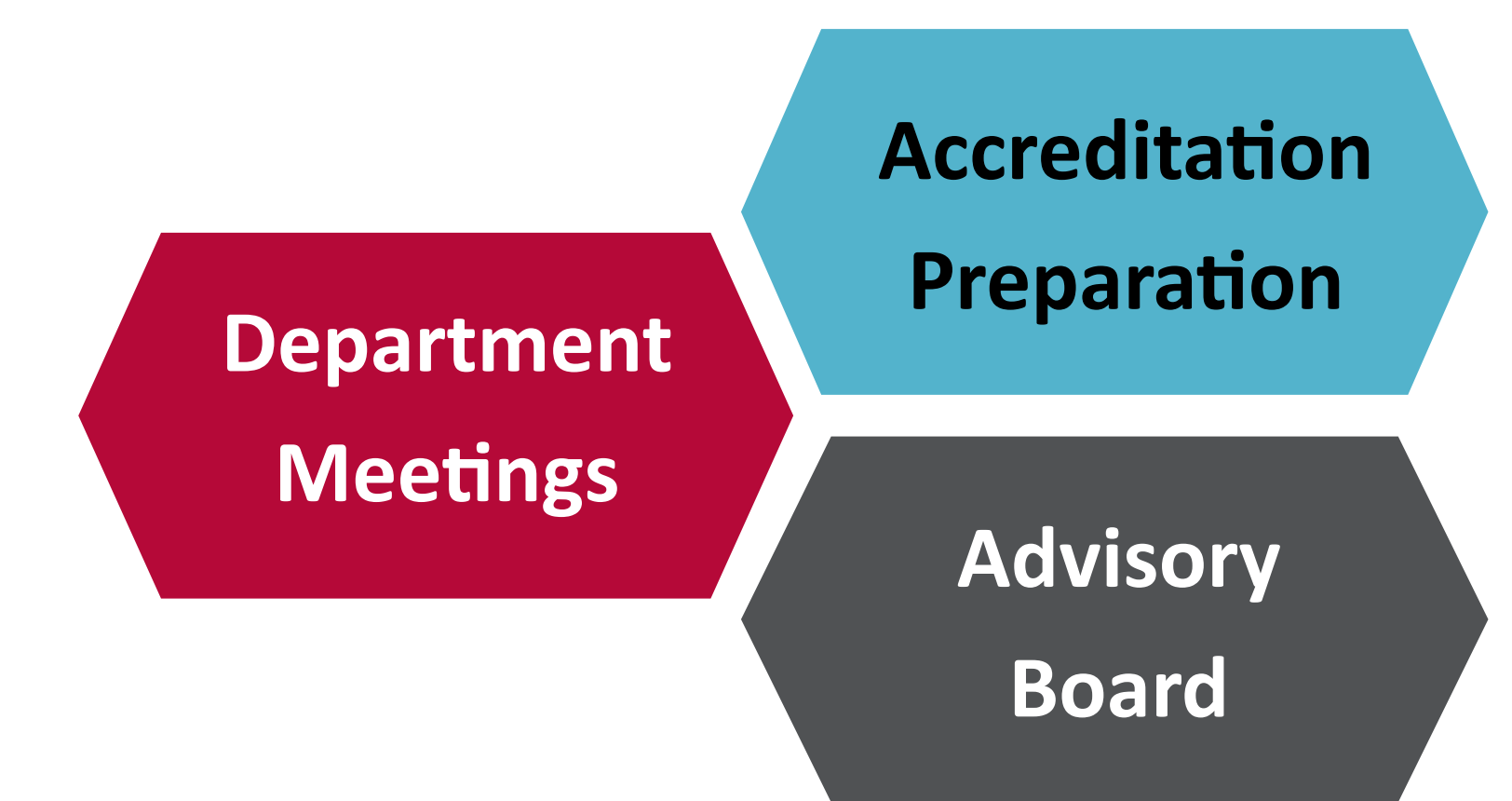
New Course Guides

Created two course guides to address weaknesses faculty observed in student research.



Formal Department Participation

Less formal interactions with faculty and staff during librarian office hours have led to invitations to formal department events and activities.



Future Steps

Supporting Curriculum Changes: The CIM curriculum has been completely rewritten for Fall 2017. New learning outcomes places a greater emphasis on nutrition and sustainability.

These changes will need to be supported by collection development, library instruction, and new online resources.

Reaching More Faculty: Explore strategies to reach faculty who are not on campus during librarian office hours.

Project Assessment: The projects that have grown out of initial liaison activities need to be individually assessed to help guide future library activities.

Acknowledgements

Thank you to the CIM faculty and staff for being willing collaborators, and thank you to my supervisors, Ryan DeCoster, and Gail Powers-Schaub for allowing me to continue to hold CIM office hours despite scheduling challenges.