

To: Library Public Services Unit

From: Library Steering Committee (LSC)

Re: Library Outreach Committee

Date: 10/31/2018

Background:

Outreach is a term frequently used in modern library settings that can refer to many types of activities including, but not limited to: marketing and advertising services, relationship-building with constituent groups, various flavors of social media, exhibits, and events ranging from purely recreational (to entice new users into the library) to author readings/book signings to documentary screenings. Over the years, the R. Barbara Gitenstein Library has engaged in activities that fall into some of these categories. Although they have always been supported by the Library administration (sometimes financially, sometimes just philosophically), they have almost always come about through the initiatives of one or more TCNJ librarians.

Earlier this year, one such impromptu group organized and carried out a Welcome Week event, designed to introduce new TCNJ students to the RBG Library. One member of that group later submitted a request to Library Steering to create an "Outreach Committee." Although the creation of such a committee is not within LSC's mandate, the sentiment among LSC members is that any activities carried out by such a committee would fall into the category of library "program" as defined by the library governance document and therefore the suggestion must go through governance.

Charge:

The Library Steering Committee charges the Public Services Unit (or some subset thereof, as decided by Public Services) to:

- Investigate what type(s) of outreach are being considered
- Investigate what type of programming, if any, is being considered
- Investigate what audiences would be targeted by this (or each type of) possible activity
- Determine if there is a need for additional outreach activities by the library
- If additional outreach is warranted, determine if there is a need for an outreach committee

- If your determination is that a committee is warranted, suggest committee membership
- Send final recommendations to the LSC, together with a discussion of how the recommendations were developed and how testimony/input was solicited and used.

Timeline:

Because the most consistent type of outreach activity engaged in at the RBG Library has been tied to Welcome Week, it is highly desirable that this issue be resolved before the end of this academic year, in order to allow those planning next year's activities (if any) to benefit from whatever decision is reached. Therefore LSC requests that Public Services complete this charge by May 31, 2019.

TCNJ Library Governance:

The following steps must be followed in preparing recommendations:

- (1) Identifying and reporting the problem. If necessary, the Library Steering Committee (LSC) will prepare a charge identifying the issue for the appropriate committee.
- (2) Preparing a preliminary recommendation.
- (3) Making a final recommendation.

The presenting of testimony, prior to both the preliminary and final recommendations, is central to the concept of shared governance. The three-step process ensures that there are opportunities for formal testimony and open comment from affected individuals and all stakeholder groups. Committees are expected to be proactive in inviting stakeholder groups to provide testimony at both steps # 2 and #3 of the process. It is expected that committee members will bring issues back to their stakeholder groups for discussion. For some issues, sufficient initial testimony may come from input through committee membership or solicitation from targeted constituent groups. Preliminary recommendations for a new policy, procedure, or program must be presented to the stakeholders, either at a regular library general staff meeting or at a scheduled forum. The period for open input and comment must also be communicated to all stakeholder groups. If the committee determines that substantive changes are needed after the preliminary recommendation has been presented at an open forum, then the revised recommendation must be sent to all stakeholders and presented again at an open forum.

Committees shall send final recommendations to the LSC.

