

Outreach Strategies for Government Information @ Florida State University



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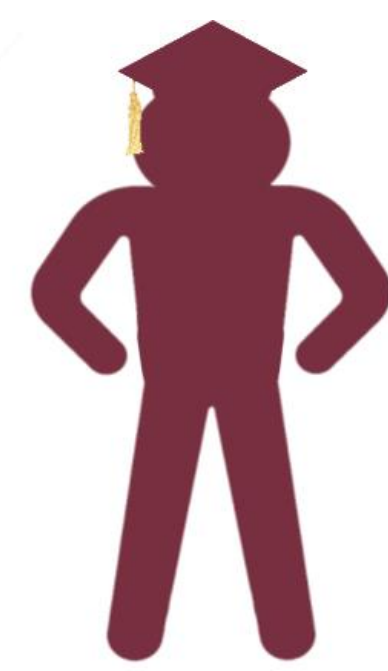
Government Information Specialist
Florida State University Libraries

Introduction

As a Federal Depository Library, Florida State University (FSU) Libraries provides access to a plethora of Government information and assistance locating it. The subject matter of our collections support interdisciplinary curricula at FSU, and the public need to know.

To help inform our constituents about our services, the Libraries' have over the years, engaged in outreach initiatives aimed at both the public and the FSU community. The contents below describe some of our initiatives, highlighting some of our campus-wide partnerships that helped make all this possible.

Our Constituents & Collection



FSU Community

FSU is one of only two pre-eminent institutions in the State of Florida. The Libraries is at the heart of research on campus. Our depository collections have been critical to research and curricular instruction in STEM, and in social sciences and humanities. Our NASA and Congressional publications are the most used.



Public (FSU and others)

FSU Libraries is home to the largest depository collections in Tallahassee, the capital of Florida. We provide 100% of GPO's Basic Collection in electronic format, accompanied by a core collection of print resources, including maps that serves the public need.

Services we provide

We provide various information services to serve our constituents and their Government information needs

FSU Community-specific

- ▶ Curricular instruction (classroom)
- ▶ Graduate and disciplinary-specific workshops, e.g. legislative research, Gov info in STEM
- ▶ Research consultations & support

Services for all patrons

- ▶ General information sessions workshops
- ▶ Reference
- ▶ Material requests
- ▶ ASERL Center of Excellence collections access & support

Outreach Activities

The diversity of our outreach initiatives enable us to reach wider audience of patrons from the FSU and Tallahassee Community. This promotes our collections and services in very unique ways.

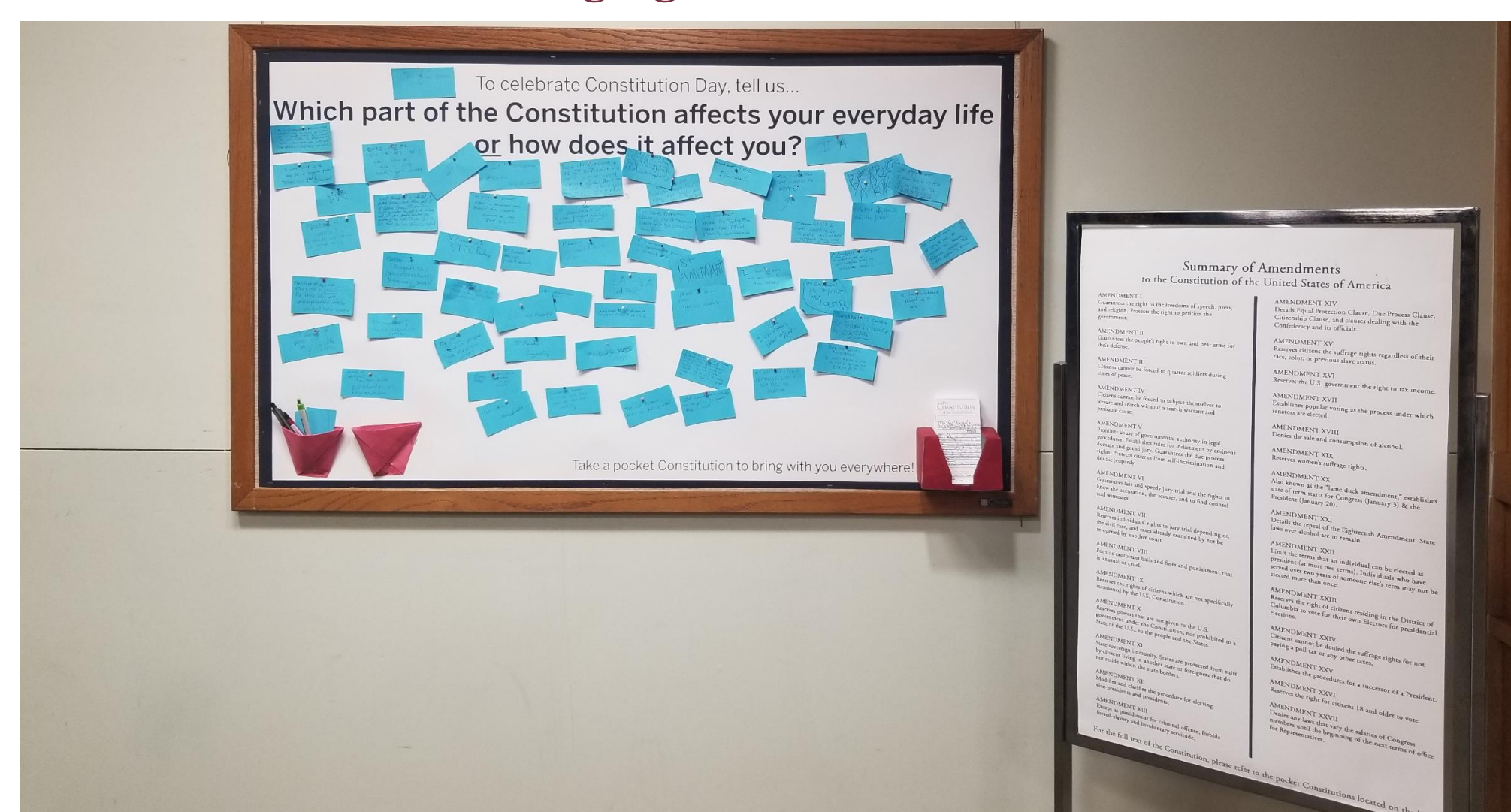
Tabling Events



Government Information table at the Dirac STEM Library's open house event

Tabling events provide an opportunity to directly interact with patrons. This informs patrons of our services, and gathers feedback about their needs. Interactive activities such as the Civics Test, and a NASA puzzle have attracted patrons to our table. GPO also provides promotional materials that have been utilized.

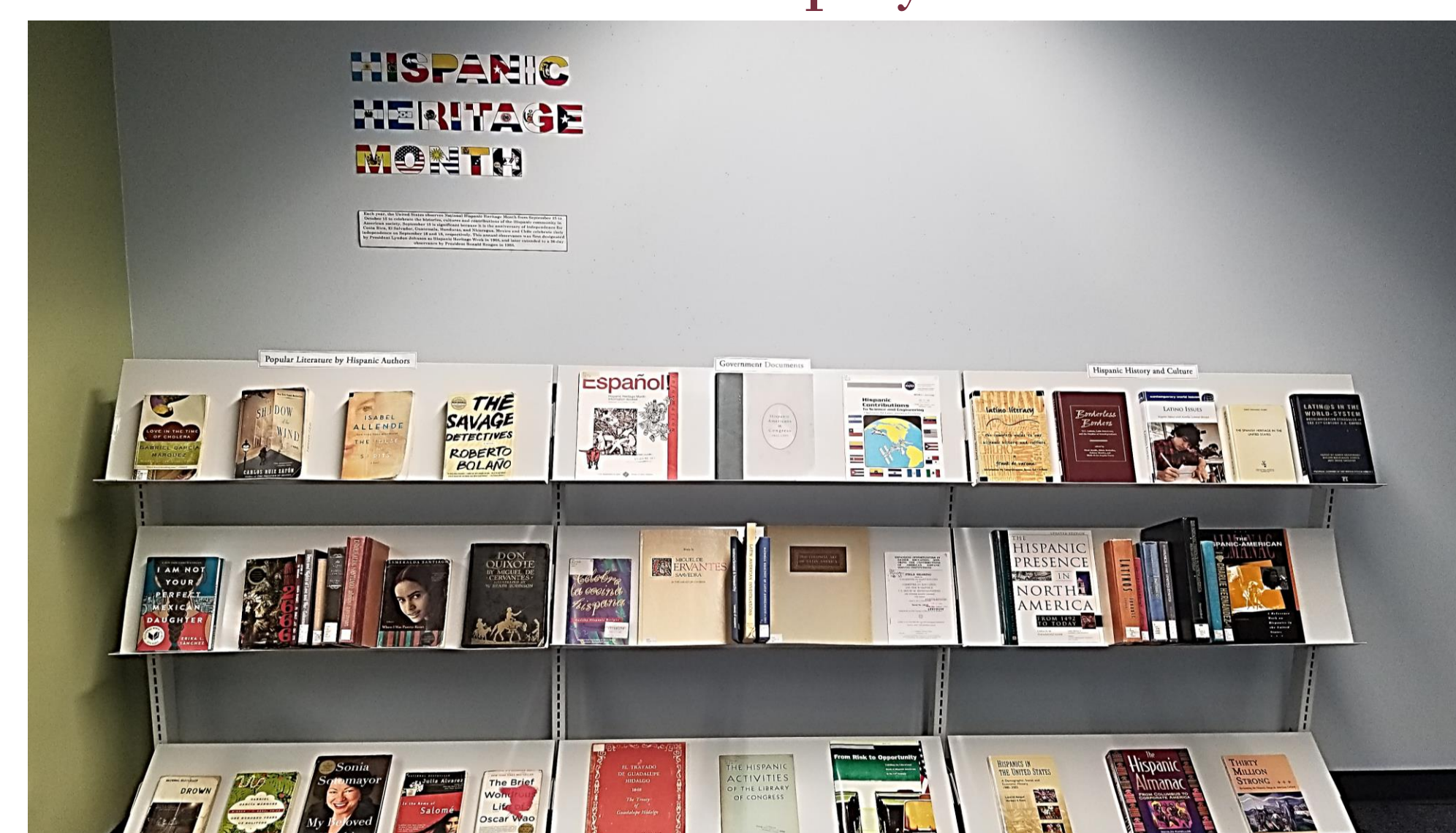
Engagement Board



An engagement board was set up in celebration of the Constitution day

Our very interactive engagement board is located in the Learning Commons on the 1st floor entrance of Strozier Library. The engagement board gauges research interests on campus, and sensitizes the campus community about national celebratory themes, such as Constitution Day. For this year's Constitution Day celebrations, we asked patrons about the part of the Constitution that affects their everyday life. This activity provides collaborative opportunities with the Learning Commons Department, and empowers civic participation by students. The Amendments to the Constitution were displayed next to the engagement board.

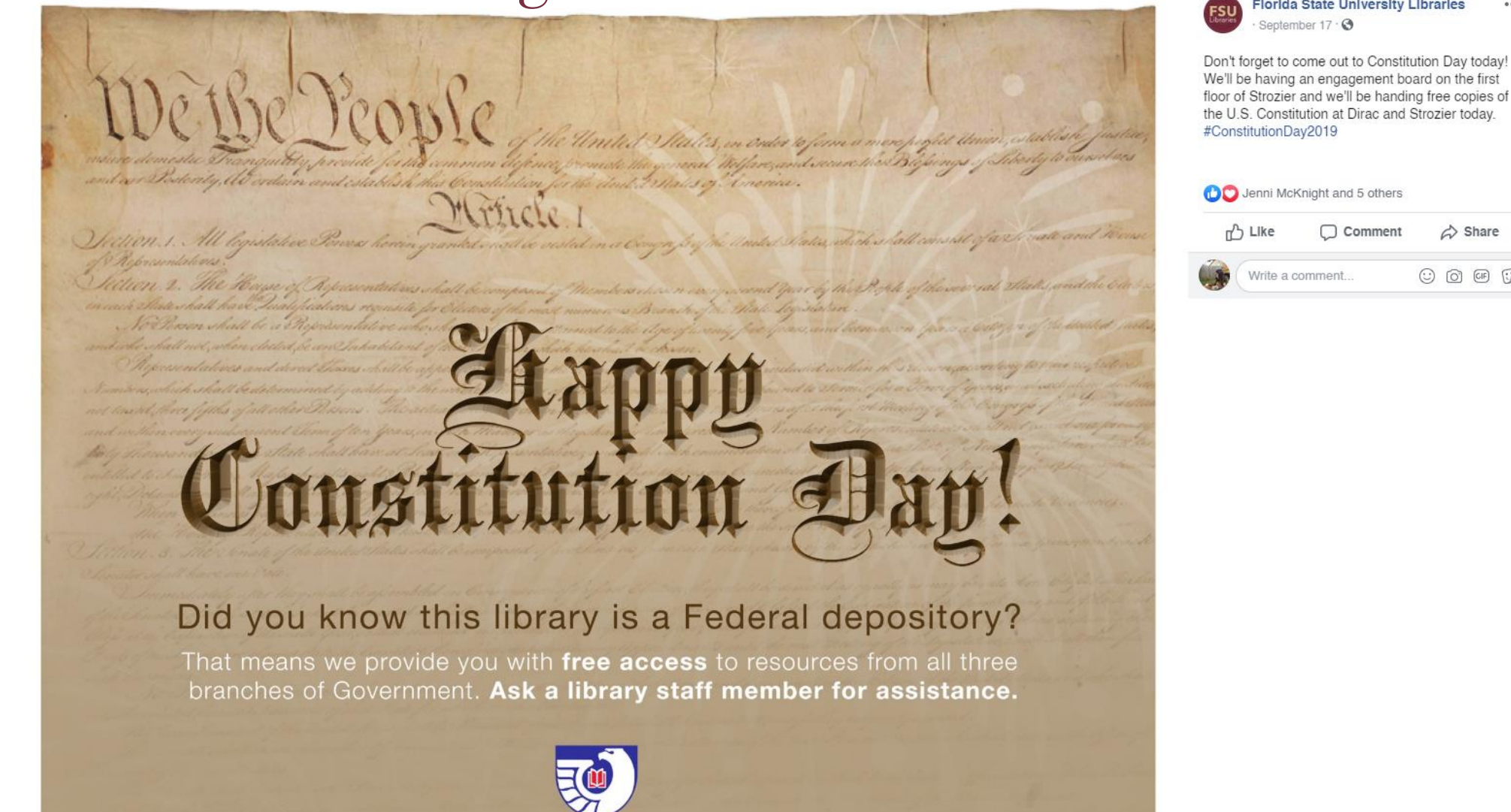
Book Displays



A book display for Hispanic Heritage Month with three themes: Popular literature by Hispanic authors, Government documents, Hispanic history and culture

Thanks to generous support from the Libraries' administration, we have a dedicated space in the Social Sciences, Arts, and Humanities Department specifically for display of our government information collection. These monthly displays support national celebratory themes such as women suffrage, Constitution Day, Hispanic heritage, civil rights, etc. Our displays include physical items from our Government and general collections, as well as display cards containing QR Codes that point to our electronic resources. The Libraries' Marketing Department design posters used for display.

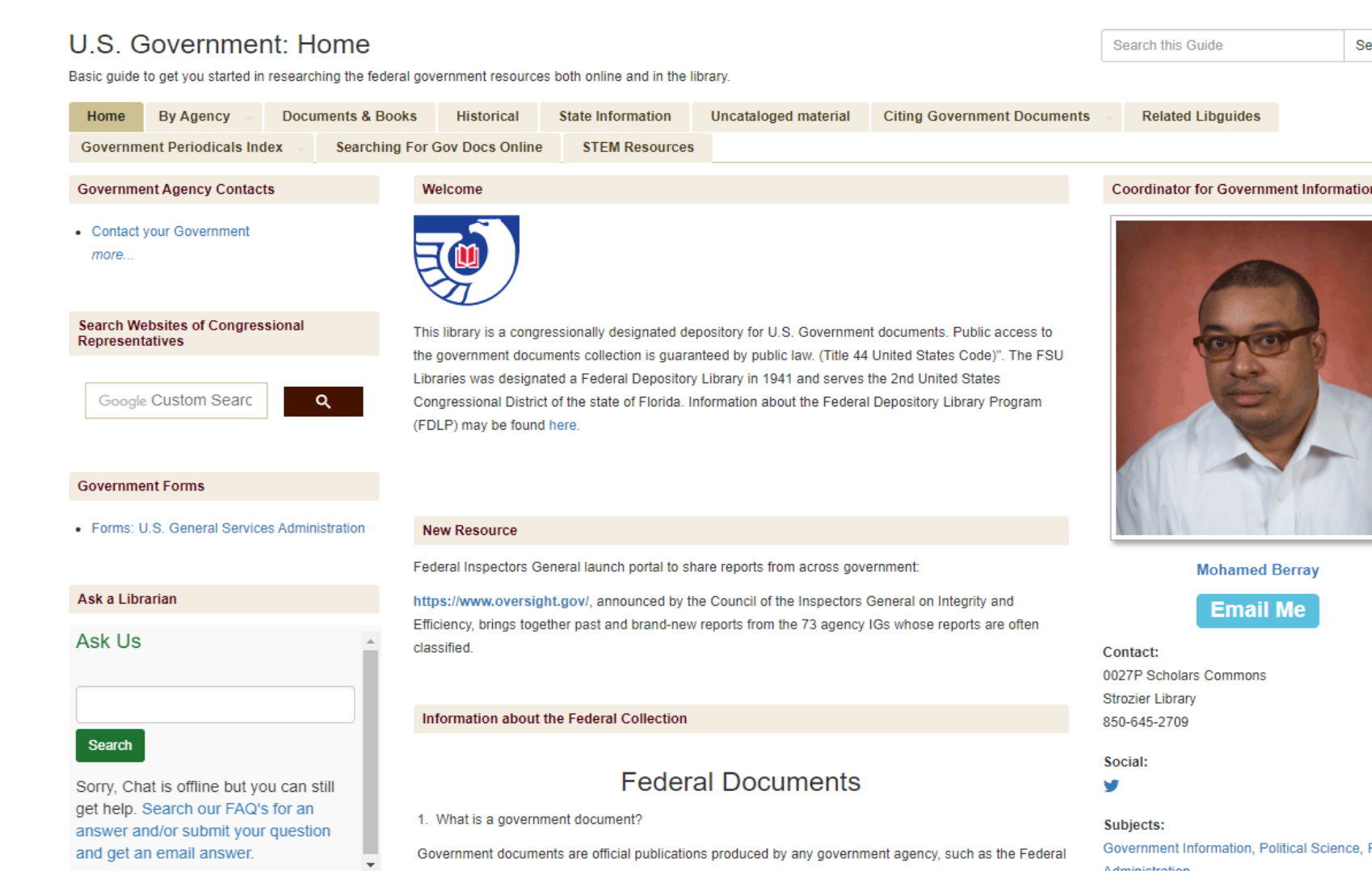
Blog & Social Media Posts



A Facebook post with information on the various library events related to Constitution day

We use the Libraries' Twitter account, blog space, and Facebook pages to promote our collection and services. These promotions inform our constituents of our collections, displays, workshops, and engagement board. This activity has enhanced collaboration with our Marketing Department. GPO-provided images have been used for social media outreach.

Research Guides



Research guide for U.S. Government information

Our U.S. Government research guide is accessible to all, including non-FSU users. The Guide provides guidance on use of our Government information collections and services. Currently, the guide includes information about: search strategies for US Government information, citing print and electronic Government information resources, organization and classification of Agency publications, etc. The research guide has also been used to curate subject-specific Government information geared to specific disciplines on campus, e.g., STEM.

Website



Research guide for U.S. Government information

Our Government Information website is used as a space to provide in-depth historical and contextual background information about our collections and depository status. The website also caters to our United Nations and State of Florida publications. Our web space highlights our print and electronic resources, and serves as a good access point for collections most used by the public. Having a dedicated page on the Libraries' website is also indicative of our integrated services within the Libraries.

Conclusion

As a result of the various outreach initiatives, the Government Information team at Florida State University Libraries has successfully reached a larger audience with varying needs. Our outreach activities have also served as platform for community feedback on our collections and services giving us valuable insight on how we want to improve our outreach activities in the future. We have identified some challenges and needs we would like to address going further:

Challenges

- ▶ Evolving need for space reclamation in the Libraries
- ▶ Funding for additional staff
- ▶ Patron perception on Government Information
- ▶ Balancing our collections to meet both the information needs of both the FSU community and the public.

Evolving Needs

- ▶ Collaborative opportunities with other Libraries in Florida and in the Southeast region.
- ▶ Close integration of our print and electronic resources
- ▶ Completing Center of Excellence Collections

Resources



FSU Libraries Government Documents Website

<https://www.lib.fsu.edu/governmentdocs/Spotlight>



U.S. Government Research Guide

<http://guides.lib.fsu.edu/gov>



FSU Libraries Social Media

<http://www.facebook.com/FSULibraries>

<http://twitter.com/fsulibraries>



FSU Libraries Blog

<https://fsulib.wordpress.com>

Acknowledgment

Our various outreach activities and efforts would not have been possible without the generous support of the FSU Libraries administration and the work of our faculty and staff in the Marketing, Teaching Learning & Engagement, and Social Sciences Arts & Humanities departments.

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