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Outreach Videos: A Small Impact Makes It All Worthwhile

Two weeks after publishing my introductory videos on YouTube, I have had an average of 32 views each. While this number was small in comparison to what I had hoped, I still feel delighted in knowing that my videos have been watched by those interested thus far.

Although I would love to have a high volume of views, the purpose for making the video was awareness for those who are curious about my services as a liaison librarian. I am relatively new in my position as a liaison (nine months at the time this writing). I had tried several avenues to introduce myself in person, by email and now my video.

This is just one avenue in my attempt to introduce business faculty and students to my services. I thought if I made my videos short (about one minute) it would be easier to encourage viewership. I created the videos as an alternative approach to traditional liaison outreach. This has allowed me to stand out in another way to faculty that I have not reached.

The kinds of feedback I have received have been positive. I have shared the videos with the college associate dean who said he really likes the video. These videos reinforce my firm commitment to the College of Business and Economics, and I believe that it was well received by supporters in administrative positions such as the Dean and Associate Dean of the College.

I have received complimentary email from a faculty member with whom I had not previously had contact. We agreed over an e-mail exchange that creating a course guide would be beneficial for her senior course coming next semester. She was delighted that I could provide a valuable set of resources for her and her students to refer to throughout the semester. I would not have been able to forge this working relationship without having created or shared this video.

I also know that while there are many who do not respond to my emails and other efforts to make contact, sometimes the outreach reaches one or two people and that makes it worthwhile for me. I have to remember that just because I do not get the kind of response I wish I would that it is still worth doing outreach in a creative and personable manner for the sake of the few that have the willingness to partner, collaborate and connect for the sake of the students.