



OUR STORIES, OUR SHELVES

MLA • DLA Conference 2026

Don't Miss!



50/50 RAFFLE

Tickets are \$1 each and can be purchased from **Conni Strittmatter** or **David Dahl!** The winner takes home half the pot.



PUB QUIZ

Thursday, May 7
8:00 – 10:00 p.m.
Choptank Ballroom



SILENT AUCTION

Visit the Silent Auction in the exhibitor hall to place your bids **before 10 a.m. on Friday, May 8th.**



KARAOKE

Thursday, May 7
6:00 – 10:00 p.m.
Windjammer

WHO'S GOING TO DO IT???:

UTILIZING VENDOR SERVICES TO FILL OUTREACH GAPS

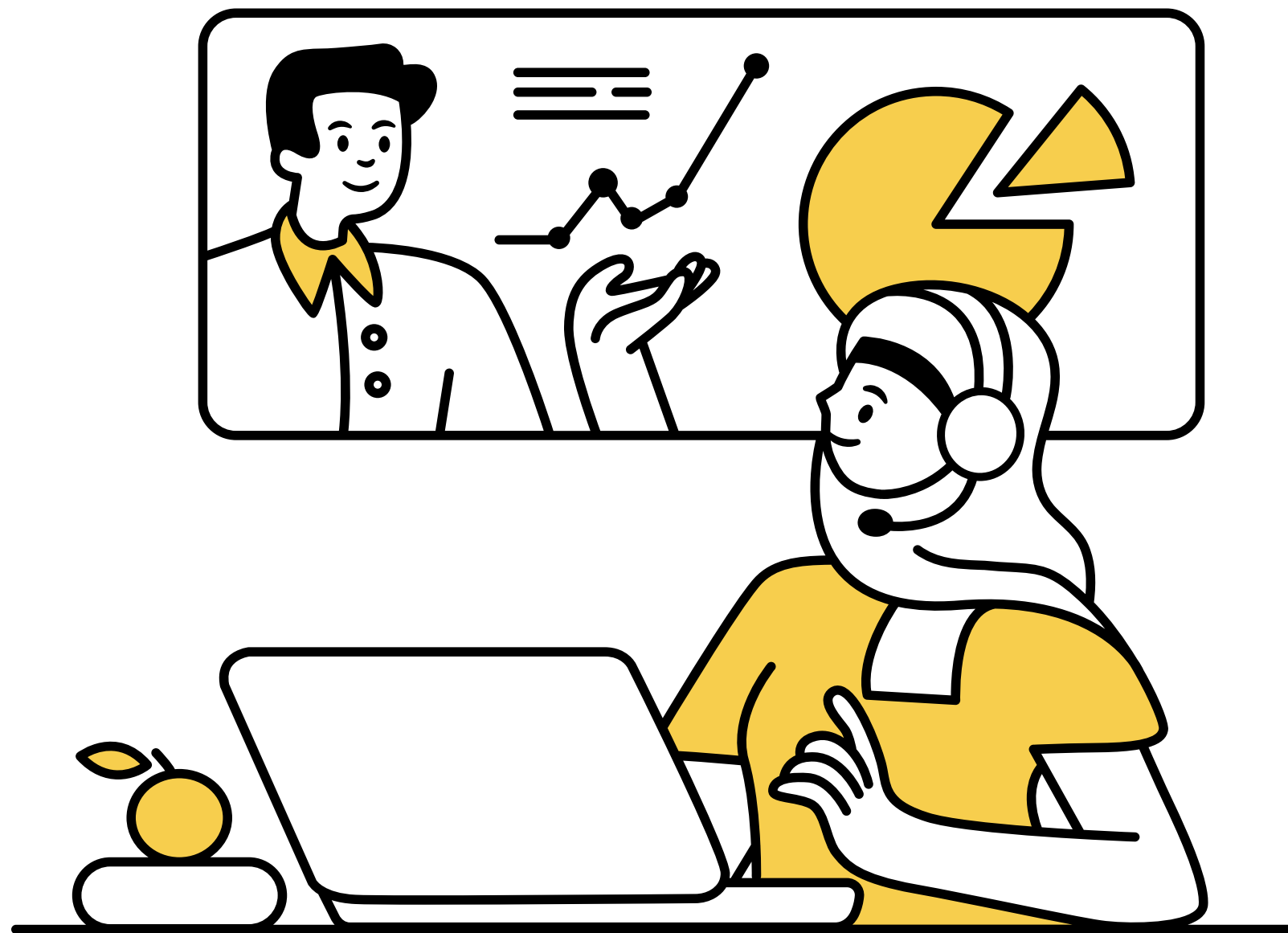
Presented By:
Etana Laing, MLIS

@little.mx.librarian on IG



Acquisitions and Serials Librarian
Thurgood Marshall Library,
Bowie State University

pedagogyofthedepressed on TikTok



ICE BREAKER:

If you had unlimited resources to market the library's journals, databases, softwares, etc., what would you want your community to know about your library's offerings?

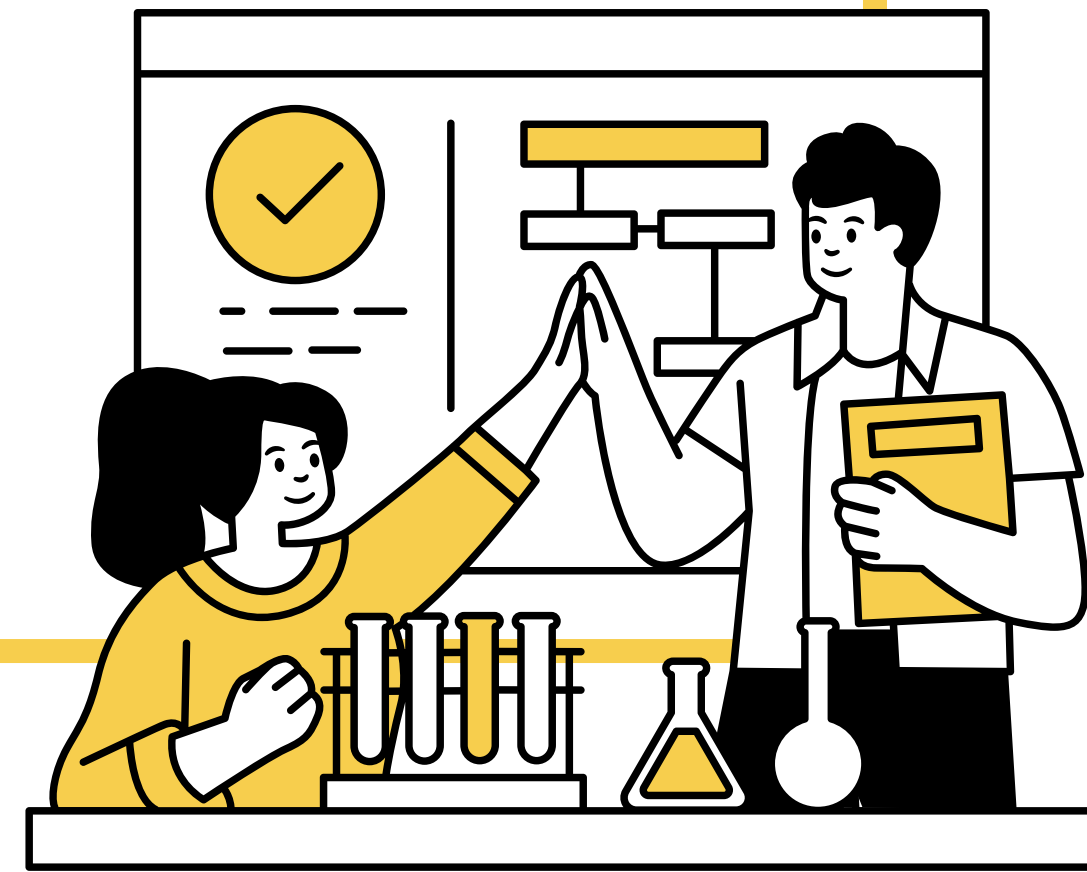


A BIT ABOUT ME:

- I started working at Bowie State University in August 2023. At the same time I began my MLIS program.
- My first year was trying to get a lay of the land.
- My second year was relationship building.
- My programs always have a budget of \$0.

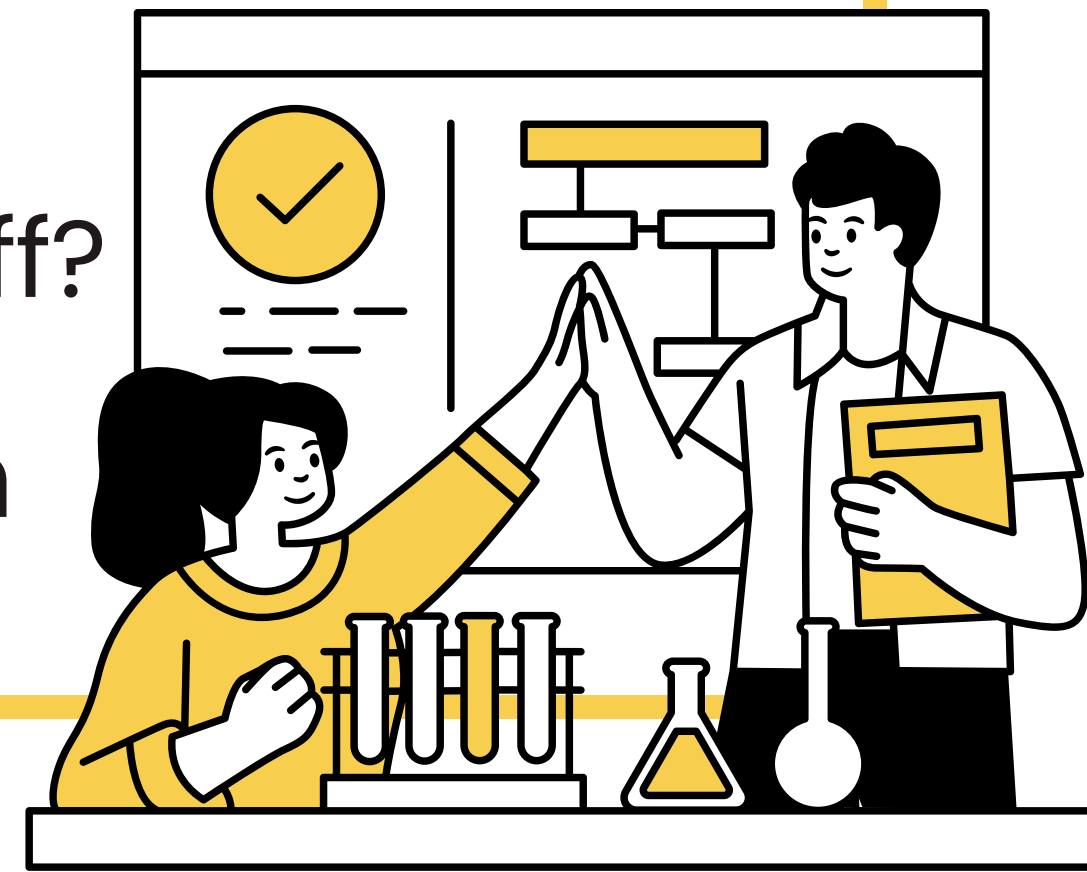
HOW DID FACULTY RESEARCH CAFES COME TO BE? (THE ISSUES)

- Limited support from the university marketing team
- No subject librarians; subject liasons
- Limited hours/lack of staff to go to every department's meeting
- No central hub for academic resource promotion



HOW DID FACULTY RESEARCH CAFES COME TO BE? (THE QUESTIONS + SUBSEQUENT IDEAS)

- Faculty Research Cafes were born out of an ask from my former supervisor, Sophia Sotilleo.
- How do we market our resources and increase usage if our staff is stretched too thin?
- What campus, community, and external partners can fill some of the gaps in our staff?
- **Can we rethink how we deliver information about library resources?**





WHAT IS A FACULTY RESEARCH CAFE?

Similar to exhibitor halls, they can bring together several vendors to connect directly with faculty on campus with the goal of embedding more library resources into the classroom and outsourcing labor by cutting out the middle person (me, the acquisitions librarian).

PLANNING + EXECUTION

- **Planning Timeline:** 1-2 months
- **Partnering Department:** Center for Excellence in Teaching and Learning.
- **Budget:** \$0
- **Space:** Student Union Building; Library
- **Vendors:** Clarivate/ProQuest; EBSCO; Sage; PolicyMap; JoVE



LESSONS LEARNED FROM RESEARCH CAFES

- Collect better data by filling out surveys on-site.
- Meeting face-to-face cannot compare to the endless emails sent.
- Take more photos!
- Work with administrative assistants.
- The goal is integration of library resources into professors' syllabi.



HIGHLIGHTS OF FACULTY RESEARCH CAFES

- This is the primary way I've built relationships with faculty outside of my focus area.
- Talking with faculty taught me where library offerings did not meet the research needs.
- FRC are how I built my wishlist of databases and softwares.
- Led to the purchase of several new resources with faculty prepared to embed them.



SMALL RESEARCH CAFES

- We had overwhelmingly positive feedback for the research cafes done in partnership with CETL.
- We hosted a smaller version with a single vendor for different departments with specific needs based on findings from the large event.

Tip: Asking vendors to cater a department meeting will get you more yeses.



LET'S GET INTO IT... PLANNING YOUR RESEARCH CAFE

STEP 1: FIND YOUR WHY

Are you planning this...

- to inform about all library resources?
- to inform about a specific resource?
- to test interest in a new resource?
- to target a specific department?

STEP 2: SELECT VENDORS

Questions to consider...

- which do you spend the most \$\$ on?
- which have the lowest usage? the highest?
- which have resources/tools your campus needs?
- who do you have the strongest vendor relationships with?

LET'S GET INTO IT... PLANNING YOUR RESEARCH CAFE (CONT.)

STEP 3: CAMPUS PARTNERS

Who on campus can...

- spread the word about your event?
- bring their own audience
- use the amplification too?

Who do you already have a positive working relationship with?

STEP 4: SPACE/ MARKETING

Which areas/events on campus get the highest traffic?

- Do enough faculty come into the library?
- When are faculty free to engage with you?
- Are there mandatory events faculty need to attend?

LET'S GET INTO IT... PLANNING YOUR RESEARCH CAFE (CONT.)

STEP 5: SELL THE EVENT

Do you have buy-in for the event? If not...

- create an elevator pitch, leading with the \$0 price tag
- use the names of your vendors to attract support
- encourage vendors to bring swag + food

STEP 6: DAY OF LOGISTICS

Do vendors know where to go? Where to park?

- Are parking passes available?
- Can we get meal swipes for the cafe?
- Do you have vendors' numbers for quick questions?

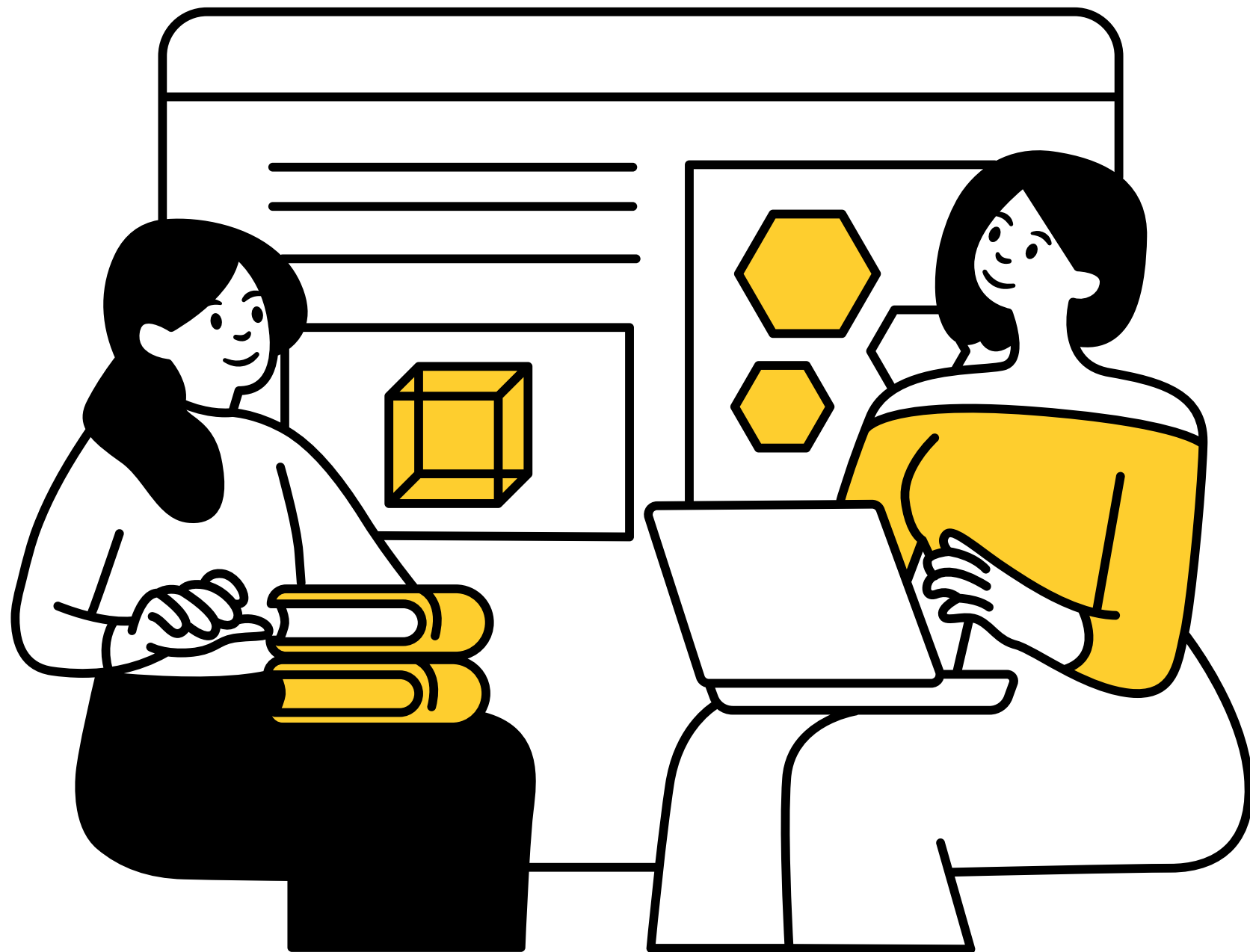
SAMPLE EMAIL TO VENDORS

"I am excited to share that the Library will host a Research Cafe for Faculty Institute on [date here].

The Cafe is similar to a vendor exhibition for our faculty to learn about resources we have purchased to increase the usage, integration, and awareness.

I would love for you all to attend in person with computers & monitors for demos, swag and a tablecloth. Monitors are available on-site, if needed."

Date, Time, Location and Parking Details



WHAT VENDORS NEED TO KNOW:



- Bring a computer and monitor to demo products.
- Bring swag, goodies, and a tablecloth
- Bring 1 page handouts with highlights of your resources
- Parking; who is the point of contact; how do you get to the building?



**Share
*Out!***



**THANK YOU FOR
ENGAGING WITH ME!**

**LET'S STAY
CONNNECTED.**

INSTITUTIONAL EMAIL

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PERSONAL EMAIL

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**Please take a moment to
complete the program survey.**

Presentation Title: Who's Going to Do It???



SCAN ME!