

Improving Library Services for Student Success and Engagement

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Cayan Library | SUNY Polytechnic Institute



SUNYLA 2025

Session Outline

- Introduction
- Library Passport
- Library Social Hour
- Collaborations
- Book Displays
- Promotion and Feedback
- Misc.

Introduction to SUNY Poly

- Located in Utica, NY
- Small Polytechnic University
 - Fall 2024 - 1,973 Undergrads and 760 Grad Students
- Library Staff: 3.75
 - Two Librarians (one Director and one Faculty)
 - One Full-Time Staff
 - Some Part-Time Staff
- I started in June 2024 :)



Library Passport



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What is a Library Passport?

- Used to help motivate students to visit the library throughout the semester
- Keeps students involved with events

How to Set Up a Library Passport

- Think about how many days you want students to stop by
- Decide on your raffle prize
- Inform desk staff/students on the passport initiative
- Think about promotion opportunities

Designing Your Library Passport

- Key elements:
 - Easy to carry around
 - Identifiable
 - Space for the students name
 - Clear instructions
 - Space for signatures

Designing Your Library Passport

What is the passport?

The Library Passport is meant to encourage you to use the library and its resources. Participation earns you entries into the end-of-semester raffle!

How to complete it!

To gain entry to the raffle, you must visit/use the library 15 times throughout the semester. When you visit, go to the library service desk to get your passport initialed to show you stopped by! (Don't forget to bring it to events and your appointment too!) After reaching that milestone, you gain additional entries for each star you've earned (you can gain other stars before you reach the minimum, but they won't count until you reach the 15 visits.) For every 5 visits past 15, you can gain another star. You can earn a maximum of 8 entries into the raffle in one semester. Once completed (or a week before the semester ends), stop by the library service desk to confirm your entries!

LIBRARY PASSPORT



This Passport belongs to:

Library Visits

					★
					★
					★
					★

Library Events



Librarian Appointment



Scan the QR code to book an appointment!



What are librarian appointments for?

You can book an appointment with a librarian to get assistance with assignments, projects, research, citations, and more.



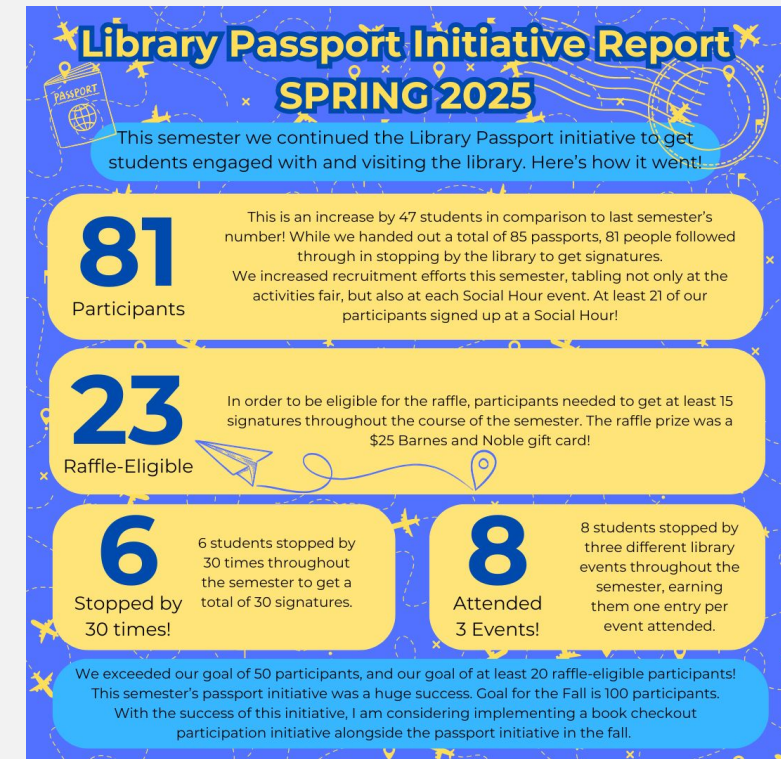
Implementing the Library Passport

- Make signage that promotes the passport to place at the service desk
- Hand out passports at library events
- Tabling at campus-wide events



Library Passport Success

- Fall 2024
 - 34 participants
 - 14 raffle eligible
- Spring 2025
 - 81 participants
 - 23 raffle eligible



Library Social Hour



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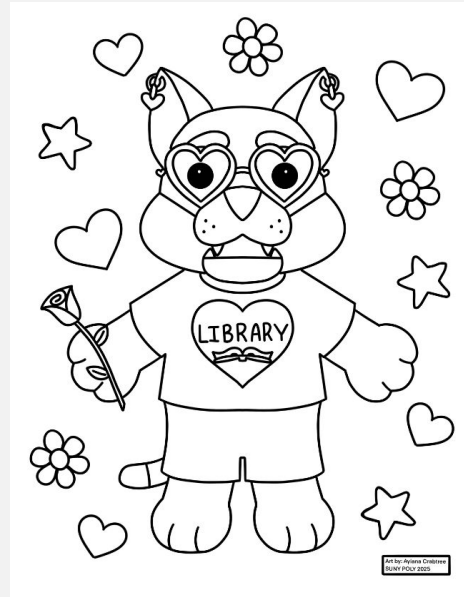
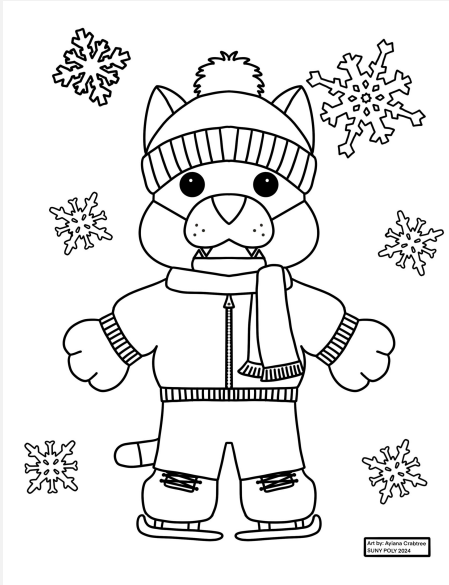
What is Library Social Hour?

- Study break event
- Held in pairs two or three times a semester
 - Tuesday and Thursday Noon-2
- Coloring, crafts, games

Planning Library Social Hour

- Pick a relevant theme
- Pick out what activities you think your students will enjoy
 - Coloring pages
 - Crafts
 - Board Games
- Creating promotional materials
- Can't forget the snacks!

Coloring Page Examples



Implementing Library Social Hour

- Set up your event in a central traffic area to draw attention of students as they're passing through the building
- Be sure to collect feedback at the event to see what students do and don't enjoy
 - Raffle entry for completing survey

Social Hour Success

- Fall 2024

- Halloween

- 83 attendees | 20 surveys

- Holiday

- 52 attendees | 11 surveys

- Spring 2025

- Library Loves You

- 54 attendees | 17 surveys

- Springtime

- 67 attendees | 24 surveys

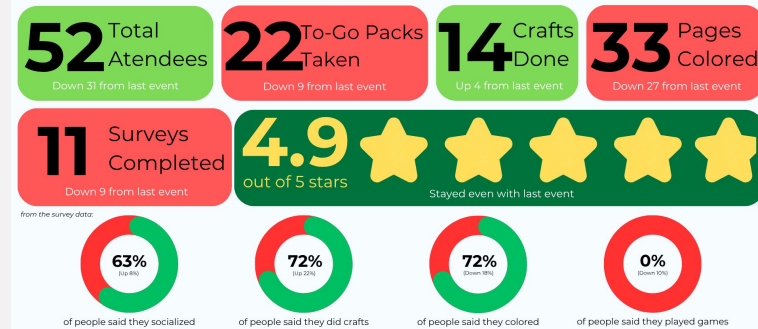
FALL LIBRARY SOCIAL HOUR REPORT

Events held from Noon - 2:30 pm on Tuesday October 29th and Thursday October 31st. Here's an overview of the total stats from both events!



WINTER LIBRARY SOCIAL HOUR REPORT

Events held from Noon - 2:30 pm on Tuesday, December 3rd, and Thursday, December 5th. Here's an overview of the total stats from both events!



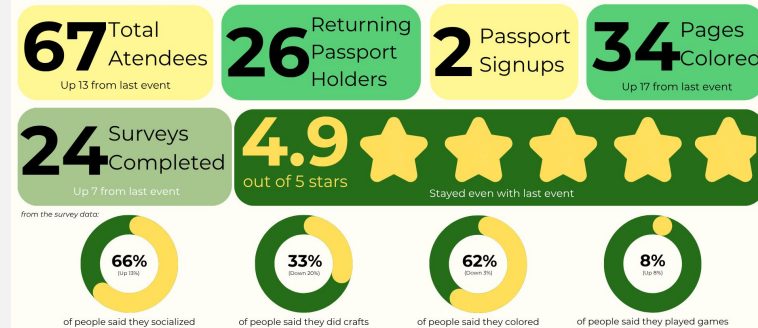
FEBRUARY 2025 LIBRARY SOCIAL HOUR

Events held from Noon - 2:30 pm on Tuesday, February 11th, and Thursday, February 13th. Here's an overview of the total stats from both events!



APRIL 2025 LIBRARY SOCIAL HOUR

Events held from Noon - 2:30 pm on Tuesday, April 15th, and Thursday, April 17th. Here's an overview of the total stats from both events!



Collaborations



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Who? What? Why? How?

- Collaborate with student groups!
- Tailor each collaboration to fit the theme of the student group to make the event appealing to their members
- It's important to hold a diverse range of events
- Connect with student groups at campus-wide events or on social media

Our Collaborations

- SUNY Poly's Wildcat eSports Team
 - Held a sub-event at their semesterly Open LAN "Fragfest" event
 - Hosted games of Among Us (free to play on mobile)

Book Displays



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Monthly Displays

- Curating monthly book displays helps to highlight a diverse range of materials and expand our library's current collection
- Each month has a theme corresponding with that month's celebration

Pop-Up Displays

- These are more spontaneous displays to pair with events held in the building, or to pair with other library displays
- Less planned, and rely on current library holdings

Planning Book Displays

- Make a list of each month for the upcoming year to keep on schedule
- Set a budget for how much you can spend on new acquisitions for the display
- Create promotional materials and relevant graphics

Book Display Examples



Book Display Examples



Promotion & Feedback

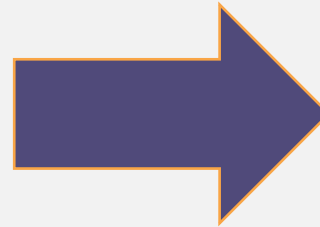


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Promoting Events and Displays

- It's important to make your promotional materials consistent so people recognize the formatting and style
- Do you have a fun mascot you can use to make the material more friendly/welcoming?

Mascot Adaptation



Examples of Material



Examples of Material

Library Social Hour!
COLORING, CRAFTS & GAMES
★ Free candy and prizes! ★



Tuesday October 29th &
Thursday October 31st
Noon - 2PM @ Cayan Library

RSVP for Tuesday 

RSVP for Thursday 



Library Social Hour!
COLORING, CRAFTS & GAMES
★ Free candy and prizes! ★



Tuesday December 3rd &
Thursday December 5th
Noon - 2PM @ Cayan Library

RSVP for Tuesday 

RSVP for Thursday 



Library Social Hour!
COLORING, CRAFTS & GAMES
Free candy and prizes!



Tuesday February 11th &
Thursday February 13th
Noon - 2PM @ Cayan Library

RSVP for Tuesday 

RSVP for Thursday 

Library Social Hour!
COLORING, ACTIVITIES & GAMES
Free snacks and prizes!



Tuesday April 15th &
Thursday April 17th
Noon - 2PM @ Cayan Library

RSVP for Tuesday 

RSVP for Thursday 

Examples of Material



Examples of Material

AMONG US

@ FRAGFEST

Friday March 21st

4:00 - 6:00 PM

SC MPR

Play Among Us
and enter to win
a raffle prize!



SUNY POLY
CAYAN LIBRARY



Paid for by your student activities fee. For accommodations, please email sas@sunypoly.edu

AMONG US

EVENT @ FRAGFEST

Friday March 21st

4:00 - 6:00 PM

Student Center MPR



AMONG US

@ FRAGFEST

Friday March 21st

4:00 - 6:00 PM

SC MPR

Play Among Us
and enter to win
a raffle prize!



SUNY POLY
CAYAN LIBRARY



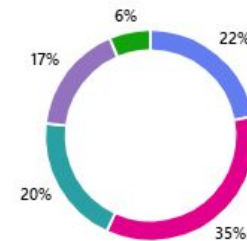
Paid for by your student activities fee.
For accommodations, please email sas@sunypoly.edu

Getting Feedback on Events

- Both about what students want to see and about the events you're currently holding!
- Survey Ran Fall 2024 – 118 Responses

1. What kinds of events would you like to see at the library?

[More details](#)



achievements such as prizes

music events
game events
Food/Prizes
extra credit
good prizes

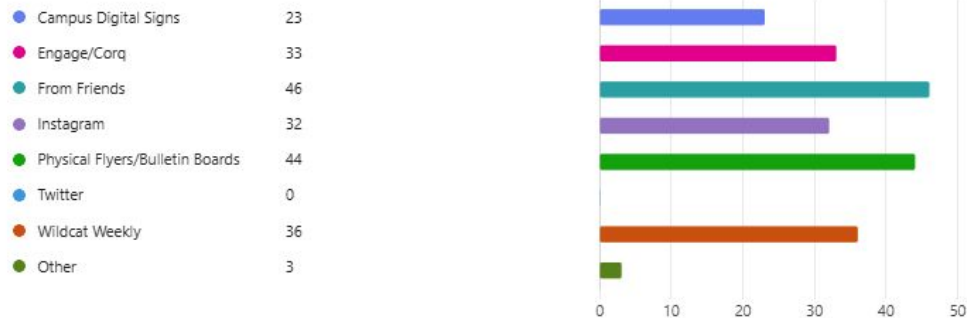
dollars and prizes
events
prizes
prizes or gifts
free stuff
Prizes for students
Mini prizes
stuff/prizes
free food
events in engage
wildcat dollars
help
friends
food

Getting Feedback on Promotion

- You need to know if your promotional methods are working, so don't forget to ask!
- Survey Ran Spring 2025 – 90 Responses

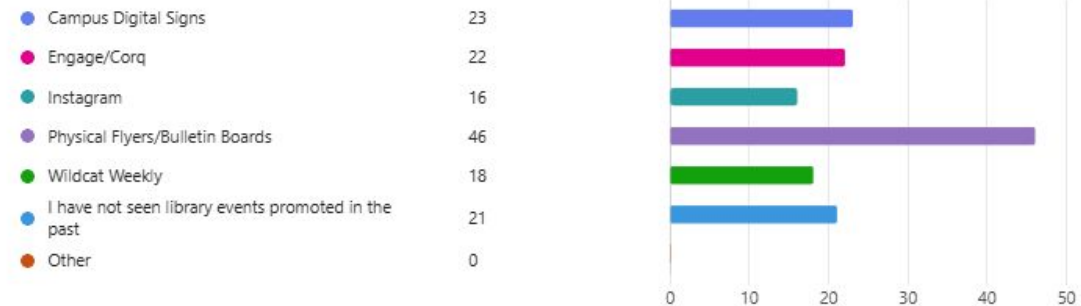
1. Where do you get news about campus events?

[More details](#)



2. Where have you seen library events promoted in the past?

[More details](#)



How to Promote Feedback Surveys

- The same way you'd promote an event!
 - Campus emailing systems
 - Social media
 - Posters
- Whiteboard/posterboard in library

How to Survey Students

- Keep your surveys as short as possible
- Prioritize 2-3 important questions
- Multiple choice/select all that apply question format

Miscellaneous



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Semester Event-Planning Tips


- Print out a calendar with all the months of the semester on it and use this to help you plan!
- Mark out all school holidays, and try to avoid having events too close to vacations/finals week
- Do your best to evenly spread events throughout the semester




Library Navigation

- It's important to make the library easy to traverse, especially for new students.
- Have clear signage to display who is in the building and where they can be found

**Peter J. Cayan Library
and Learning Center**
SUNY POLYTECHNIC INSTITUTE



sunypoly.edu/library
Visit the library website for the most up-to-date hours and more!
SCAN ME!

Summer 2025 Hours
Monday May 12 - Wednesday August 13

Monday - Thursday	8 AM - 4 PM
Friday	8 AM - 12 PM
Saturday & Sunday	CLOSED

SUMMER CLOSURES

Monday May 26th	CLOSED
Thursday June 19th	CLOSED
Friday July 4th	CLOSED

**Hours subject to change throughout the semester!*

[@sunypolylibrary](#) | [@CayanLibrarySUNYPolytechnic](#)

Departments and Services

**Academic Success
(Advising, Testing, & Tutoring)**
Andrea Hemmerich ----- L142
Denese Savoy ----- L141
Douglas Eich ----- L143
Neil Ferris ----- L115

**Student Accessibility
Services**
Jill Ennis ----- L114
Katelyn DiCastro ----- L113
Jennifer Das ----- L112


Library Staff
Allison Fiegl ----- L107
Ayiana Crabtree ----- L146
Rebecca Hewitt ----- L144
Susan Webster ----- L102


**WCC - Writing and
Communications Center**
Alex Bulson ----- L132

**EOP &
Multicultural Affairs**
Melissa Prest ----- L145
Doneilous King ----- L147

IT Helpdesk
Beth Tolman ----- L108

ACE Program
Dawn Burns ----- L123
Mya Kyaw ----- L124

bit.ly/CayanLibraryMap
Scan here for an interactive map!


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Classroom Outreach

- It's important to get yourself into classrooms if you can
- Bring the library information to the students by reaching out to professors to offer instruction sessions
- Seeing students face-to-face will help them feel less daunted to book an appointment in the future
- Classes also provide great feedback opportunities

Key Takeaways

- Switch up your events to provide interesting activities for students
- Make students understand that the library is a safe space for them
- Students love little trinkets and snacks
- Create a concise brand image to make your promotions recognizable
- Feedback is important, but don't go overboard with surveys!

Questions?

I can be contacted at crabtra@sunypoly.edu



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