

## BREAKING DOWN BARRIERS

Engaging with our students

### WHAT ?

AIT Pop-Up Library is an empathic marketing initiative demonstrating how library staff and services can make our patron's college life easier by tackling library anxiety. Library anxiety is a 'situation-based' anxiety and is very common amongst students in academic libraries.



### WHO

AIT Pop-Up Library targets undergraduates, postgraduates, researchers and staff who do not engage with the library regularly or may have stopped using the library due to a negative experience. We have managed to reach our audience by engaging with the Students' Union and using their Social Media Platforms as a piggyback for our outreach initiatives.

### WHERE

The first location visited by the Pop-Up Library was the Students' Union Hub. By bringing the Library to the students in a space in which they feel safeguarded gives them the opportunity to ask questions they might be hesitant to ask in the library, lecture theatres or classrooms.



### HOW

#### THE STAR FISH ANALOGY INVITATIONAL THEORY

(Purkey & Novak, 2008)

#### POLICIES

- Inclusive
- Fair
- Equitable

#### PROCESSES

- Encouraging
- Cooperative
- Collaborative

#### PEOPLE

- Trusting
- Caring
- Accessible

#### PROGRAMS

- Interactive
- Developmental
- Engaging

#### PLACES

- Functional
- Attractive
- Personal



### WHAT NEXT...

The Pop-Up Library is now being tailored to each Faculty in AIT with the help of the subject librarians. We held a Pop-Up in the Faculty of Engineering and Informatics during Engineers Week 2019. We hope to visit all Faculties by the end of Semester 1 19/20.

### WHY

The main objective of the Pop-up Library is to break down any perceived barriers to students accessing and using the library. The feedback we have received to date is extremely positive from both staff and students. This initiative and other such outreach initiatives will aid in lowering attrition rates in AIT.

