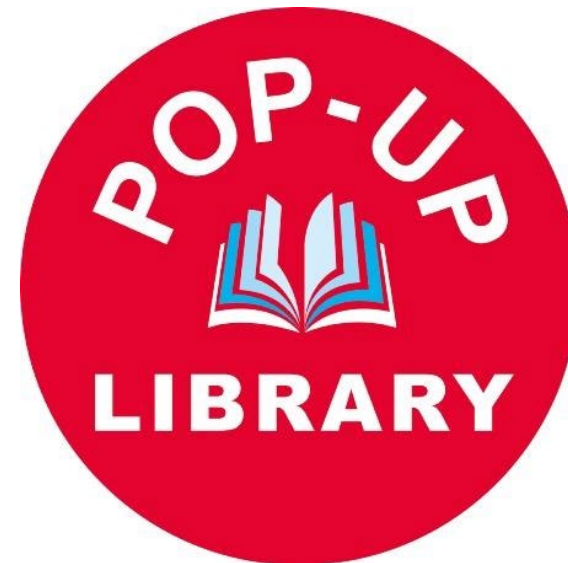




# Meet our experts: the University of Groningen Pop-up Library

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# University of Groningen

- Founded in 1614
- Rooted in the Northern Netherlands
- Internationally oriented
- 11 Faculties



# University of Groningen Library

- Established in 1615
- 2010-2014: restructuring
- Clustered to 3 library locations:
  - Central Medical Library
  - Zernike Library
  - Library City Centre





# Challenge

- Less library locations or specific faculty libraries
  - Digitization of services and collections: less need to physically go to the library
- > How to remain in contact with, and visible for, our users?



# What is a Pop-up Library?

- Means of bringing the library closer to the people
- Not a new concept
- Increasingly adopted by university libraries in The Netherlands



The Public Library of Youngstown (US), UL Wageningen (NL), University of Chichester (UK), University of Linköping (Sweden), John Jay College of Criminal Justice (US), Plymouth University (UK), University of Sheffield (UK), University of Nottingham (UK)

# Why a Pop-up Library?

Effective communication channel and outreach method

Numerous libraries\* report it contributes to:

- › Visibility of services
- › Feedback on services
- › Contact / dialogue between library staff & users
- › Relationship with faculties / institutes



Image from 'The Library is everywhere! How Linköping University Library went pop-up'\*

\* a.o. UL Wageningen, Birmingham, and Linköping:

- [Pop-up Library at the University of Birmingham: Extending the reach of an Academic Library by taking "The Library" to the students, James Barnett, Stephen Bull and Helen Cooper](#)

- [The Library is everywhere! How Linköping University Library went pop-up, Anneli Friberg and Maria Svenningsson](#)

# Implementation

- Internal & faculty support
- Aim: make services for research and education more visible and engage with academic staff
- Literature and best practices > tailor-made concept for our library



# Our concept

- Pilot round
- Division of roles and tasks:  
information and collection specialists represent our library at the Pop-up
- Planning: based on faculty calendars
- Determine topics: faculties choose the expertise we highlight!
- Briefing and evaluation
- Script: tailored per faculty, practical details (location, timing, etc.)

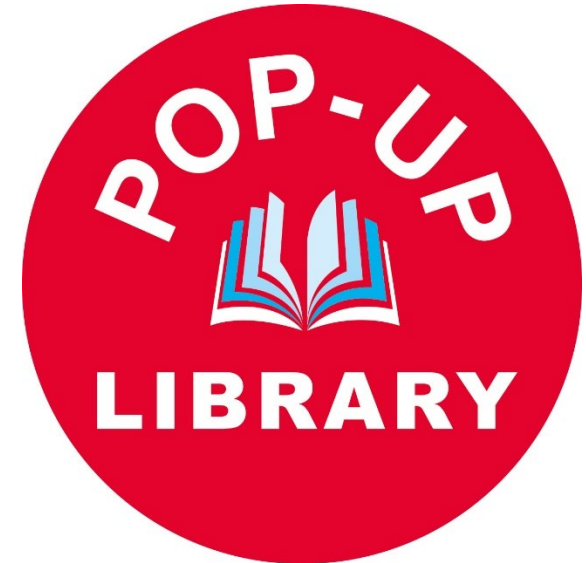


# Our setup



# Promotion / communications

- › Logo
- › Narrowcasting on TV-screens in faculty buildings
- › Posters
- › Communication via faculty channels



**The University Library is coming to UCG!**

Meet our experts and learn more about our services and tools for academic staff.

25 March 2 - 3 pm  
Central hall UCG

- Publishing with University of Groningen Press
- Open education in your teaching
- On-the-spot support for Pure



[rug.nl/library/pop-up](http://rug.nl/library/pop-up)



**The University of Groningen Library is coming to you!**

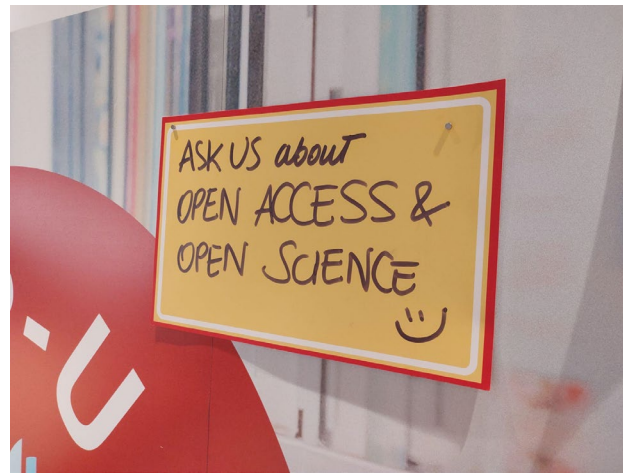
Meet our experts and learn more about our services and tools for academic staff.

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More details: [www.rug.nl/library/pop-up](http://www.rug.nl/library/pop-up)

# Our Pop-up Library on tour

- › 2022-2023
- › 8 faculties
- › 12 library staff / representatives
- › Themes: open access publishing, open educational resources, data, (special) collections, copyright
- › Linking up with faculty meetings
- › Informal / social spaces
- › Approx. 2 hrs
- › Logbook





# Our experiences

- › Academic staff warmly welcomes the concept
  - Expressed enthusiasm and appreciation for the concept  
*“Face-to-face-contact solves a lot of problems!”*
  - Almost at every Pop-up Library the (vice) dean and/or research institute director dropped by





# Our experiences

- › Quality conversations
  - Don't expect to be 'overrun'
  - Bit of assertiveness needed
  - Mostly longer talks
  - Answering a question or informing about a new / lesser-known service



# Our experiences

- › Contributes to visibility of our library services
  - Library staff is very happy with this instrument for more visibility and interaction with academic staff
    - “... let you know how useful and important such outreach moments can be!”*
  - E.g.: more applications Open Access Book Fund, dean taking an interest in engaging in open education
- > Continue with Pop-up Library, 3-4 times a year

# Recommendations

What really helped us:

- › Faculty support and collaboration
- › Tailored script(s)
- › Mobile, simple and durable pop-up stand
- › Tracking lessons learned
- › Making our expertise / themes known in the stand
- › Bringing chocolates as conversation starters 😊



*May I offer  
you a chocolate?*

# Thank you!

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