The Library Tarot

Enchanting Research Support Communications

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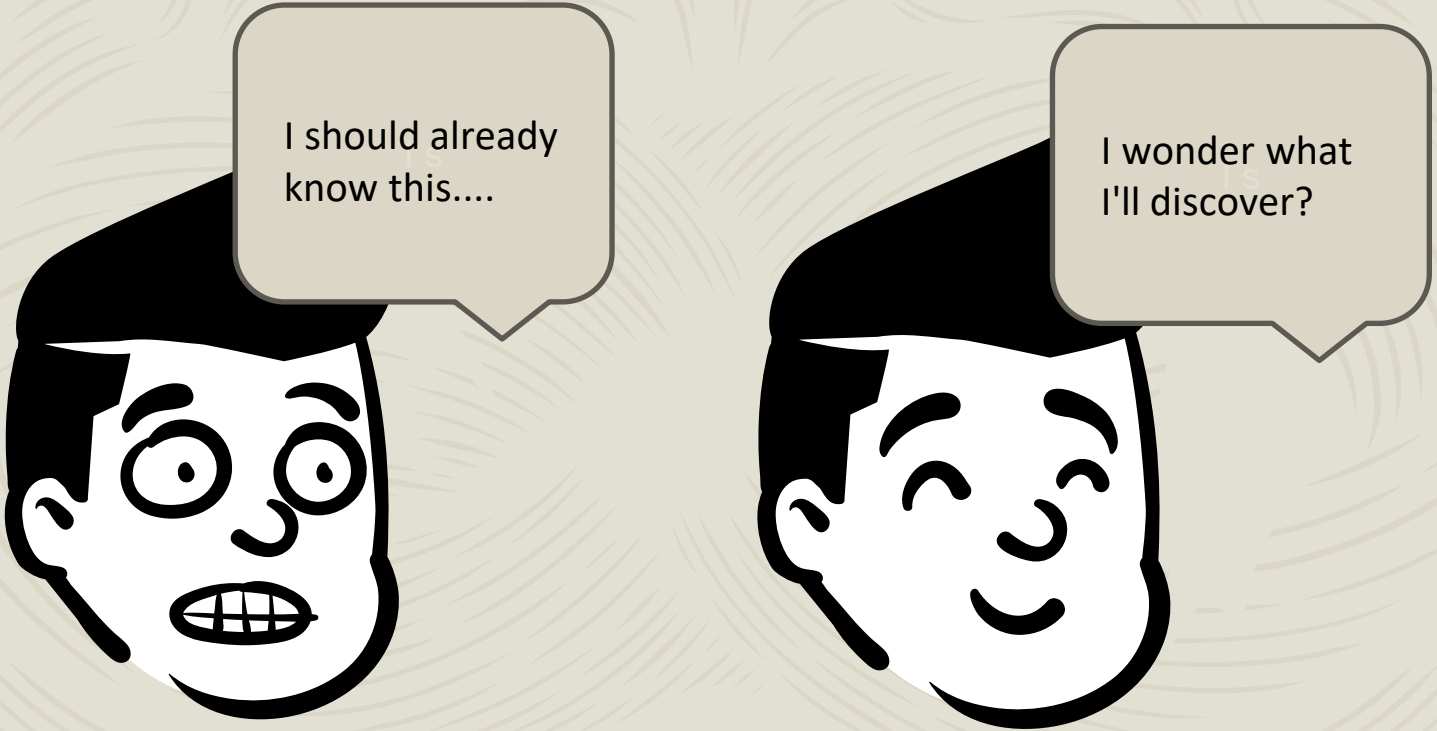
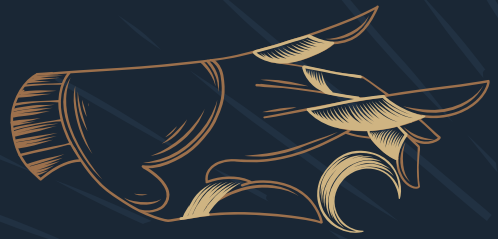

I should already know this....
I wonder what I'll discover?

Background



The Problem

- Students facing major research assignments and mid-semester stress
- Research anxiety, intimidation, avoidance
- Usual methods of outreach missing the mark
- How to meet students where they're at, in the season they are in?

Concept & Design

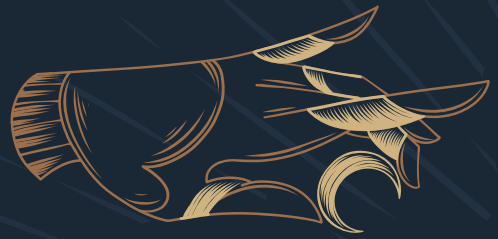
Inspiration

Card Design

THE DATABASE

THE SEARCH STRATEGY

Implementation



When and Where?

- Halloween Week (October 28-30)
- 2, 1-hour sessions per day
- Cross-location effort
- Table located adjacent to library entrance

THE CITATION

THE SILENT STUDY

How?

- Objective: Balance institutional voice with a sense of whimsy
- Physical layout of table: outreach materials and seasonal decorations
- Interactions with students: playing into whimsical nature, tailoring promotion based on their reading

Inclusivity

THE DEADLINE

THE OPEN ACCESS

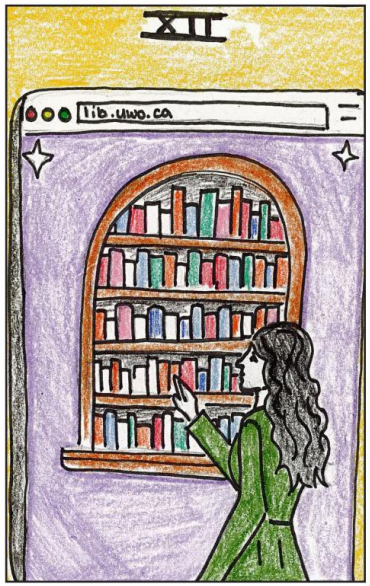
- Clear language behind the metaphor
- Offering alternatives for those with differing spiritual beliefs

Demonstration

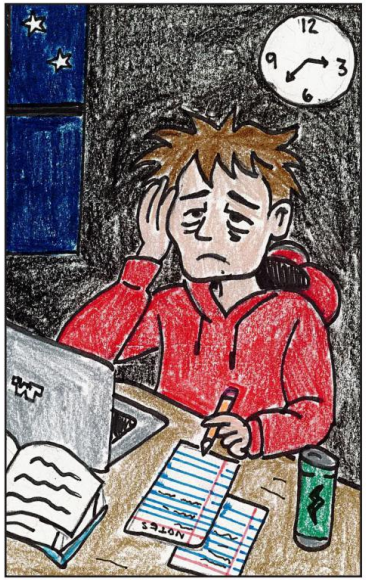
Reception & Impact

Student Response

- Sparking curiosity
- Building humour
- Strengthening connection



THE LIBRARY WEBSITE

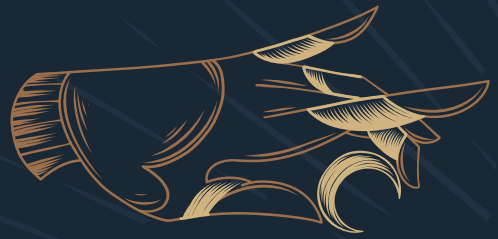


THE ALL-NIGHTER

Results

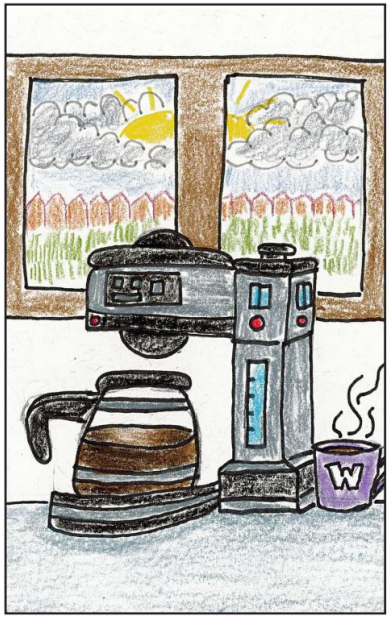
- 165 readings total
- Increased approachability
- Enhanced engagement

Key Takeaways



Key Takeaways

- Creativity lowers barriers
- Meet students in their moment
- Humorous doesn't mean unserious
- An effective approach beyond tarot



THE COFFEE MACHINE

Thank You!