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Title

Plotting a New Map-tastic Course: Building community and unearthing collections through pop-up exhibits

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Plotting a New Map-tastic Course: Building community and unearthing collections through pop-up exhibits

**MAPS
AND
MORE**

Introduction

Subject specialty libraries thrive on active user communities, but building support can be slow and time-consuming. In Fall 2014, two new librarians in the Earth Sciences and Map Library at UC Berkeley introduced a series of pop-up exhibits called "Maps and More" to help build that community. The show-and-tell sessions were designed to lure users into the library and spark new connections among patrons, librarians, and collections.

Setting



The Earth Sciences and Map Library is co-located in McCone Hall with the departments of Geography and Earth and Planetary Sciences and the Berkeley Seismological Laboratory which include over 50 faculty, 100 graduate students, and 225 undergraduates. The library's services and collections (70,000 volumes and nearly 500,000 maps and air photos) also appeal to departments across campus, as well as the public.



Susan Powell & Sam Teplitzky
Earth Sciences & Map Library
UC Berkeley
ALA Poster Session, 2015



How to plan a pop up exhibit:

Before

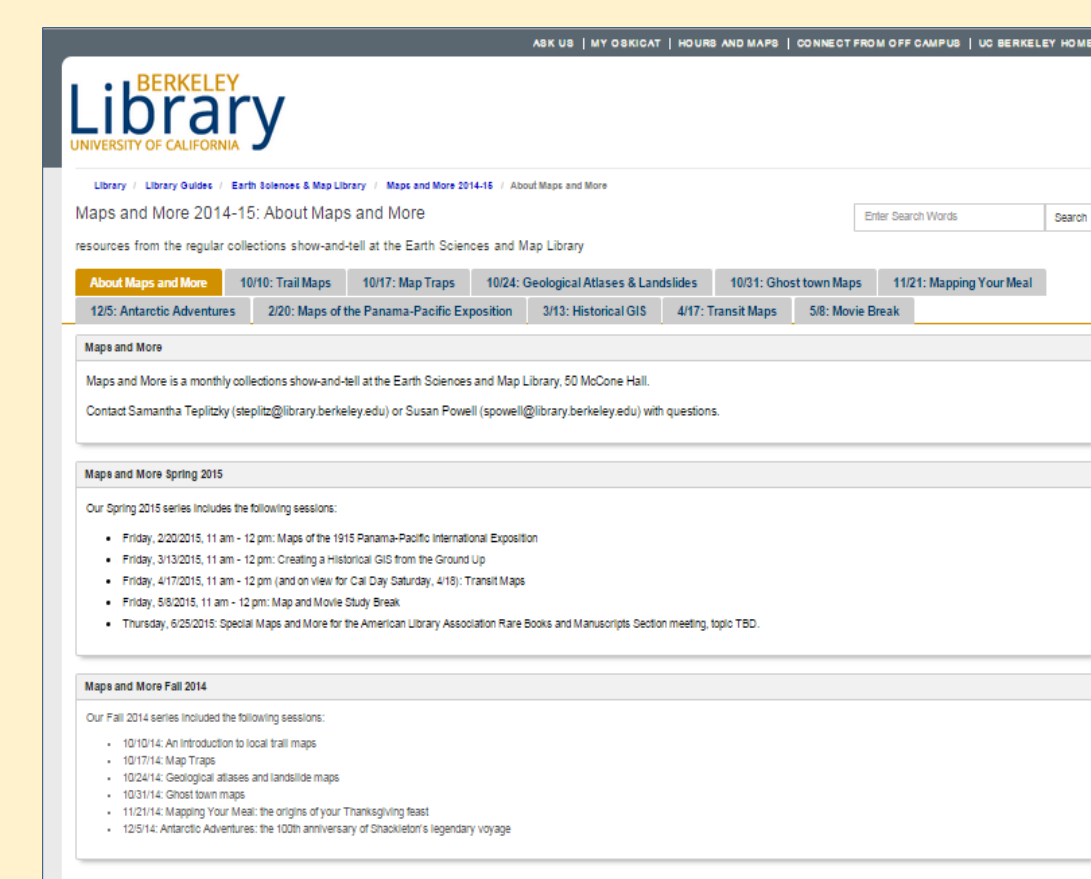
- **Brainstorm:** Choose topics that are timely, relevant to users, and supported by the collection.
- **Curate:** Survey and select materials, with a focus on highlighting the physical collection.
- **Promote:** Advertise events with flyers, emails to library and department lists, through twitter feed, library blog and campus calendar.

During

- **Introduce:** People arrive, browse and mingle. Fifteen minutes into the hour-long session, give a brief introduction explaining the topic and the layout of the exhibit.
- **Interact:** Encourage informal interactions and exchanges among attendees. Seize opportunities to promote collection and library services. Provide roving reference with an iPad.
- **Record:** Capture attendance and department affiliations with sign-in sheet. Photograph the event. Encourage participants to complete short survey.

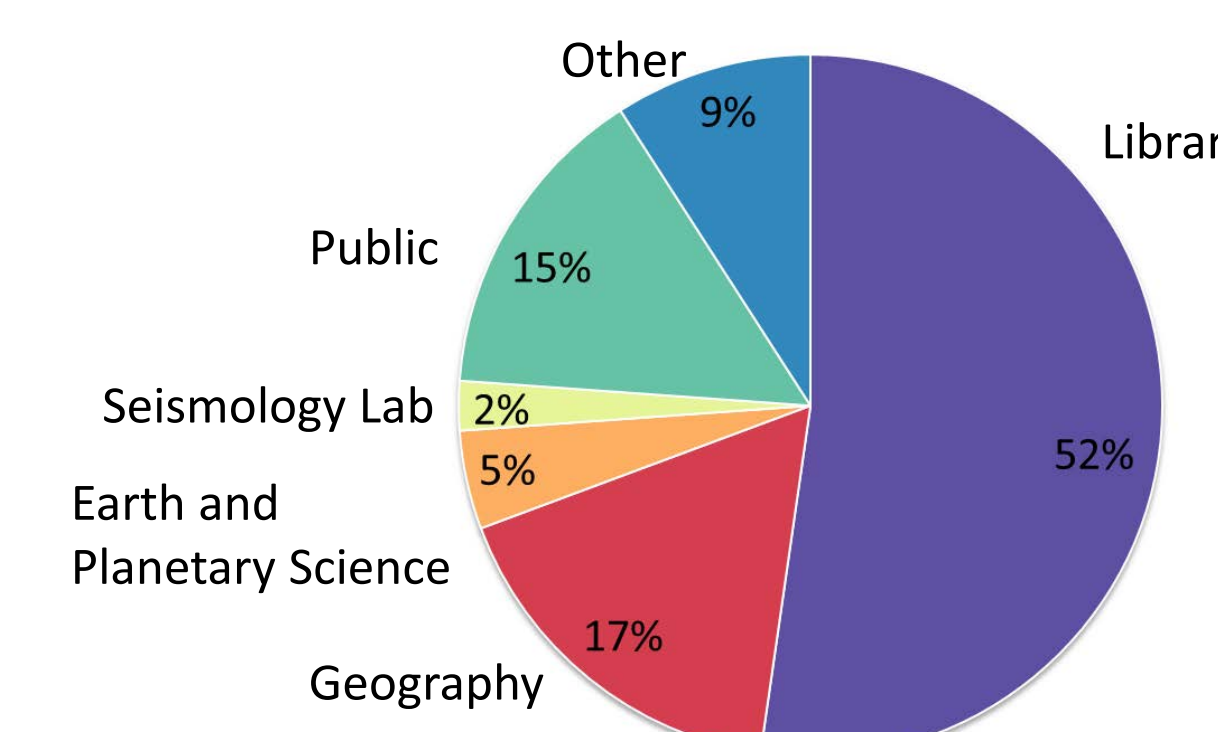
After

- **Document:** Count use of maps and items displayed. Create libguide with list of maps or items on display.
- **Extend:** Delay re-filing to anticipate follow up questions. Refer patrons to libguide.
- **Review:** Debrief about attendance and reactions to the week's theme and format. Go over session's brief survey feedback.



Assessment

Attendance by affiliation



- 10 events in 2014-15
- 207 total attendees
- Range of 7 to 30 attendees
- 150 maps, 30 books, 2 movies

The Numbers

End of the semester survey

- 35 respondents
- 25% had never been to the Earth Sciences & Map Library

Comments

"I enjoyed being able to just browse at my own pace around the room."

"The themes are creative, topical, and interesting; the librarians are knowledgeable and welcoming; and the events are well publicized."

What we did well:

- Effective event publicity with posters and email
- Simple, appealing presentation of maps and materials
- Showed diversity of collection with interesting and topical themes

What we could improve:

- Keep exhibits up longer, or repeat popular topics
- Make more connections to other library resources, projects and researchers across campus
- Label maps or include more information

Future Plans

- **Collaborate** more with other campus libraries and with departments; **invite** graduate and undergraduate presenters
- **Vary** day and time, link to departmental and campus events, and avoid midterms and finals.
- **Balance** topics and formats to attract wide range of attendees, but advertise structure of event (drop-in vs. lecture style) to set participant expectations.
- Create **digital** version of exhibit, either scanning maps or using online exhibit software
- Continue to be flexible, adapt as we go and **have fun!**