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Title
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Outreach Inside the Library: Attracting and Engaging Millennial Engineering and Science Students

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Abstract
The Science & Engineering (S&E) Library at UC San Diego has capitalized on the values of Millennials to attract and engage undergraduates in science and engineering with inside-the-library exhibits and events. Appealing to characteristics of Millennials, the S&E Library showcases various types of student work, sponsors engaging and innovative library events, and freely experiments with new ways to draw students into the library.

Engaging and Innovative Events

Photo Shoots
Einstein’s Birthday and The Science of Superheroes Exhibit

These events appeal to Millennials’ confidence and sense of special-ness. Students’ enthusiasm for the event, their ease in front of a camera, and their frequent insistence on take-overs if the first shot goes badly, all point to their fluency and comfort with being photographed as well as the medium of digital photography.

Great Campus Race
This libraries-wide event, based on the TV show, “The Amazing Race,” involves solving clues, via Google or the library catalog, which then lead students to locations on campus where they document their presence with a digital photo. The first year, nearly 300 people participated. This event appeals to many Millennial traits: team orientation, achievement, confidence, interactivity, facility with technology.

A sampling of library programs and spaces designed to leverage Millennial characteristics: collaborative, special, confident, achieving, pressured

Showcasing Student Work
Displaying student work in the S&E Library not only gives exposure to the students whose work is displayed — thus appealing to the Millennial traits of achievement, confidence, and special-ness — but it also appeals to students viewing the work, as a source of peer-to-peer learning.

Spaces designed for Collaboration
Movable tables, group study rooms, presentation practice rooms

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