

What's on Tap at Your Library?

Outreach with Beer

Katy Kelly, communications and outreach librarian/associate professor, University of Dayton
Texas Library Association Annual Conference, San Antonio, Texas
4:15 – 5:15 p.m. Thursday, April 20, 2017

Tips for a Library Beer Tasting Event

Based on the May 5, 2015, event What's Brewing at Roesch Library?

Time it Right

Held on the day grades were due, What's Brewing was a great way to end the semester. Almost all students had left for the summer, and it was invite-only to faculty and staff.

Keep it Fresh

An event's appeal is heightened when it's something new and different. At the inaugural What's Brewing, we invited campus to see a newly renovated learning commons space. This year, on May 9, we will showcase our exhibit Mary's Gardens, a living indoor garden inspired by one of our special collections, planted with flowers whose names honor the Blessed Virgin Mary.

A Passionate Expert

The beer at What's Brewing is selected by a faculty member who is passionate about beer. He has the knowledge and connections to make it all happen. Find your expert and ask them to curate the event offerings.

Plan with Partners

Early on, find out about alcohol licenses. Check with your campus dining services or catering, a city event coordinator or a brewery itself. Leverage their experience with your own. Recruit other library staffers to help plan a fun, welcoming event with interactive stations.

Measure

Right on your RSVP form, ask if there's something they would like to know about the library. Follow up. Swiping university IDs at the entrance of the event provided information such as years of service and department.

Reference

Katy Kelly (2015). What's Brewing? An Outreach Event with Beer. *Reference and User Services Quarterly*. 55 (1), 30-33. http://ecommons.udayton.edu/roesch_fac/41

Contact: kkelly2@udayton.edu / @katylikewhaa

Post-conference, slides will be here: https://works.bepress.com/katy_kelly/