Hosting a Seminar Series to Engage the Biomedical Research Community

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Why

Biomedical researchers, particularly basic science researchers, make up a large portion of the population the Library serves, yet they are less likely to visit the Library or ask for help. We decided to organize a seminar series as a way to learn more about Duke's biomedical researchers and the series were to forge stronger connections with our researcher population while providing them with learning opportunities.

Birth of seminar series Organized speakers & developed marketing

Series began Jan 2012 Held 1 Wedsnesday per month in the Library

Late 2011

Early 2012

Events

Outcomes

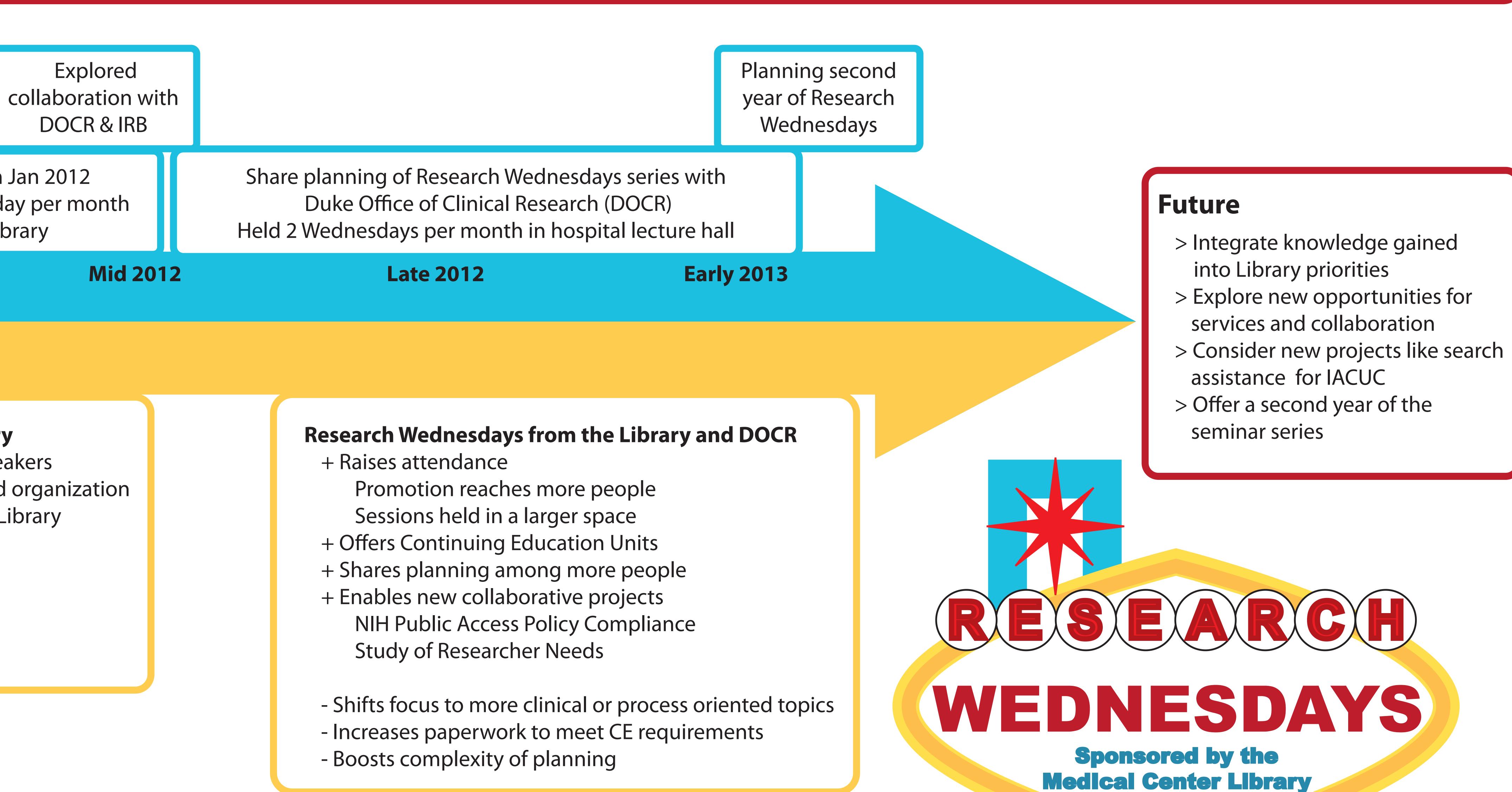
Research Wednesdays from the Library

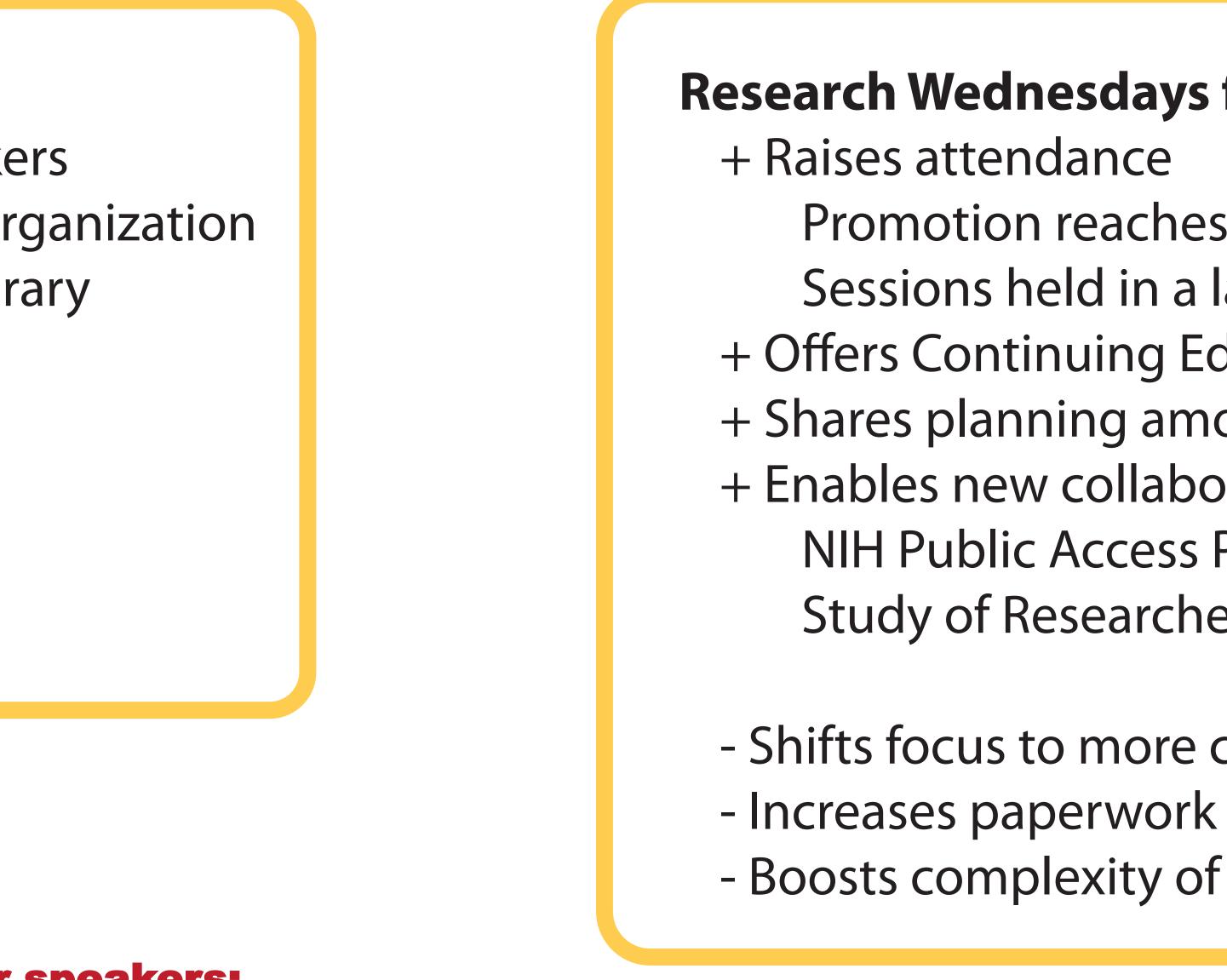
+ Maintained control over topics & speakers Focused on researcher services and organization + Hosted at the Library = exposure to Library + Developed new relationships

- Confined by available space
- Limited opportunities for promotion
- Required more planning time

"Slogan" created by one of our speakers:

What happens at Research Wednesdays... stays at Research Wednesdays!









& the DOCR

