



Planning and Executing Faculty Seminars: Dos and Don'ts

 Dos	 Don'ts
Do have specific goals for attendance.	Don't be satisfied with only a handful of attendees.
Do prepare an awareness presentation on new resources and services for faculty.	Don't prepare an instructional session.
Do design your seminar to be sensitive to faculty needs and attitudes.	Don't use the seminar as an opportunity to tell them everything you think they should know.
Do get administrative support for your seminars.	Don't go forward without the support of your superiors.
Do invite your library director or other library leader to give opening remarks.	Don't miss opportunities to remind you audience of your institutional mission.
Do have a marketing plan.	Don't simply rely on the "if you build it they will come" approach.
Do use a combination of marketing methods and materials.	Don't think just hanging up a poster will get the job done.
Do strive to create a "branded" look for your seminars and marketing materials.	Don't start from scratch every time you plan a new faculty seminar.
Do create a team of librarians and staff to execute your seminar.	Don't try to do everything yourself.
Do set a schedule and follow it.	Don't simply set a date for the seminar and make sure you're ready for the big day.
Do practice and rehearse your presentation.	Don't expect your presentation to be smooth and clear if you haven't practiced.
Do allow time for questions during your seminar.	Don't cram your presentation so full of information that it's all you can do to get it all out before your time has expired.
Do assess and evaluate your seminars with multiple tools and/or approaches.	Don't miss opportunities for feedback and assessment.
Do use a sign up sheet to capture names of attendees.	Don't let your attendees leave without learning who they are.
Do follow up on the connections you make with faculty.	Don't overlook opportunities to build relationships with faculty.

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