Blind Date with a Book: Outreach to Online Students
Victoria Raish, Penn State University Libraries

Rationale

- World Campus students want to feel like they are a part of their university.
- It is very challenging/inconvenient for World Campus students to come to a physical campus.
- Outreach and student engagement have a positive impact on student retention, affective learning, and affiliation with their institution.
- We need to meet online students where they are at, instead of expecting them to meet us.

Goals of the Program

- To reach new students who have not used the library
- To demonstrate the library is about more than academics
- To involve multiple stakeholders from the library in serving online students
- To create long-lasting connections between seemingly disparate departments and units at Penn State

Data of Users

![Use of the Library](chart)

Genres

- Comics
- Mystery
- Horror
- Romance
- History
- Biography
- Drama
- Science Fiction
- Action
- Satire

Process

1. World Campus Marketing opens form
2. Student Engagement and Outreach Librarians select books
3. Penn State Libraries shipping and receiving ships books with shipping label
4. Online Librarian updates students via email as to progress of books