

NOT JUST SITTING DUCKS:

Using Playful Outreach to Bring the Library to Students



THE CHALLENGE

After our move to Baskerville House in September 2024, the library became less visible to students. As a result, many were **less aware** of our location, collections, services and resources.

To address this, we expanded our outreach across campus. However, encouraging students to stop, engage and start conversations remained a challenge.

THE IDEA

Rather than asking ourselves how we could tell students more about the library, we asked a different question: how could we encourage them to come over and start a conversation?

Our answer? **Branded rubber ducks.**



THE IMPACT AT A GLANCE

£190
ONE INVESTMENT



100
BRANDED DUCKS

USED ACROSS



WELCOME WEEK
EVENTS



OUTREACH
STANDS



STUDENT
SURVEYS



SOCIAL MEDIA
CAMPAIGNS

THE RESULT



100+
SURVEY
RESPONSES



4+
OUTREACH
EVENTS



52
DUCK NAMING
VOTES



INCREASED
CONVERSATIONS
WITH STUDENTS



GREATER AWARENESS
OF LIBRARY SERVICES
AND COLLECTIONS

We found that students were often drawn to the stands by curiosity about the ducks and then engaged in conversations about library services, collections, and support.

THE LESSON

Engagement starts with curiosity.

Sometimes the most effective outreach isn't about saying more, it's about giving students a reason to stop and start a conversation. A single reusable resource created opportunities to connect with students across multiple activities.

“Students didn't need another poster telling them about the library. They needed a reason to stop, smile and say hello.”