



*un*COMMON

Salon Series @ the Research Commons

*“How a Salon Series Transformed the
Research Commons into the unCOMMON”*

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Elmer Holmes Bobst Library, New York University

What is a Salon?

A **Salon** is a gathering of people under the roof of an inspiring host, held partly to amuse one another and partly to refine the taste and increase the knowledge of the participants through conversation. These gatherings often consciously followed Horace's definition of the aims of poetry, "either to please or to educate" ("aut delectare aut prodesse est") through the exchange of ideas.

From Wikipedia, the free encyclopedia ([http://en.wikipedia.org/wiki/Salon_\(gathering\)](http://en.wikipedia.org/wiki/Salon_(gathering)))

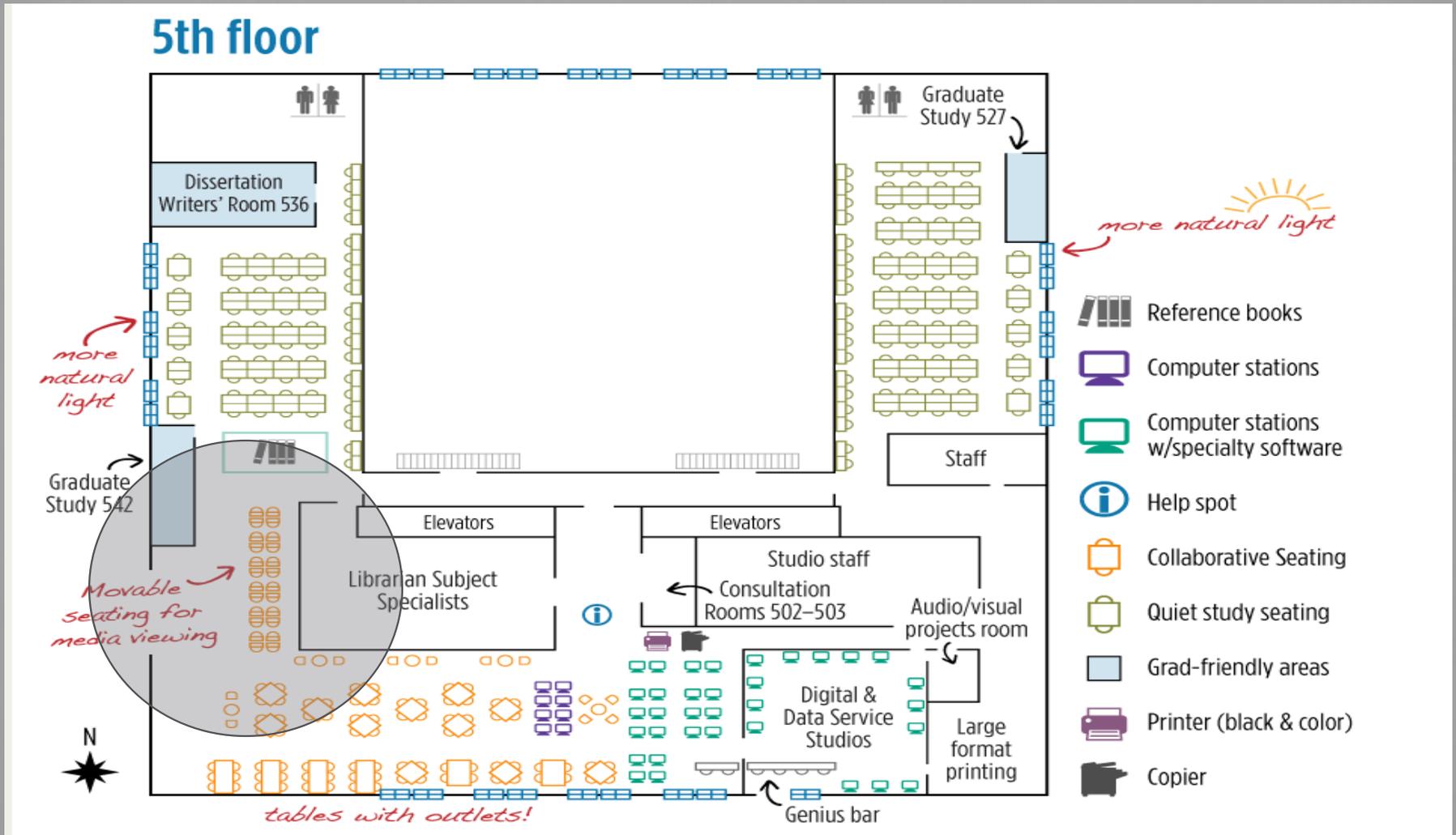
History of the Salons c. 2007

- ❖ Originated in the Coles Science Reference Center.
- ❖ Science Librarians sought to bring the science faculty and students into the physical library space.
- ❖ Expected outcomes where to highlight library services and non-electronic resources – i.e. Librarians!
- ❖ Designed as a forum to share ideas and research.

History of the Salons c. 2012

- ❖ Re-organization of Reference Services and library space renovations.
- ❖ Business & Government Documents began to host their own Salons.
- ❖ Social Sciences & Humanities Reference sought to plan their own Salons.
- ❖ A collaboration is born!

Renovating Spaces – Rethinking the Salons



unCOMMON Salons c.2013

- ❖ Bringing together the Reference departments to plan and present the Salons came about organically through the new library spaces and a desire to collaborate with one another.
- ❖ Rather than present multiple departmental oriented Salons each semester, uniting for multi-disciplinary Salons would also divide the labor involved in the planning and promotion.
- ❖ Multi-disciplinary Salons reflect the types of research being undertaken at NYU.

Identifying Potential Speakers

- ❖ Read campus newspapers or other publications to see what kinds of interesting research are being conducted at your institution.
- ❖ Ask your library colleagues about any compelling research their faculty or students may have mentioned during research consultations.
- ❖ Invite graduate or undergraduate students as speakers—it gives them a chance to build their CVs and is a nice way to connect with academic departments.

Importance of Liaison Work

- ❖ Connecting with faculty and students to identify interesting and newly developing areas of scholarship.
- ❖ Connecting the librarians and the library to the scholarship being undertaken at the institution.
- ❖ Highlighting specialized services and knowledge in the library.
- ❖ Show the librarians as partners in scholarship creation and dissemination.

Salons as Community Builders

- ❖ Provide direct evidence of the library as an academic partner, not just a provider of material for research.
- ❖ Provide direct evidence of the library as a specialized service provider (GIS, Special Collections, Data Services).
- ❖ Provide a forum for scholars with common interests to mingle, network, and share knowledge.
- ❖ Provide a relaxed forum for pre-publication research to receive comments.

Salon Format and Frequency

- ❖ We hoped for 2-3 salons per semester (spring and fall), but two seems to be the most manageable number as far as planning and attendance.
- ❖ However, we do plan to experiment with an early summer Salon this year.
- ❖ The Salons are scheduled for 1.5 hours with the presentation taking up 30-45 minutes and the remainder for questions and socializing.

Marketing and Outreach for the Salons

- ❖ Use inter-library and departmental emails and listservs to announce upcoming Salons.
- ❖ Leverage social media (Facebook, Twitter) to advertise Salons to campus community.
- ❖ Place Salon posters throughout the library and in academic departments.
- ❖ Leverage any institution-wide information systems in print or via web/email.
- ❖ Establish a mailing list of past Salon attendees/registrants.
- ❖ Contact attendees with “thank you” and survey emails.

Salon Planning Tips

- ❖ Collaborate with colleagues to divide the work and play to one another's strengths – design, promotion.
- ❖ Check with other library departments (e.g. Special Collections) to make sure events do not conflict.
- ❖ Advertise early and often with posters, email blasts, and social media.
- ❖ Refreshments don't have to be too costly – offer coffee and cookies and they will enjoy!

Research Guide as a Landing Point

NEW YORK UNIVERSITY
LIBRARIES

Research Guides

New York University Libraries » Research Guides » unCOMMON @ the Research Commons: A Salon Series

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Presented by Business & Government Documents, Coles Science Center, Social Sciences & Humanities Reference Center

Labors of Waste and the Value of Knowledge



Picking Up

On the Streets and Behind the Trucks with the Sanitation Workers of New York City

ROBIN NAGLE



Reference Associate



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Links:

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Reference Associate



Lee Ann Fullington

Contact Info

Coles Science Center

Research Guide for Video Hosting

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Carolyn Dimitri's Urban Agriculture: Sowing Seeds, Sowing Money

The unCOMMON Salon Series presents:

Carolyn Dimitri's Urban Agriculture: Sowing Seeds, Sowing Money

unCOMMON
Salon Series @ the Research Commons

presents:
Carolyn Dimitri
Associate Professor of Food Studies, Department of Nutrition, Food Studies, and Public Health,
NYU Steinhardt School of Culture, Education, and Human Development.

**URBAN AGRICULTURE:
SOWING SEEDS, SOWING MONEY**
Urban agriculture's role in local food systems.

Funding provided by NIFA's Agriculture and Food Research Grant no. 2012-68006-30177

NEW YORK UNIVERSITY
LIBRARIES

November, 21, 2013

00:00 1200k

New York University Libraries

November 21st, 2013

Carolyn Dimitri, Urban Agriculture presentation slides (November 21, 2013)

Comments (0)

NYU Specialized Video Hosting

The screenshot shows the NYUStream website interface. At the top, there is a navigation bar with the NYUStream logo, an 'Add New' button, and links for 'My Media', 'My Playlists', 'Help', 'My Channels', 'Open Channels', and 'Im1518 (logout)'. Below this is a secondary navigation bar with 'Media', 'Captions', and a search box for 'Search all media'. A main navigation bar contains categories: 'Everyday Life', 'Stream Interactive', 'New York', 'NYU Abu Dhabi', 'Global Centers', 'NYU TV', and 'Support'. The 'Everyday Life' category is selected, leading to an 'Events' section. The 'Events' section shows 'Everyday Life \ Events (1-10 of 16 media)' and a '+ Add Media' button. A sidebar on the left lists various categories: Activism, Art, Comedy, Events, Film, Food, Music, Nature, People, Politics, College Democrats, College Republicans, Science & Tech, Sports, and TEDxNYU. The main content area displays a gallery of videos. The first video is 'UnCommon Salon Series: Carolyn Dimitri's Urban Agriculture' by user 'nyu358' with 406 views. Below the gallery is a large video player for the same video. The video player has a title 'UnCommon Salon Series: Carolyn Dimitri's Urban Agriculture' and a '406 views' badge. The video content shows a title card for 'unCOMMON Salon Series @ the Research Commons' presenting Carolyn Dimitri, Associate Professor of Food Studies, Department of Nutrition, Food Studies, and Public Health, NYU Steinhardt School of Culture, Education, and Human Development. The video title is 'URBAN AGRICULTURE: SOWING SEEDS, SOWING MONEY' with the subtitle 'Urban agriculture's role in local food systems.' It also mentions funding provided by NIFA's Agriculture and Food Research Grant no. 2012-68006-30177 and is hosted by 'NEW YORK UNIVERSITY LIBRARIES' on 'November, 21, 2013'. At the bottom of the video player, it says 'by nyu358 uploaded a month ago' and has '1 like' and a 'Like' button with a smiley face icon.

❖ Allows for repeated viewing.

❖ We have experienced 250+ views for the Salons currently on the service (not counting the views from the LibGuide).

❖ Can be replicated with YouTube or Vimeo.

Research Guide Usage Statistics

unCOMMON @ the Research Commons: A Salon Series

unCOMMON @ the Research Commons: A Salon Series

Daily

2014-02-01

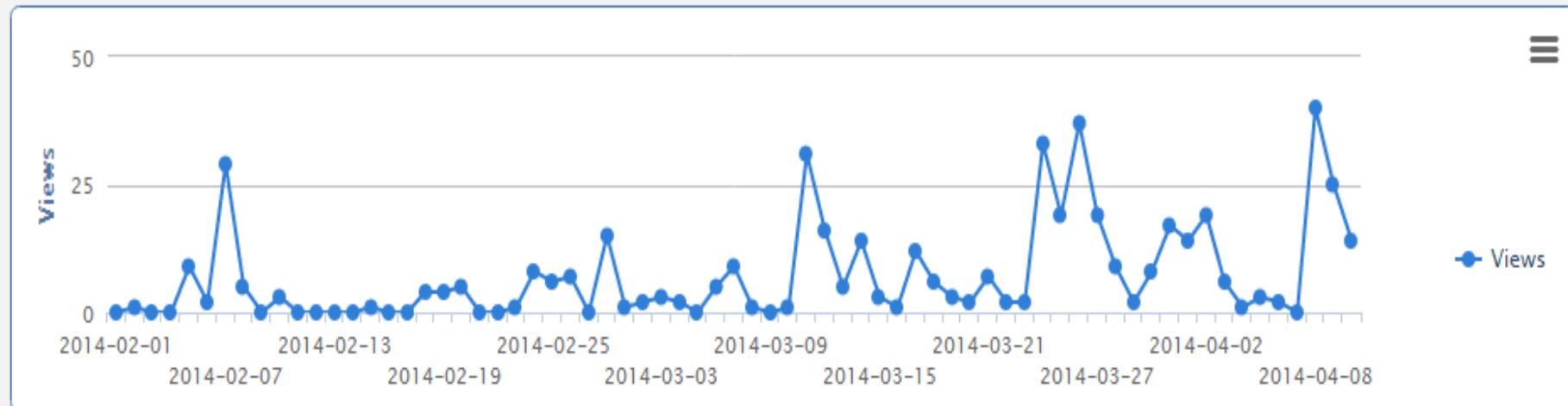
- 2014-04-10

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10 pages, 496 views



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	ID	Page Name	Views
1.	4339855	Home	361
2.	4656381	UnCommon Salon Videos	60
3.	4339901	What is a Salon?	25
4.	4388864	Past Salon Posters	24
5.	4339873	Previous Salons	19



THANK YOU FOR COMING TO THE SALON: "The Bookstore in 19th Century New York City" with
Kristen Highland

Library usage

	Daily	Weekly	Monthly	Once or twice a semester	Seldom	Never	This was my first visit
How often do you visit Boobst Library?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How important is this aspect of the Salon for you?

	Not at all important	Very Unimportant	Neither important nor Unimportant	Very important	Extremely important
Networking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Learning something new	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Topic/speaker of interest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Free refreshments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In your opinion, how beneficial are library events like Salons?

	Not at all beneficial	Not Very beneficial	Neither beneficial nor not beneficial	Very beneficial	Extremely beneficial
Intellectual growth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Satisfy your curiosity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meeting new people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What did you think?

	Far short of expectations	Short of expectations	Equals expectations	Exceeds expectations	Far exceeds expectations
What effect, if any, did attending the salon have on your perception of Boobst Library and/or NYU Libraries services?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Library events attendance

	Yes	Maybe	No
Was this the first unCOMMON Salon event you've attended?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would you come to another unCOMMON Salon?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Have you attended other NYU Libraries events in the past?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments or suggestions:

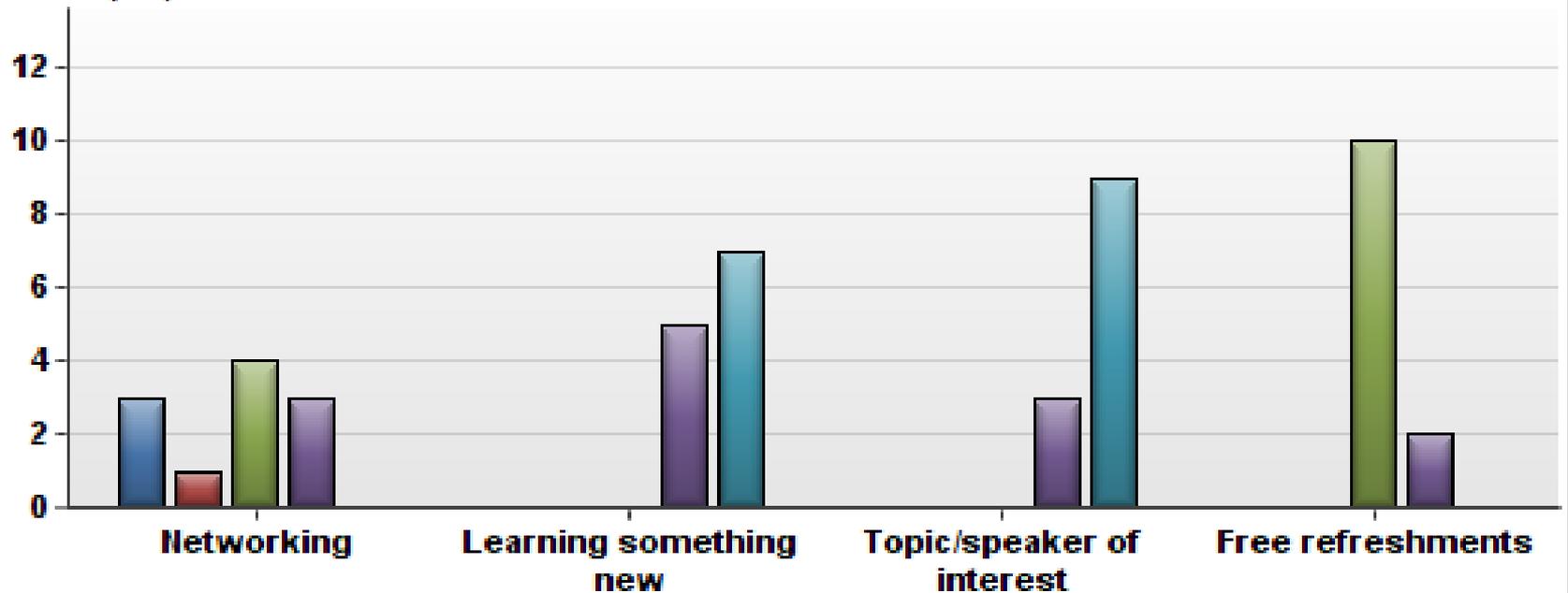
Assessment Survey

- ❖ Frequency of library usage
- ❖ What aspect of the Salon is important?
- ❖ How beneficial are Salons to you?
- ❖ Has the Salon changed your perception of the library and it's services?
- ❖ Salon attendance

Assessment Survey data

2. How important is this aspect of the Salon for you?

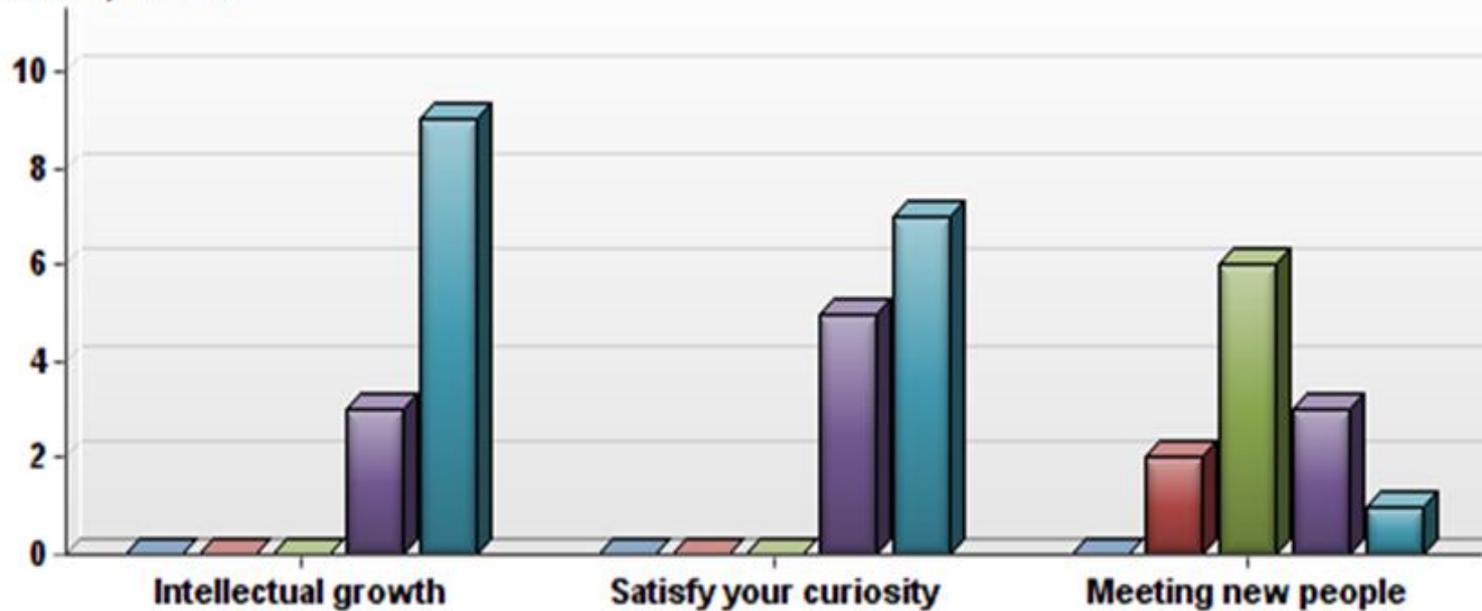
■ Not at all Important ■ Very Unimportant ■ Neither Important nor Unimportant ■ Very Important
■ Extremely Important



Assessment Survey data

3. In your opinion, how beneficial are library events like Salons?

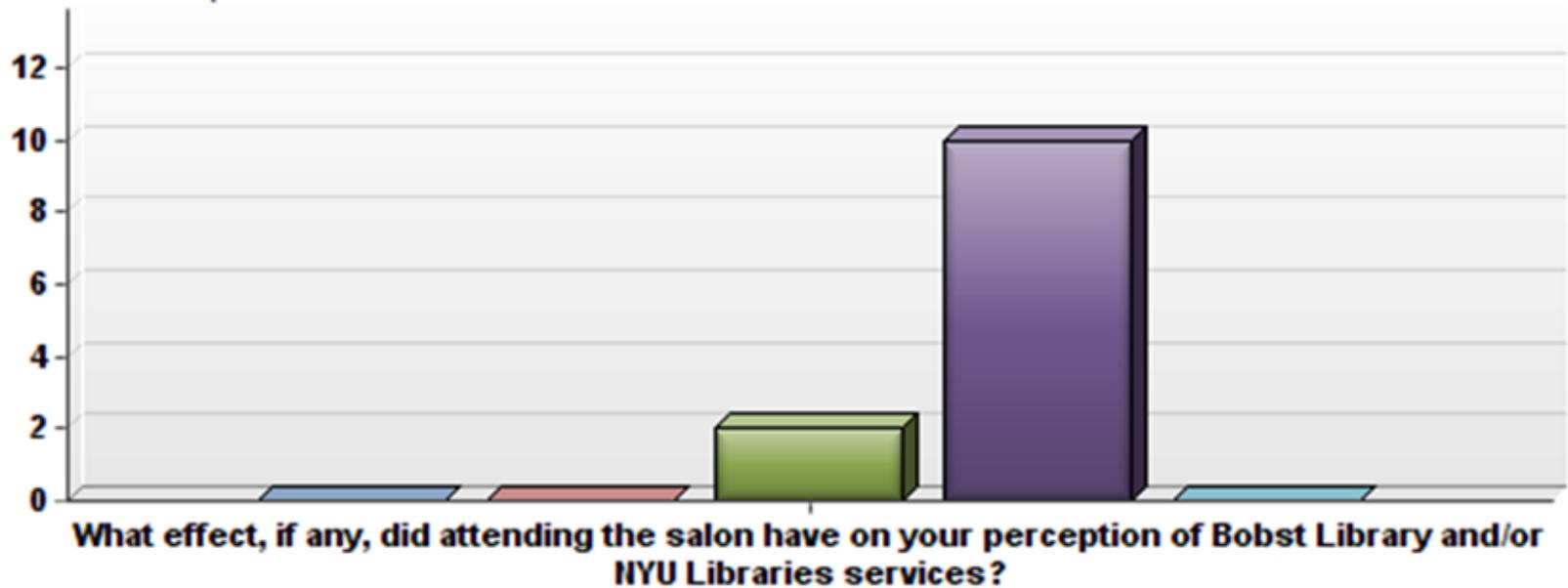
■ Not at all beneficial ■ Not Very beneficial ■ Neither beneficial nor not beneficial ■ Very beneficial
■ Extremely beneficial



Assessment Survey data

4. What did you think?

■ Far short of expectations ■ Short of expectations ■ Equals expectations ■ Exceeds expectations
■ Far exceeds expectations



Expected and Unexpected Outcomes

- ❖ Positive effect of perception of the library.
- ❖ Important for intellectual growth and curiosity.
- ❖ Important for learning something new and pursuing interesting topics.
- ❖ Refreshments not as important as we thought.
- ❖ Number of video views both on the research guide and NYU Stream.
- ❖ Volume of registrations and attendance numbers.
- ❖ Attracted the interest of bloggers outside of the institution.
- ❖ Attracted the interest of the NYU Libraries Development office.

Media Viewing Area in the Research Commons





Images courtesy of Arie Reiss

Carolyn Dimitri, “Urban Agriculture: Sowing Seeds, Sowing Money”

November 21, 2013



Images courtesy of Arie Reiss



Images courtesy of Arie Reiss

Kristen Highland, "The Bookstore in Nineteenth-Century New York City"

April 2, 2014



Images courtesy of Arieh Reiss



THANK YOU!

We hope that you will be planning your
own Salons in the near future.

Please feel free to contact us with any
questions!

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