Creativity Walkshops

Outreach through nature to reach new audiences

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#CBHL2019

Background photo of pine trees
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Road Map

Introduction

What is whole person wellness?

Outreach

Walkshop

Conclusion
Libraries are often referred to as “third space,” a community center point.

"The ‘Wellness Wheel’ is often used as a practical approach in student affairs units in higher education to develop programming that addresses a range of student learning needs."

"As libraries transition from the information commons to the learning commons model, increasingly the emphasis is on student growth and development in a holistic and integrative way."

6 Dimensions of Wellness

**EMOTIONAL**
Emotional wellness includes the degree to which one feels positive and enthusiastic about one's self and life.

**SOCIAL**
The social dimension encourages contributing to one's environment and community. It emphasizes the interdependence between others and nature.

**PHYSICAL**
Physical wellness is met through the combination of exercise and good eating habits.

**SPIRITUAL**
The spiritual dimension recognizes our search for meaning and purpose in human existence.

**INTELLECTUAL**
The intellectual dimension recognizes one's creative, stimulating mental activities.

**OCCUPATIONAL**
The occupational dimension recognizes personal satisfaction and enrichment in one's life through work.

3 Outreach Development Principles

- Mapping to Institutional Goals
- Assessment Strategies
- Activity Development
Example of Outreach Strategy

The organization wants to encourage more use of the collection and services by local master gardeners.

The library develops a two-pronged approach. First, the library offers professional development webinars during the offseason (winter) to develop diagnostic skills of master gardeners. Second, the library exhibits and partners at local events and plant sales.

Assessments: attendance & survey
Nature-Based Outreach

UMN Examples

**Stressbusters**
Helping students to take a mental break during finals.
- Aromatherapy
- Planting seedlings
- Animal-therapy teams

**Nature 30x30**
A month of nature-based activities to encourage people to get outside 30 min a day. Host site for artist-led activities.

**Workshops**
Nature printing workshops to encourage students and staff to look at nature in a new way.

**Walkshops**
A nature activity followed by writing or discussion.
- Foraging tour of campus
- Leaf printed candles

Background photo is of trees during the fall.

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WALKSHOP

Each one is designed to help you engage with your surroundings and to boost your creative confidence. This is your invitation to unplug, slow down and spark ideas.

-Urban Curiosity
EKPHRASIS

“Ekphrasis, or ecphrasis, comes from the Greek for the description of a work of art produced as a rhetorical exercise, often used in the adjectival form ekphrastic. It is a vivid, often dramatic, verbal description of a visual work of art, either real or imagined. In ancient times, it referred to a description of any thing, person, or experience.”
YOUR TURN

<table>
<thead>
<tr>
<th>NATURE IMAGE</th>
<th>LOOK &amp; THINK</th>
<th>WRITE</th>
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| Find a photo on your phone from DBG or another natural setting, or imagine a spot from the garden tour. | • How does the scene make you feel?  
• What does it remind you of?  
• What would that plant say?  
• How has and will that plant adapt to climate change? | Your first draft with no editing or reading through. It doesn't have to make sense. You won’t have to show it to anyone. |

Ekphrasis: Writing about art. [https://www.erindorney.com/zines/](https://www.erindorney.com/zines/)
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WORKS CITED


Nature Heals 30x30 https://umnnatureheals30x30.wordpress.com/


Wings, Worms, and Wonder, https://www.wingswormsandwonder.com

FURTHER READING


Programming Librarian http://www.programminglibrarian.org/

Library Marketing and Outreach Interest Group https://www.facebook.com/groups/acrl.lmao/

Urban Curiosity Walkshops https://urbancuriosity.co.uk