According to collected data our main collection circulation corresponds closely to demographic data. 46% of our student population are enrolled in the School of Agriculture and Natural Resources and call numbers associated with programs offered in the School of Agriculture and Natural Resources account for 49% of all loans from our main collection.

Gimlet statistics show a surprisingly low usage of reference services for questions about agriculture. Based upon usage of other services, the library can effect the greatest impact by improving reference outreach to students of the School of Agriculture and Natural Resources.
This presentation will explore creative solutions for providing outreach to students in agriculture programs at SUNY Cobleskill. Through observation it became clear that students in our School of Agriculture were not using the library as often as their peers in the School of Business and Liberal Arts & Sciences. Therefore, to best serve this large demographic at SUNY Cobleskill, we needed to revamp our current practices and find ways to attract this base of library users. Commensurate with this endeavour we focused on five specific areas: information literacy, reference, collections/acquisitions, learning objects, and onsite services. These practices all involve meeting the students on their own “turf,” such as: program specific LibGuides, reference services in the agricultural building, highlighting tailored collections, and working with faculty to incorporate agriculture specific information literacy into their pedagogy.
Library Instruction Sessions:
Out of fifty-six one-shot library instruction sessions conducted during the 2013-2014 academic year, only fourteen of them were in courses related to the School of Agriculture and Natural Resources. The courses that were taught, largely came from faculty request and involved both designing research assignments and pairing them with instruction sessions.

LibGuides:
In January of 2014 we acquired the LibGuides platform and began offering both general and course specific library guides to students. Two of our top five most popular guides were from courses related to Agriculture and Natural Resources, AGRN 355 (Agricultural Chemicals) and CHEM 216x (Water Quality), accounting for 406 and 318 views each.

On-Site Services
Based upon all of the data collected, it would seem that outreach to the School of Agriculture and Natural Resources needs to move to the Agriculture building. Campus geography places that greatest possible distance between the two buildings hampering student access to librarians. We have developed the following ideas to address this concern:

• We suggest providing office hours and/or roving reference services in the Agriculture building on a regular basis to help busy students with reference questions and increase librarian presence to the SUNY Cobleskill agriculture community.
• One idea is to offer a small library of relevant texts within the Agriculture building for on-site use. At the same time, we should promote our digital collections of agriculture materials and access to mobile reference help to the Agriculture students and faculty.
• Our numbers and observations indicate that reaching out to faculty in the School of Agriculture and Natural Resources to offer assignment design help and information literacy classes specifically tailored to the needs of the Ag program may result in increased requests for library instruction sessions. Our initial offering of library guides were very well utilized by our Agriculture students and additional offerings of this kind would help expand our research support in this area.