QR Codes: Engaging Students and Bridging Gaps at Texas Woman’s University Libraries

Greg Hardin
Reference Librarian
Texas Woman’s University Libraries
Denton, Texas
Computers In Libraries - March 21, 2012
Background

TEXAS WOMAN’S UNIVERSITY LIBRARIES
Denton, Texas

- population 113,383 (2010 census)
- Dallas and Fort Worth - 40 miles south
- home to two universities, University of North Texas and Texas Woman’s University - 48,000 students combined
Texas Woman’s University

- public, Doctoral/Research University founded in 1901
- nation’s largest university primarily for women
- Denton, Dallas and Houston
- notable programs: nursing, education, allied health (OT/PT), women’s studies, library science, and dance
- ten consecutive years of growth with current enrollment of 14,718
- nearly 60% are first-generation college students and over 45% considered ethnic minority students
TWU Libraries

- 49 total staff / 21 professional staff
- print volumes - 686,056
- ebooks - 46,164
- databases - 177
QR Codes at

TEXAS WOMAN’S UNIVERSITY LIBRARIES
"Every truth has four corners: as a teacher I give you one corner, and it is for you to find the other three."

~ Confucius
INFORM
QR Codes

LESSONS LEARNED AND TIPS
- concerted
- communicate
- cultivate
- collect
QR Codes

LOOKING AHEAD
AND CONCLUSIONS
- subject guides (contact)
- electronic journal holdings (communicate)
- scavenger hunt (inform)
- physical tour (market)
• “It’s not that we need new ideas, but we need to stop having old ideas.”
- Edwin Land
THANK YOU

GREG HARDIN
@ghardin