In addition to drawing in new user populations, library outreach activities can function as exercises in mindful team building and community development within the library organization. We, members of the Learning and Outreach unit at Texas A&M University Libraries, illustrate how we developed programmatic outreach activities centered upon a unified theme, “happy starts at the library.” We used outreach events and projects to contribute to our in-house community building. Our activities including the making of an orientation YouTube video, participating in student orientation camps, and hosting a 6,000+ attendee open house event, among other things. These outreach elements were not only external programming aimed at students and faculty, but they offered an opportunity to grow our internal community of outreach stakeholders within a large university library system with five locations. Event statistics show library users responded positively to the “happy” theme, with record attendance at events. Internal assessment data also indicates library stakeholders now feel a deeper connection to library outreach programming and have a strong desire to continue participating in future events.

We used two key processes to build an internal outreach community: 
- creating affective impact 
- and cultivating a participatory culture

Through our carefully selected, unified theme “happy,” we created excitement about the libraries. Focusing on how the libraries make users happy generated internal pride, which in turn boosted excitement about outreach events. These outreach elements were not only external programming aimed at students and faculty, but they offered an opportunity to grow our internal community of outreach stakeholders within a large university library system with five locations. Event statistics show library users responded positively to the “happy” theme, with record attendance at events. Internal assessment data also indicates library stakeholders now feel a deeper connection to library outreach programming and have a strong desire to continue participating in future events. Additionally, because the theme advertised a general affective emotion, libraries with different stakeholders can use the same theme.

We used two key processes to build an internal outreach community:

- Creating Affective Impact
  - Librarians and staff felt included in the library culture.
  - Librarians and staff felt excited to participate in the final event.
  - Librarians and staff felt appreciated and valued.

- Cultivating a Participatory Culture
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