
PROMOTION DOESN'T END WHEN
YOUR EVENT IS OVER:
THE VALUE OF POST PROMOTING
YOUR OUTREACH

PRESENTED BY:

JESSICA KIEBLER

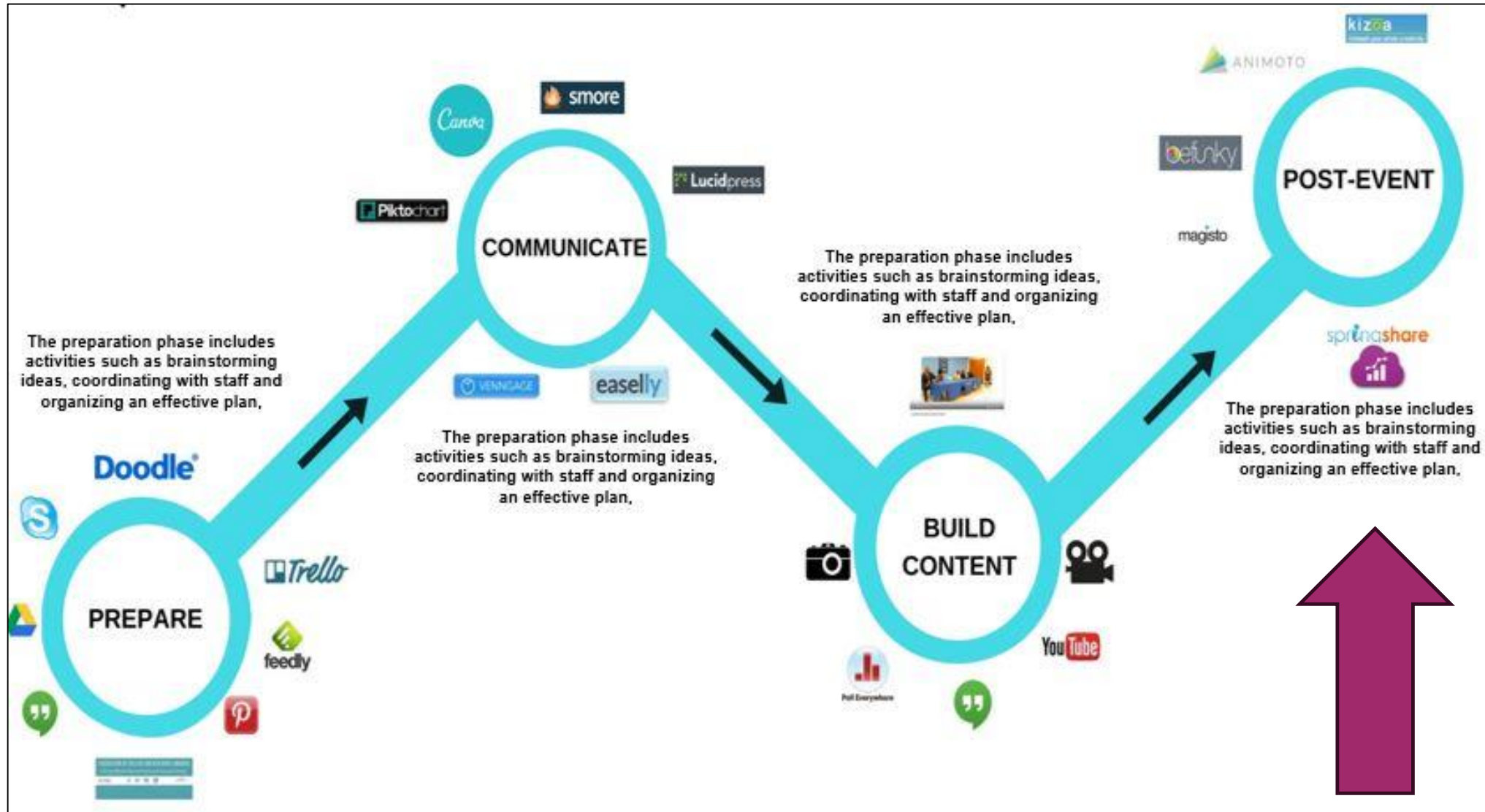
BONNIE LAFAZAN



Build Your Own Technology Toolkit: Create Awesome Outreach that Energizes Your Campus Community



OUTREACH WORKFLOW



Marketing vs. Outreach

MARKETING:

The plan you have to utilize all of the opportunities and tools below

Services Marketing



SERVICES

- Liaison relationships
- Embedded librarians
- Research assistance
- Virtual & in-person

Outreach



ADVERTISING

- Emails/Print
- Social media
- Blogs/Websites
- Videos



PROMOTIONS

- Activities
- Programs
- Events
- Displays

ADVERTISING VS. PROMOTION



ADVERTISING

“the action of calling something to the attention of the public especially by paid announcements”



PROMOTION

“the act of furthering the growth or development of something; especially: the furtherance of the acceptance and sale of merchandise through advertising, publicity, or discounting”

WHAT IS POST-PROMOTION?

Use of content or assessment data from an outreach activity to connect with users and increase awareness of the library **after** the activity/event is over

WHY IS POST-PROMOTION VALUABLE?

Extends the
reach
of

your message



WHY IS POST-PROMOTION VALUABLE?

Audience can experience
the event even if they
couldn't attend

WHY IS POST-PROMOTION VALUABLE?

Provides artifacts
and data to use to
show value to
stakeholders



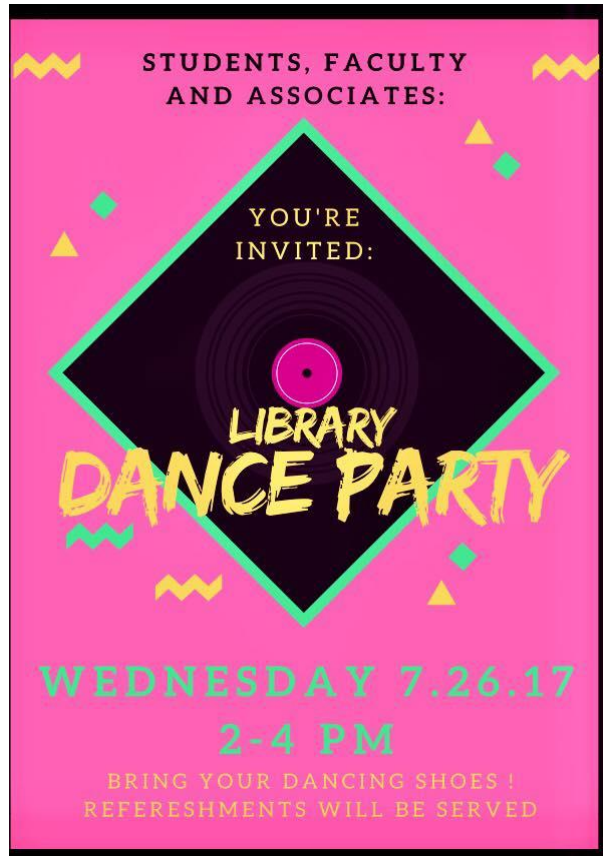


WHY IS POST-PROMOTION VALUABLE?

Is a valuable strategy for solo librarians or libraries with communications or marketing departments

EXAMPLE: DANCE PARTY @ THE LIBRARY!

Pre-Event Advertising:



Post-Event Promotion:



WHY IS POST-PROMOTION VALUABLE?

Post-promotion can be just as valuable as the outreach itself!

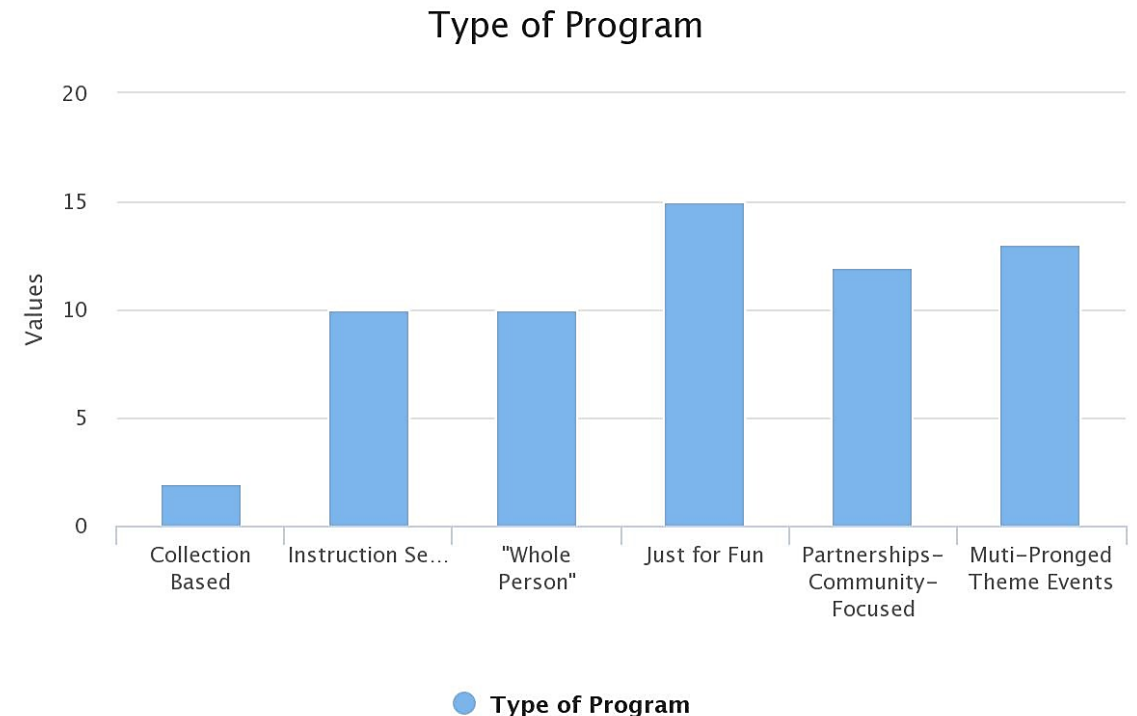


TWO STRATEGIES TO DEMONSTRATE VALUE VIA POST-PROMOTION

(1) USE CONTENT FROM THE OUTREACH ACTIVITY



(2) USE ASSESSMENT DATA



STRATEGY ONE: USING CONTENT IN MEANINGFUL WAYS

Recording “artifacts” throughout the event



Created by Adrian Orsag
from Noun Project

Photos



Created by LORIS
from Noun Project

Video



Created by Kirsh
from Noun Project

Comments



What should be improved: popular books/movies		
Time Prep: 600 minutes		
Favorite Part of Emoji Event	Change of Event	Future Library Events
Challenge	N/A	Microwave in student lounge
Multiple Choice	N/A	Game Event
It's very tricky	more common books /popular movies	Dance off or Karaoke
Was cute/fun and interactive	N/A	More small fun events like this
Unique	N/A	More interactive event
It was different and interactive	N/A	Fashion events

STRATEGY ONE: USING CONTENT IN MEANINGFUL WAYS

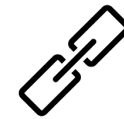


Video Slideshow

Created by iCons
from Noun Project



National Library Week



Link to Recorded Event

Created by Mello
from Noun Project

The event was held in the Woodland Park Community Room, and was livestreamed online. Screenings took place at each Berkeley College campus.



- [Berkeley College Online Book Club with Jane Schwartzberg](#)
- [Naked Jane Bares All](#)

STRATEGY ONE: USING CONTENT IN MEANINGFUL WAYS



External Social Media

 Berkeley College - Middlesex added 2 new photos. Published by Bonnie Cohen Lafazan [?] · July 26, 2017 ·

Yes, this happened today. 1st ever #LibraryDanceParty [Berkeley College - Middlesex](#) Thanks everyone for coming out today!



y= Internal Social Media

Message in the All Company Group

< [Back to Search](#)

[Mark as unread](#)

[Stop Following in Inbox](#)

 All Company



Bonnie Lafazan – July 26, 2017 at 10:06pm

This happened in the Woodbridge Campus Library Today #librarydanceparty #endofsemesterstressrelief



STRATEGY ONE: USING CONTENT IN MEANINGFUL WAYS

Post-Promotion Opportunities



Newsletters/ Press Releases

LIBNEWS

Information Literacy Month 2016

On October 1, 2009, the President of the United States proclaimed that every October be recognized as National Information Literacy Month. In today's digital world, we are inundated with vast amounts of information and the Proclamation encourages educational and community institutions to help Americans to access and critically evaluate information to improve their health, their environment, their education and workplace performance.

In order to support this lifelong learning skill, Berkeley College librarians have developed and presented programs and webinars throughout Berkeley campuses each October. Some of the past workshops include topics such as understanding your digital footprint, building & protecting your Creative Portfolio and tips to effectively evaluate Internet resources. This year was no exception. Librarians at each campus presented on topics ranging from information overload to sources beyond what's accessible on Google.



Laurie McFadden, Library Director & Amanda Piekart, Information Literacy Instructional Designer, present "Information Overload: Decluttering Your Digital Life" to over 50 students on November 9th on the Woodland Park Campus. (ABOVE)

Bonnie Lafazan, Library Director, presents "Information Overload: Decluttering Your Digital Life" to students at the Woodbridge Campus. (BELOW)



The Online Library created a new eLearning game, "The Berkeley Web: Information at your Fingertips!" This game was designed to familiarize students with the various types of information on the Berkeley website, Library website, and Blackboard. All answers can be found in the Library FAQs. (BELOW)



Digital Displays

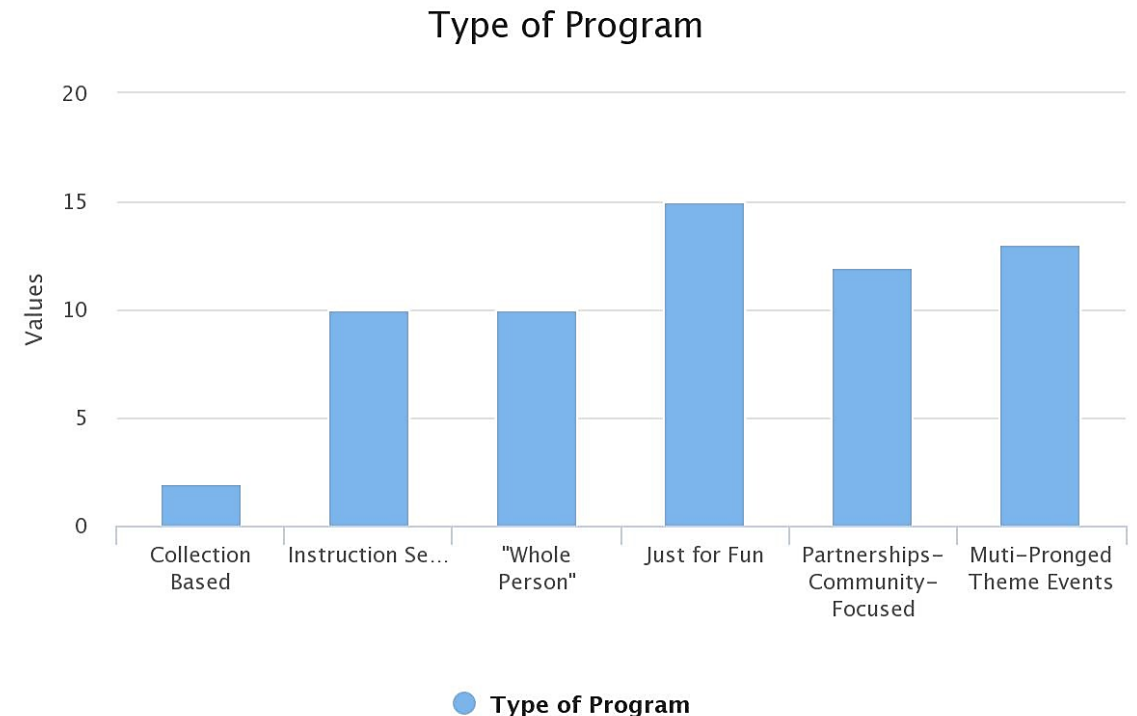


TWO STRATEGIES TO DEMONSTRATE VALUE VIA POST-PROMOTION

~~(1) USE CONTENT FROM THE
OUTREACH ACTIVITY~~



(2) USE ASSESSMENT DATA



STRATEGY TWO: UTILIZING ASSESSMENT DATA

Collection of Data from Outreach



LibInsights

Preparing for Program

Type of Program *

- ☐ Collection Based
- ☐ Instruction Services (excluding in-class instruction)
- ☐ "Whole Person"
- ☐ Just for Fun
- ☐ Partnerships-Community-Focused
- ☐ Multi-Pronged Theme Events

Program Title *

Describe your Program *

Goal of Program *

Institutional Goal alignment *

- ☐ Accessibility & Affordability
- ☐ Employment Outcomes
- ☐ Identity and Reputation
- ☐ Innovation & Competitiveness
- ☐ Retention & Graduation

Target Audience *

- ☐ Students
- ☐ Associates
- ☐ Faculty
- ☐ Librarians
- ☐ External Community

Program

Date of Program *

Location of Program *

- ☐ Brooklyn
- ☐ Dover
- ☐ Newark
- ☐ NYC-41st
- ☐ NYC-43rd
- ☐ Online
- ☐ Paramus
- ☐ Woodbridge
- ☐ Woodland Park
- ☐ White Plains
- ☐ External Location

of Attendees *

Class Support *

Direct Measure *

Indirect Measure *

Post Program

Was the Goal Met? *

Collected Documents from Direct Measures *

Program Value *

Other Comments *



Tracking Documents

Created by Trevor Douza from Noun Project

DATES	OUTREACH NAME & DESCRIPTION	COUNTS/ PARTICIPATION	COMMENTS
5/4/2017 – 5/26/2017	Star Wars "May the 4 th " Research Flyer	As of 5/26 – 4 strips taken	
5/1/2017 – 5/31/2017	Mother's Day Display	As of 5/31 – 2 items checked out	
5/1/2017 – 5/31/2017	Student Success Display	As of 5/31 – 2 items checked out	
6/2/2017 – 6/30/2017	<u>AudioBook</u> Display	As of 6/30 – 4 items checked out	
6/2/2017 - 6/30/2017	Effective Communication Display	As of 6/30 – 2 items checked out	
6/2/2017 - 6/30/2017	PRIDE Month Display	As of 6/30 – 1 items checked out	

STRATEGY TWO: UTILIZING ASSESSMENT DATA

Collection of Data from Outreach



Surveys & Forms

Online Book Club Assessment

Please rate this statement:	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	N/A
I felt engaged in the Live Author event				✓		
Please rate this statement:	Not Important	Somewhat Unimportant	Neither	Somewhat Important	Very Important	N/A
The Online Book Club live author event was <i>important in helping me understand how best to support someone going through a life-altering event</i>					✓	

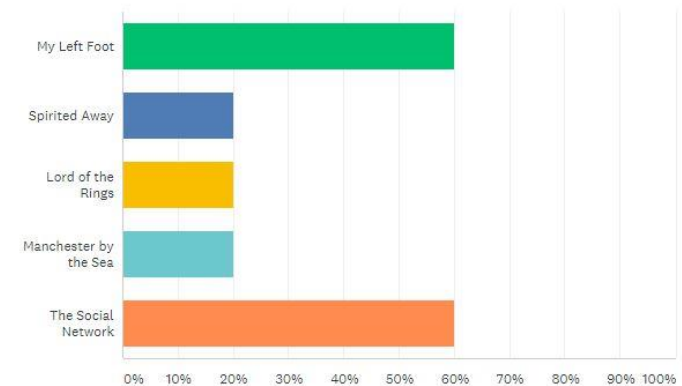
Q1

Which of these films we should watch/discuss next?

Answered: 5 Skipped: 0

Customize

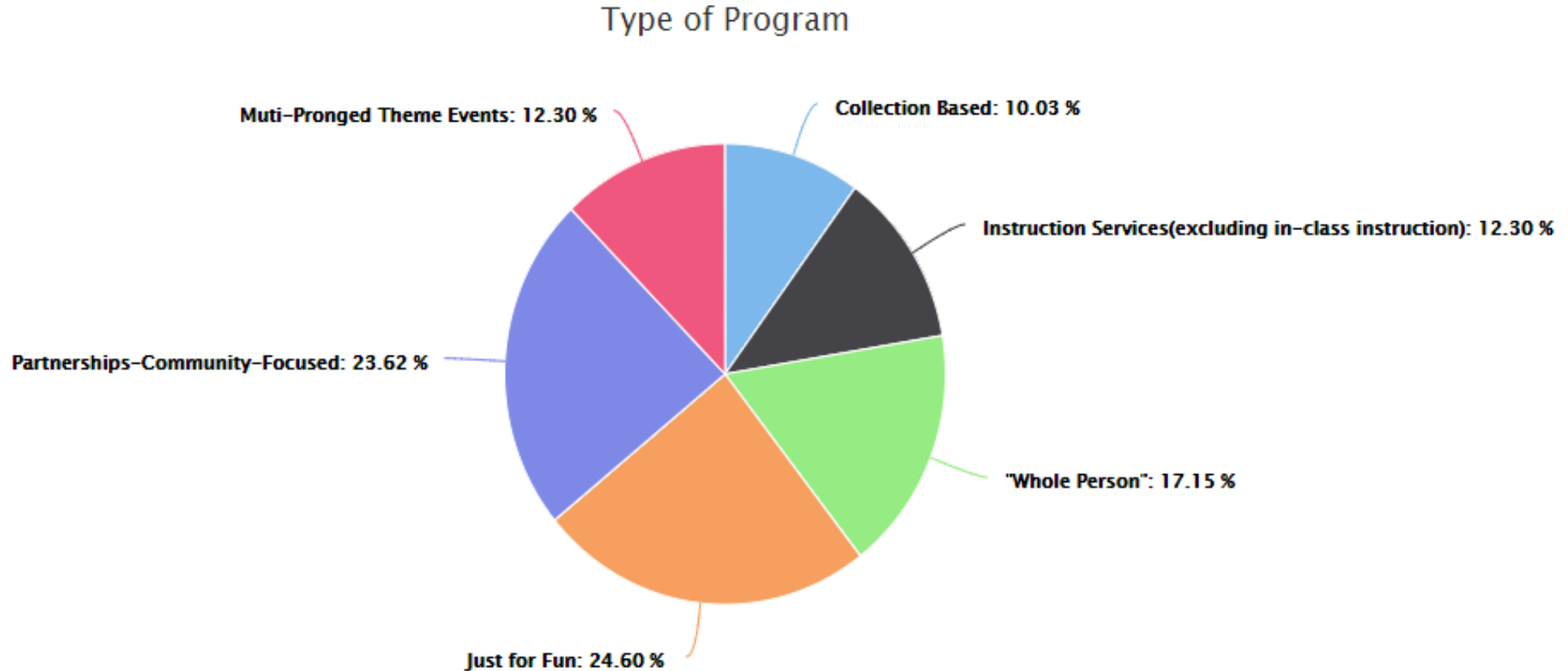
Export ▼



ANSWER CHOICES	RESPONSES
My Left Foot	60.00% 3
Spirited Away	20.00% 1
Lord of the Rings	20.00% 1
Manchester by the Sea	20.00% 1
The Social Network	60.00% 3
Total Respondents: 5	

STRATEGY TWO: UTILIZING ASSESSMENT DATA

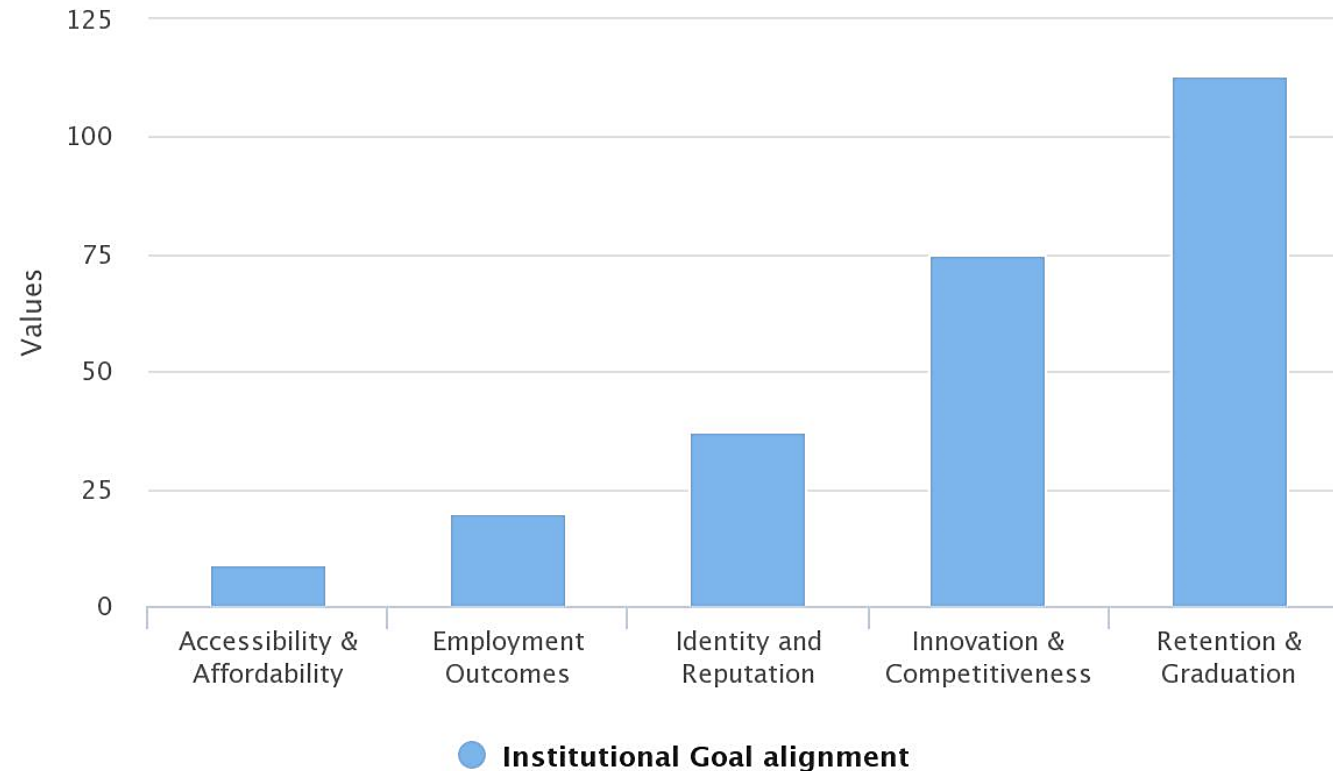
Demonstrate the library achieving its goals



STRATEGY TWO: UTILIZING ASSESSMENT DATA

Demonstrate the library achieving its goals

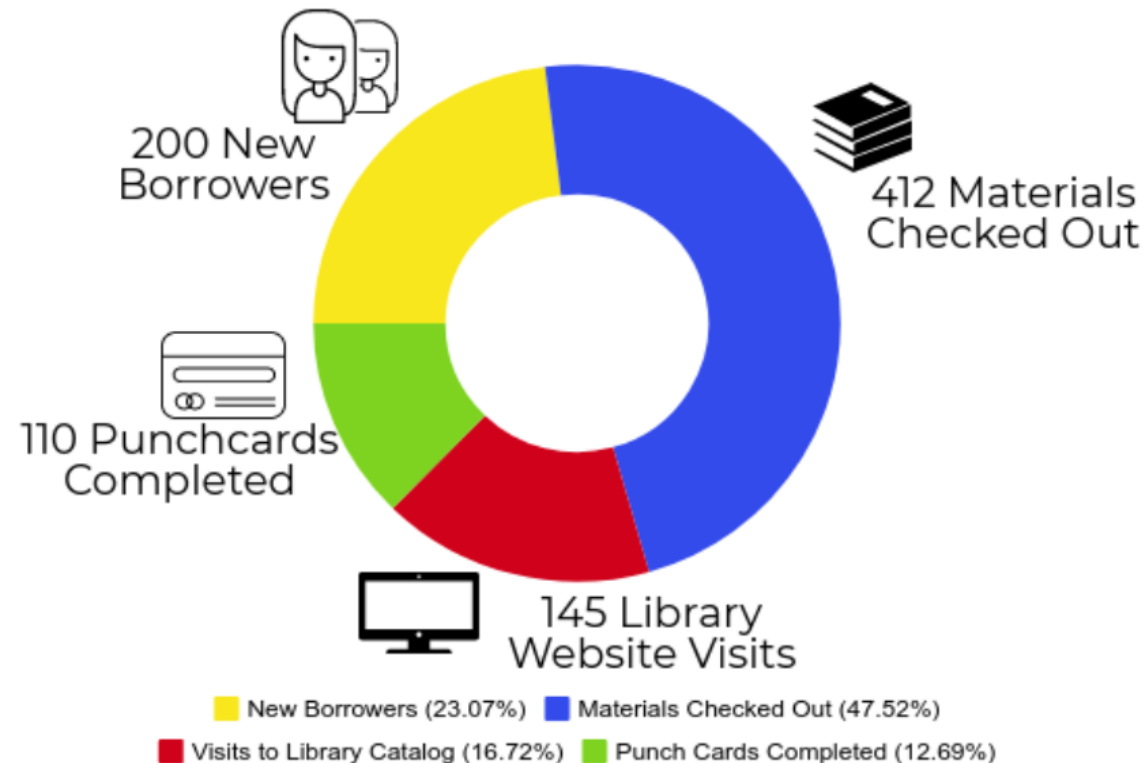
Institutional Goal alignment



STRATEGY TWO: UTILIZING ASSESSMENT DATA



Share data on the value of the library

Winter 2016: First 2 Weeks of Semester



STRATEGY TWO: UTILIZING ASSESSMENT DATA

Potential opportunities to collect and use assessment data



[Berkeley College Library](#) / [LibGuides v.2](#) / [DocuDiscussions](#) / [Spring 2016](#)


DocuDiscussions


Every Semester, learn about something new! Watch a documentary or series of videos, engage in a discussion with your fellow students, and find out where to learn more.

[Home](#)
[Summer 2015](#)
[Fall 2015](#)
[Spring 2016](#)

Video Feature: "Generation Like"

Want to watch the full program from Frontline? Click the image below!





Generation Like (FULL VIDEO) (36:37) **6,118** VIEWS






Recent URL: <https://open.library.berkeley.org/50/login?url=http://host.arkbase.com/PortalPlayData.aspx?urlID=237443&urlID=55892>

Highlight

Generation Like
36:37 18 segments © 2014 FRONTLINE

[Show Segments](#) [Show Transcript](#)

[Play Full Title](#) [Continuous Play](#)

-  **Changing Media**
Evolutionary
Segment 1 of 18
-  **Social Currency**
Segment 2 of 18
-  **Direct Link to Brands**
Segment 3 of 18
-  **Sharing Pop Culture**
Obsession
Segment 4 of 18
-  **Transformation in Consumer Communication**
Segment 5 of 18



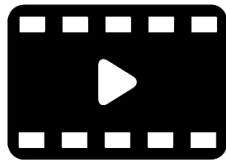
PROMOTION DOESN'T END WHEN YOUR EVENT IS OVER

Make post-promotion a regular part of your outreach workflow!

(1) USE CONTENT FROM THE OUTREACH ACTIVITY



Created by Adrien Coquet
from Noun Project



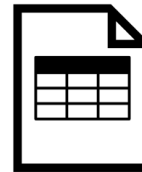
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