

# Marketing and Outreach Program Showcase

2019 VALE/ACRL-NJ/NJLA CUS Users' Conference  
January 4, 2019

# Gary Marks

Reference & Outreach Librarian  
William Paterson University

# National Library Week at Cheng Library (WPUNJ)

## National Library Week Events & Activities

A week long campaign to promote the library, library resources, spaces, and services.

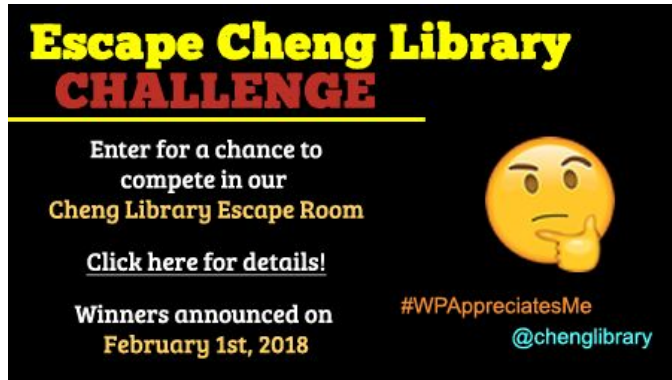
April 8-13 The Social Media Team used our SM platforms to highlight Library events, activities, and notable achievements throughout the week. We also used University Announcements, Pioneer Life, and internal Library monitors to promote activities.

- NLW Slides- Created media image for every day of NLW
  - Slides were featured on website, in-house monitors, and Social Media daily
  - Table tent versions were also distributed throughout the Library
- Self-Check Out Selfie Station Used a decorated full-size mirror as a selfie-station
- “I love the Library Because...” bubbles at the library service desks
- Hosted Special Events- Model UN Workshop & University Authors Reception

[NLW Images Link](#)

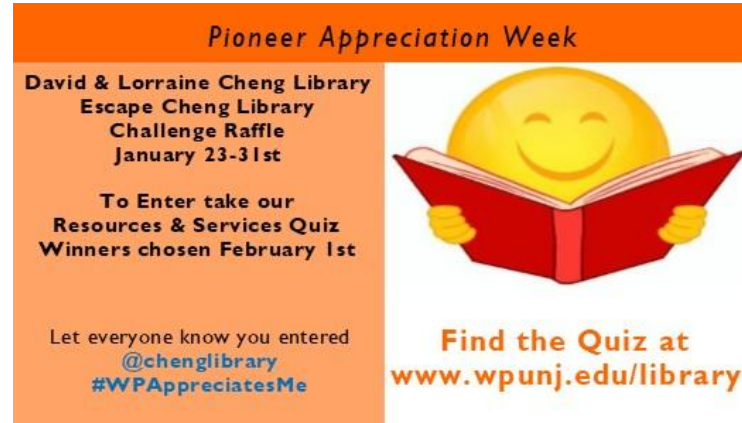


# Pioneer Appreciation Week (Cheng Library)



Prior to 2018 Library never participated  
Had a \$0 budget  
Developed Information Literacy Quiz  
Quiz takers entered into Escape Room  
Raffle (3 winners)

Campus Wide Emoji Theme  
Locations on campus do giveaways open houses,  
games, etc.



Created business cards (above) with QR code on  
back linked to the online quiz. Distributed at campus  
events, and at library service desks.

# Hilary Westgate

Reference, Instruction, and Outreach Librarian  
Ramapo College

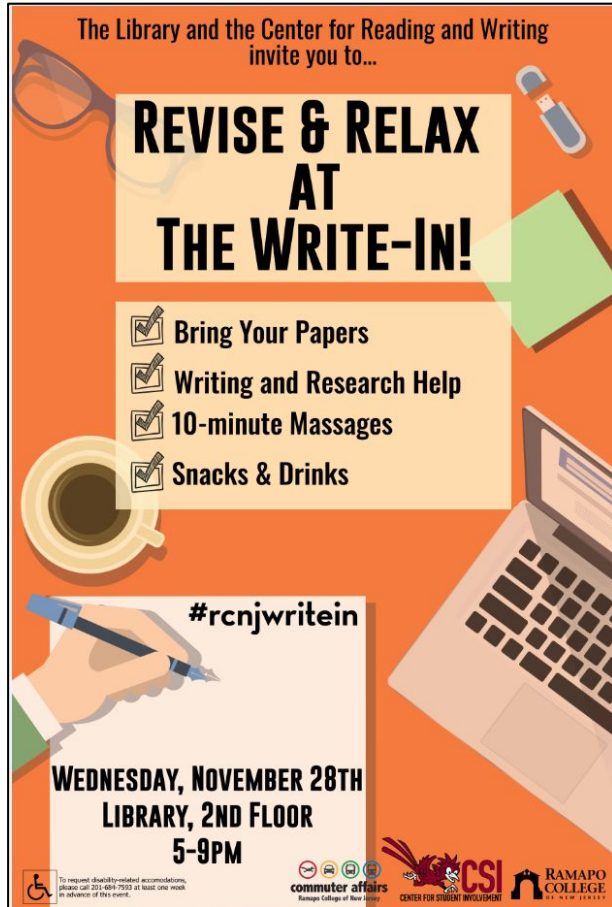
# International Write-In at Ramapo College

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- Collaboration with the Center for Reading and Writing at Ramapo
- 3rd Annual Write-In on Nov. 28th, 2018 -- **'Revise & Relax'**
- Partnered with Center for Student Involvement and Commuter Affairs
- Posters created by the CSI Design office
- Ramapo News feature each year and Ramapo College social media



# International Write-In at Ramapo College



- National and international event, organized by Swarthmore College and connected on social media -- **#IntlWriteIn** or **#IntlWriteIn18**
- Meant to “alleviate the isolation of writing alone and help foster a campus writing community” -- Swarthmore College, 2018 (<https://www.swarthmore.edu/writing/hosting-a-write-faq>)
- Provide a comfortable space, additional writing consultants/tutors, professional staff and research help, snacks, refreshments, and other stress-reducing offerings

# International Write-In at Ramapo College

- Promote in campus emails and on social media
- Attendance varies between 60-100 students
- Faculty offered extra credit or counted as mandatory CRW visit
- Students signed in and learned about event

## Financial:

- Library purchased snacks (granola bars, muffins, etc.)
- Commuter Affairs purchased coffee & hot chocolate
- CRW purchased bagels & custom fortune cookies
- with writing tips inside
- Center for Student Involvement paid for massage therapists
- FREE: Coloring pages for a nonprofit, "Writing Wall," games

2nd Annual  
**International  
Write-In**

Stop procrastinating and get your papers done!  
Writing consultants and librarians will be there to help.

Bring your friends!

Stress Busters


Free Snacks


Free Drinks

#RCNWriteIn  
#inlwritein

Monday, December 4th, 7pm-10pm  
in the George T. Potter Library

Sponsored by The Center for Reading and Writing,  
The George T. Potter Library, and Commuter Affairs

 To request disability-related accommodations,  
please call 201-686-2023 at least one week  
in advance of this event.

 RAMAPO  
COLLEGE  
OF NEW JERSEY

# International Write-In at Ramapo College

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# Kim Reamer

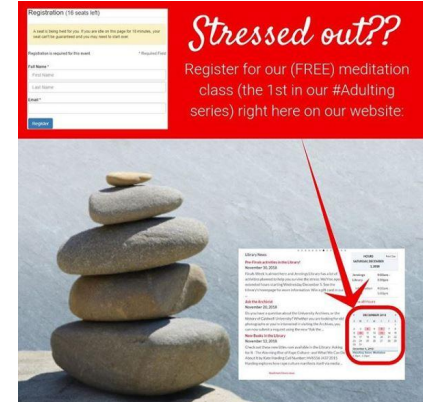
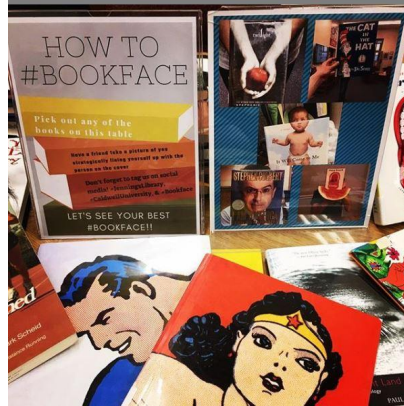
Reference Services & Archives Librarian  
Caldwell University

# Social Media at the Jennings Library

- Increase our social media presence and promote the Library and its activities
- Most used: Instagram, Facebook, Twitter
- Snapchat, Pinterest

## Some trends we've noticed:

- Instagram is most popular with our undergraduate students
- Facebook and Twitter don't get much engagement
- Posts with people in them do well



# Social Media Initiatives

Some of our recent initiatives in 2018:

## Contests

- Book Madness (March)
- Bookface workshop (April)
- Constitution Day Scavenger Hunt (September)
- Ugly X-Mas Sweater Contest (December)
- Cookies for finals (December)

## Promoting events & the Library

- Citation workshops
- Monthly game night
- De-stress events for finals (massages!)
- #Adulting series workshops
- Meet your Librarian



# Throwback Thursday (#tbt)

- Post an archival image on social media every Thursday
- Tie campus history into what's happening on campus, the time of year, etc.
- They are usually quite popular



# Follow us!

**Instagram:** @caldwelluniversitylibrary

**Facebook:** @jenningslibrary (Caldwell University Library)

**Twitter:** @CaldwellULib

**Snapchat:** culibrary

**Pinterest:** Jennings Library

# Denise O'Shea

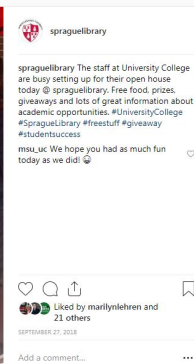
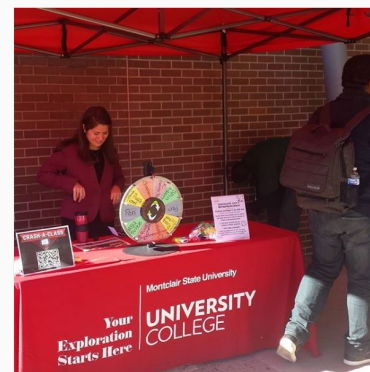
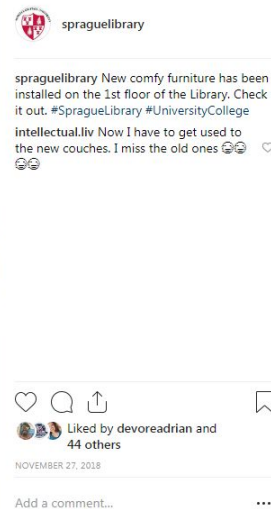
Head of Access Services and Systems  
Montclair State University

# @spraguelibrary on Instagram

In Fall '18 we launched our Instagram account. Our posts are used to promote:

- New books
- Library workshops, programs and exhibits
- Building improvements, and more...

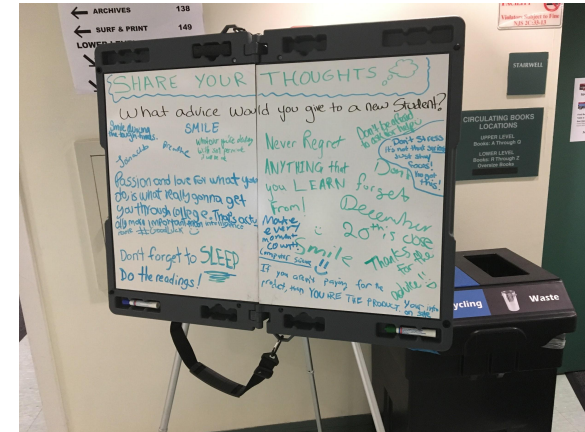
Our “insta” account complements our Library’s Facebook and Twitter accounts. It also keeps us connected to what is happening on campus.



# Partnership with Health Promotion

Several years ago we started a partnership with the Office of MSU Health Promotion to bring therapy dogs to the Library. This relationship has grown and the focus is on wellness activities for our students:

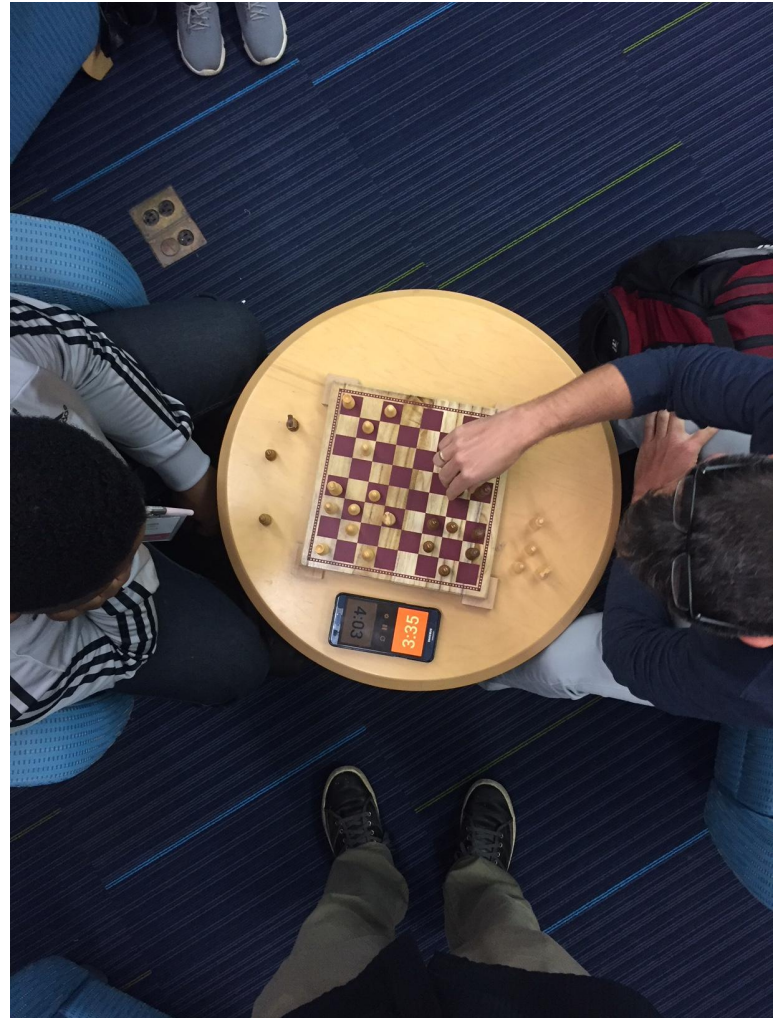
- Puzzles
- Legos
- Coloring Station
- Health Information
- Stretch Stations
- Quiet lounge during Finals
- Healthy Snacks



# Chess Night

Held Wednesday evenings and run by our newest Senior Library Assistant:

- Low cost, easy to setup and manage
- New and experienced players welcome
- 137 participants during Fall '18
- Boards are also available for loan



# Let's Talk

A collaboration with Counseling and Psychological Services:

- Weekly informal, drop-in, one-on-one counseling sessions
- Confidential
- Great way for students for explore counseling and find out what it's like to talk with a counselor



# Red Hawk Day of Thanks

During Spring '18, the Library participated for the first time in the annual Red Hawk Day of Thanks:

- Partnership with the Office of Alumni Relations
- Educate students about philanthropy



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## Red Hawk Day of Thanks

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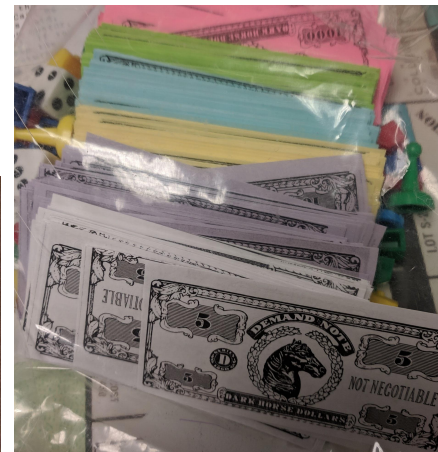
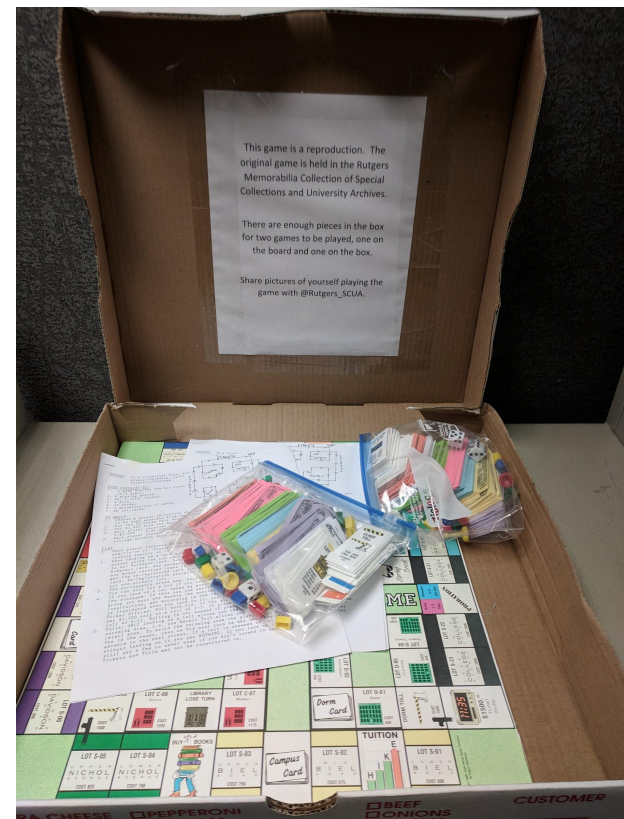
**They Give. You Gain. We Thank.**

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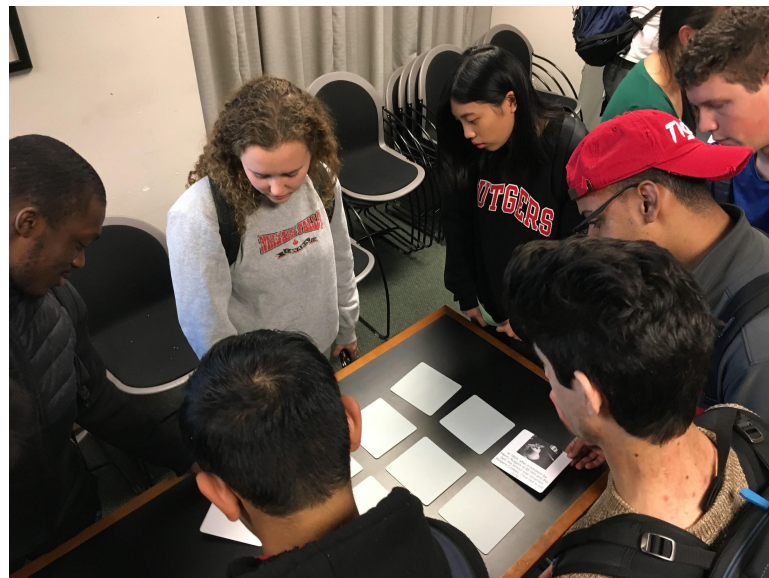
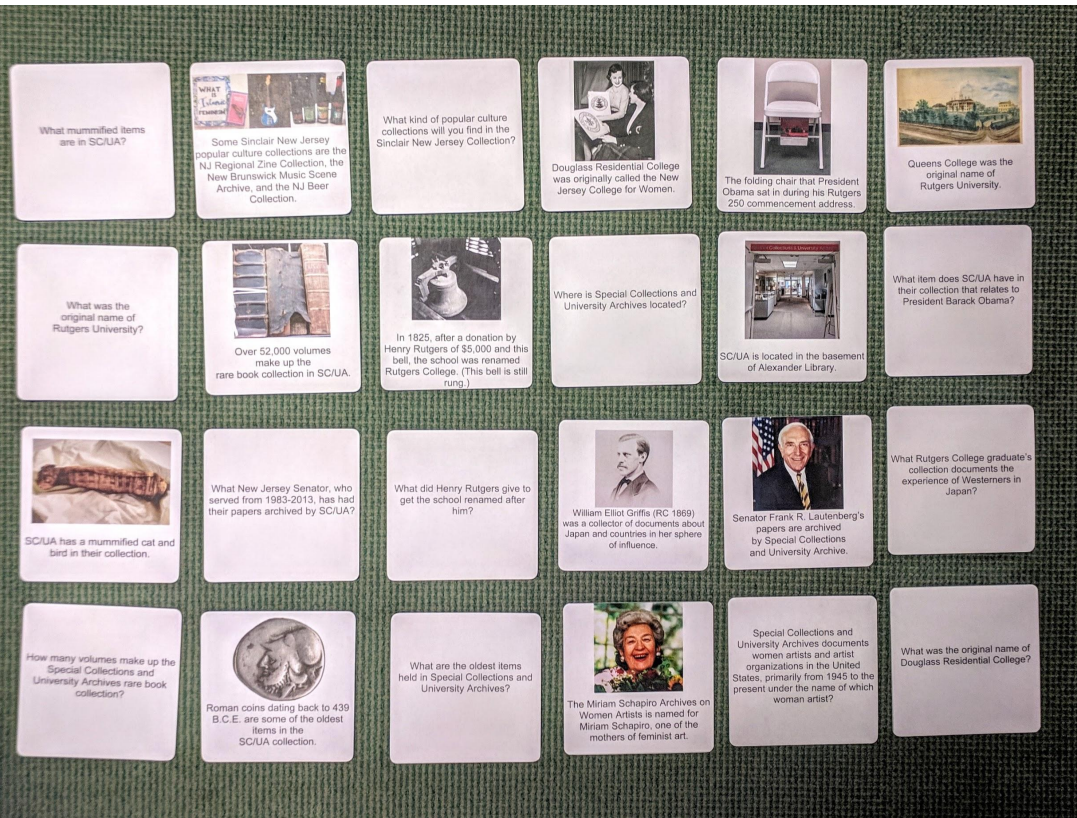
# Tara Maharjan

Processing Archivist, Special Collections and  
University Archives  
Rutgers University

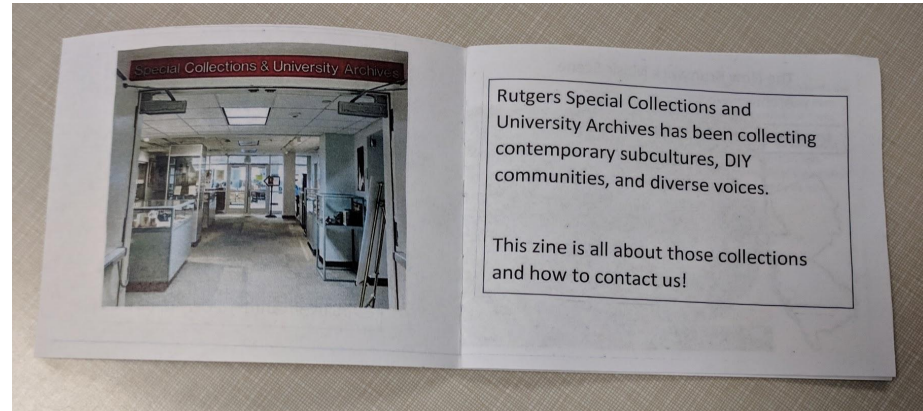
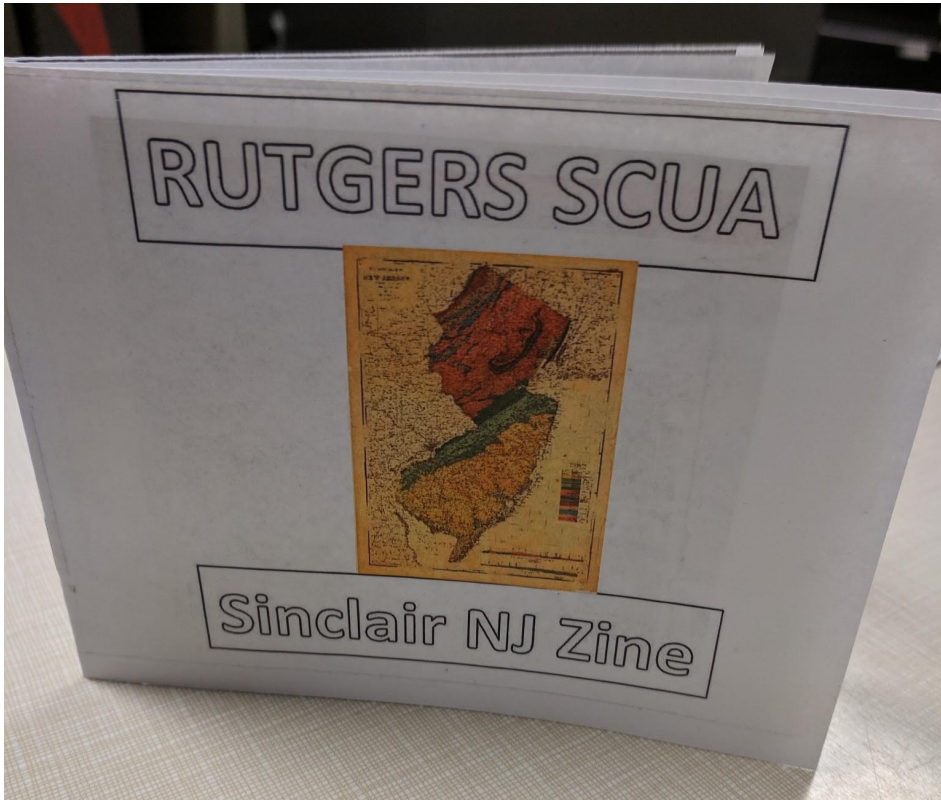
# Recreated College The Game



# Archives Memory Game



# Sinclair New Jersey Zine



# SC/UA Themed Buttons



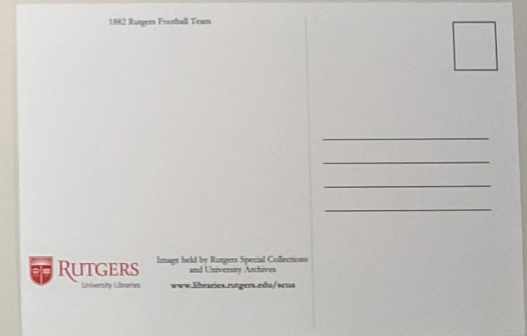
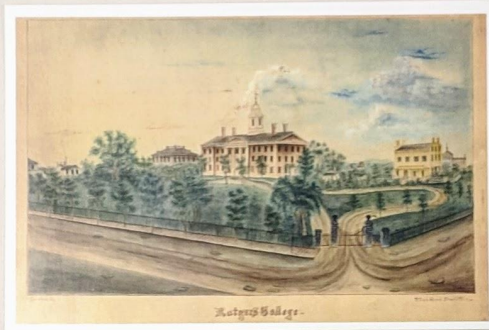
# Postcards for Welcome Days

W  
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D  
A  
Y  
S



## FREE POSTCARDS!

- 1) Write a postcard to anyone.
- 2) Address the postcard.
- 3) Leave the postcard in the box and we will mail it for you!



# SC/UA and Social Media



rutgers\_scua

rutgers\_scua Rutgers University Special Collections and University Archives Instagram: Launching September 1.

#Rutgers #RutgersLibraries #RutgersSCUA  
#SpecialCollections #UniversityArchives  
#RareBooks #ExploreArchives  
#librariesofinstagram #archivesofinstagram



22 likes

AUGUST 17, 2015

Add a comment...



# @Rutgers\_SCUA: Social Media and Archives

## An Exhibit



rutgers\_scua

Rutgers University Special Collections and ...

rutgers\_scua We are excited to announce the opening of our next exhibit in Gallery '50, @Rutgers\_SCUA: Social Media and Archives! Come check out the things that you see here on our social media in person.

#Rutgers #RutgersLibraries #RutgersSCUA #IGLibraries #SpecialCollections #Gallery50 #Exhibit #Archives

michael\_scott\_joseph Sorry for being in Madrid for the silent opening. Thanks for centering DnyL Draw! ❤️

trentoniana1906 Will Tara be on exhibit too? ❤️

rutgers\_scua For you @trentoniana1906, I will be. 🤍



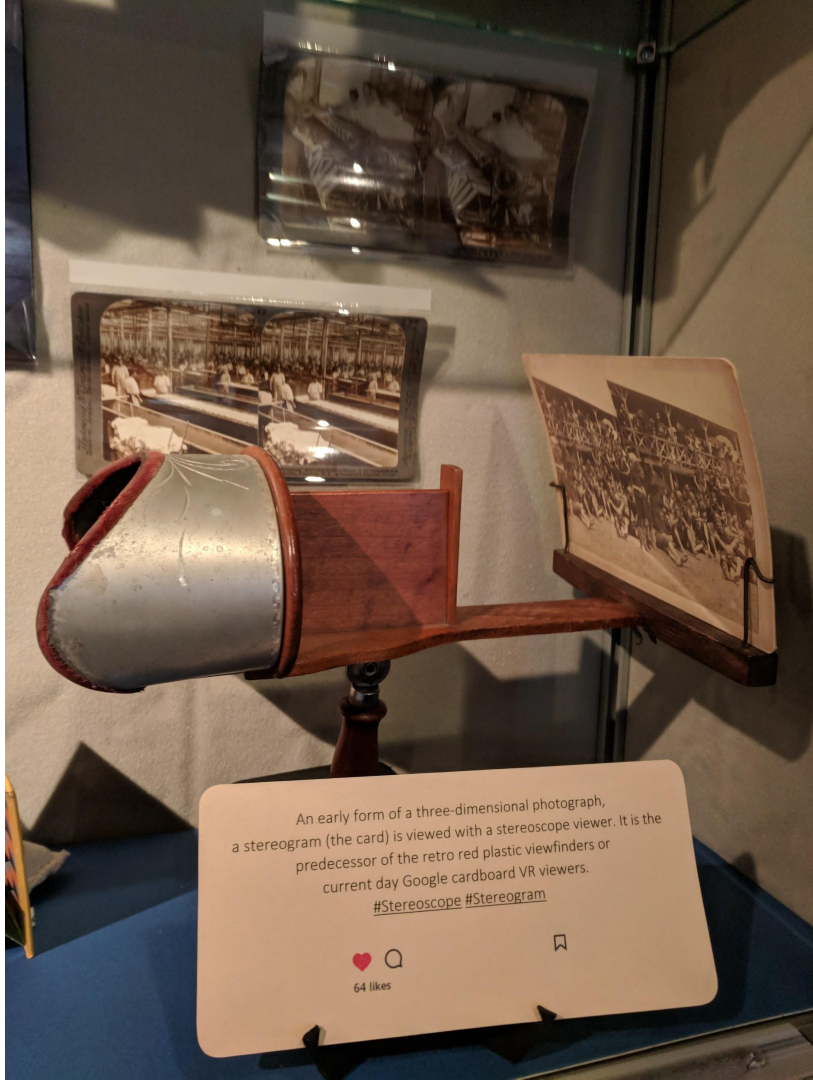
68 likes

MARCH 19

Add a comment...





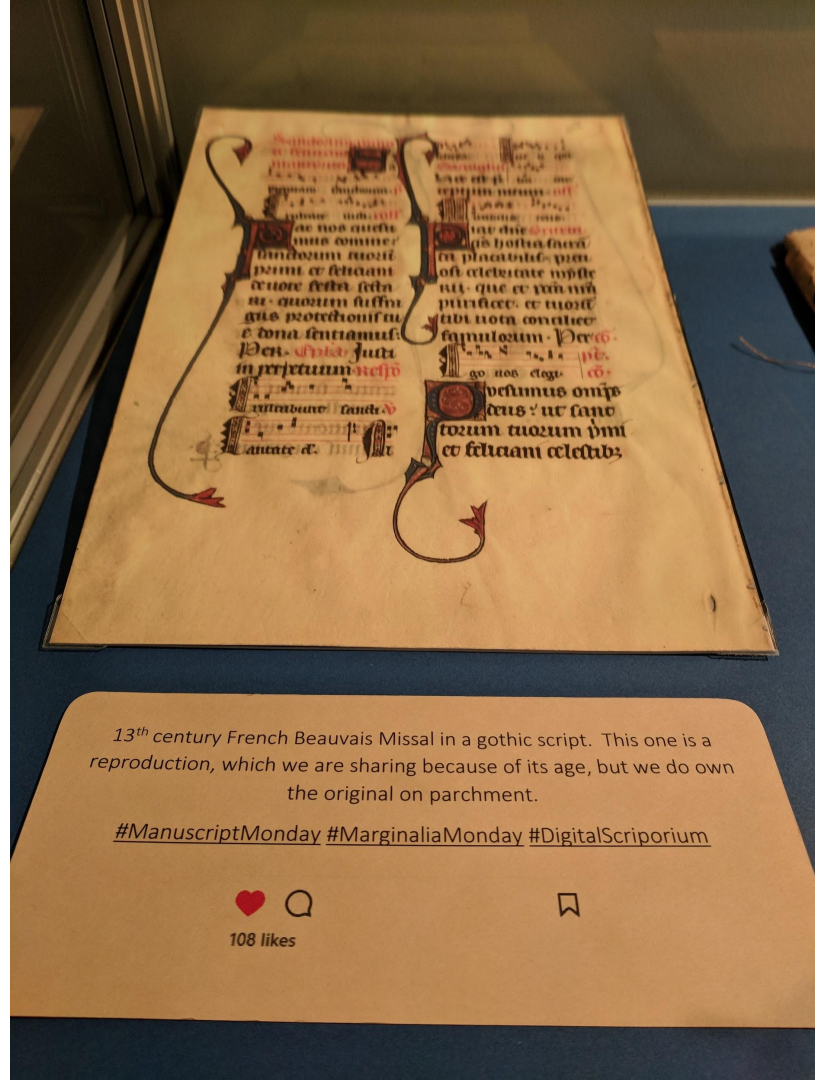


An early form of a three-dimensional photograph, a stereogram (the card) is viewed with a stereoscope viewer. It is the predecessor of the retro red plastic viewfinders or current day Google cardboard VR viewers.

[#Stereoscope](#) [#Stereogram](#)



64 likes



13<sup>th</sup> century French Beauvais Missal in a gothic script. This one is a reproduction, which we are sharing because of its age, but we do own the original on parchment.

[#ManuscriptMonday](#) [#MarginaliaMonday](#) [#DigitalScriptorium](#)



108 likes





**rutgers\_squa**  
Alexander Library Rutgers ... [Follow](#)

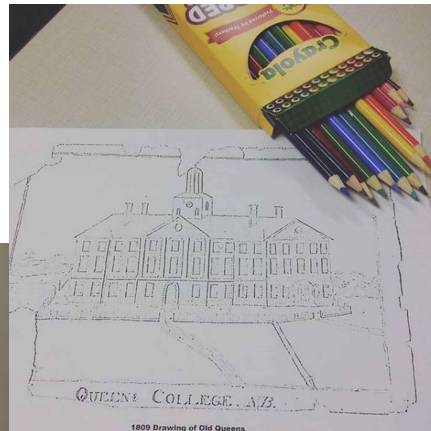
rutgers\_squa Our Conservator, Tim Corlis, works to mend a small torn edge of a William Penn document from around 1668.

#Rutgers #RutgersLibraries #RutgersSCUA #SpecialCollections #UniversityArchives #Conservation #Preservation



46 likes  
DECEMBER 11, 2015

Log in to like or comment. ...



**rutgers\_squa**  
Alexander Library Rutgers ... [Follow](#)

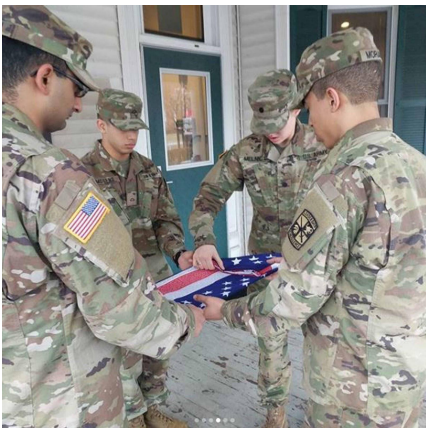
rutgers\_squa It's #ColorOurCollections week! If I sit at my desk and color, that is work, right? We are loving all of the #LibrariesofInstagram images! To find our collections to color, head over to our facebook page! Thanks @nyamhistory for this hashing.

#Rutgers #RutgersLibraries #RutgersSCUA #SpecialCollections #UniversityArchives #Rutgers250



40 likes  
FEBRUARY 2, 2016

Log in to like or comment. ...



**rutgers\_squa** • [Follow](#)  
Rutgers Army ROTC (Scarlet Knight Battalion...)

rutgers\_squa We just had the distinct pleasure of having the Rutgers R.O.T.C. Scarlet Knight Battalion fold a flag of Senator Frank Lautenberg's. This flag will be on display in our new exhibit on Senator Lautenberg, which opens to the public February 22.

Thank you to Cadets Gangji, Morancie, Melnick, Moreno and Callahan for your time and service.

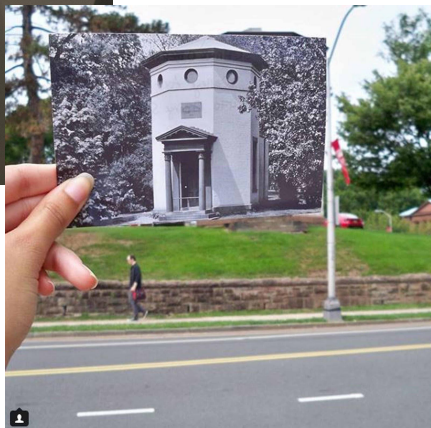
#Rutgers #RutgersLibraries #RutgersSCUA #SpecialCollections #IGLibraries #RutgersROTC #FrankLautenberg @RutgersU @RutgersLibraries @rutgersarmyrotc

trempe Love seeing @rutgersarmyrotc — spent so much time in that same building.



36 likes  
6 DAYS AGO

Log in to like or comment. ...



**rutgers\_squa** [Follow](#)

rutgers\_squa For this #TBT, we take you back to this 1939 image of Schanck Observatory with a modern day view.

#Rutgers #RutgersLibraries #RutgersSCUA #IGLibraries #SpecialCollections #UniversityArchives #RutgersThenandNow #SchanckObservatory

rutgerslibraries Love this! sylviaze Can we see what it looks like inside?

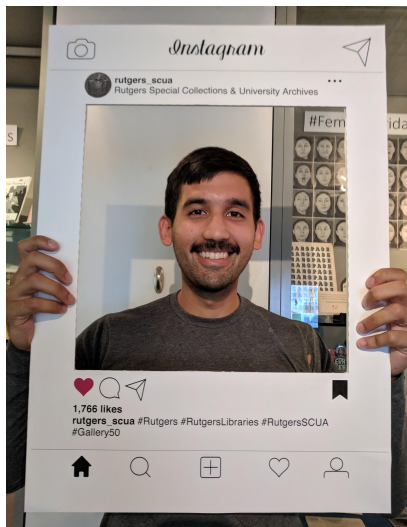
motherstructure My favorite building on campus

rutgers\_squa @sylviaze - I checked our Rutgers photo collection, we have pictures dating back to 1892 and there is not one picture of the inside. I will keep looking!

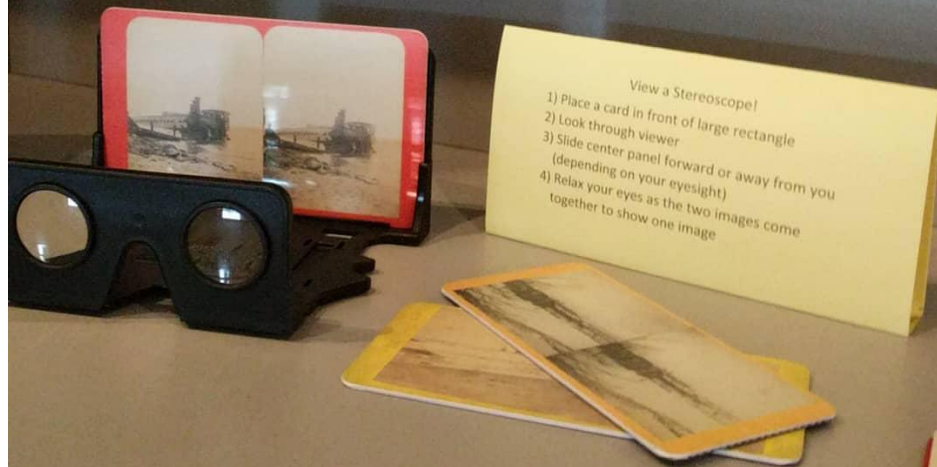
rutgers\_squa Thanks @rutgerslibraries! We are having fun with this project. Kean an

142 likes  
OCTOBER 5, 2017

Log in to like or comment. ...



# New stereoviewer in the social media exhibit!



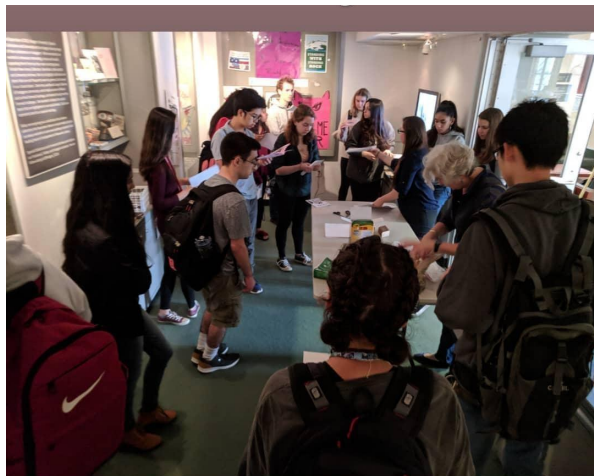
## View a Stereoscope!

- 1) Place a card in front of large rectangle
- 2) Look through viewer
- 3) Slide center panel forward or away from you  
(depending on your eyesight)
- 4) Relax your eyes as the two images come  
together to show one image



**Special Collections** @Rutgers\_SCUA · Mar 28

At 3:00 you will find us in Gallery '50 playing "giant toppling tower." Follow the blue arrows on the floor when you walk into Alex Library. @RULibraries @RutgersU



**We are making  
zines.**



# Allison Piazza

Health Sciences Librarian  
Seton Hall University



SCHOOL OF HEALTH AND MEDICAL SCIENCES  
SETON HALL UNIVERSITY



COLLEGE OF NURSING  
SETON HALL UNIVERSITY



Hackensack Meridian  
School of Medicine  
at Seton Hall University



# Interprofessional Health Sciences Campus

# Idea

**Participants:** IHS Campus students, faculty, and staff

**Group size:** Approximately 15

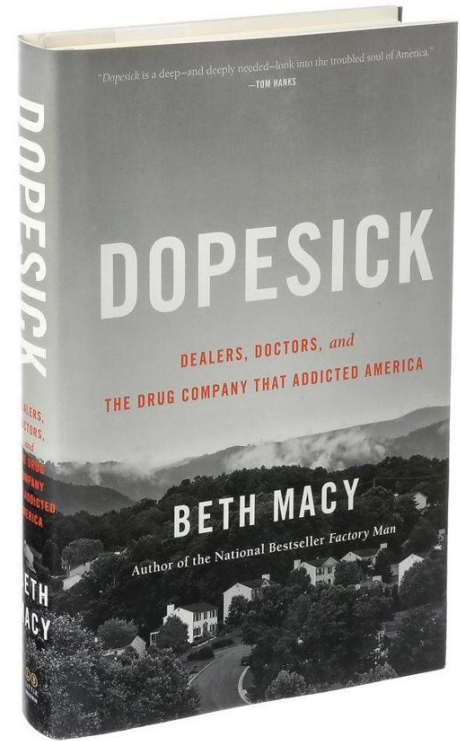
**Theme:** Health and Medicine

**Genre:** Non-fiction (but could evolve to include fiction, poetry, graphic novels, etc.)

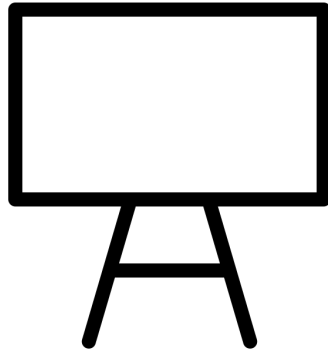
**Book Length:** <350 pages

**Book Selection:** By poll every 2 months

**Frequency:** Approximately once a month for 1 hour

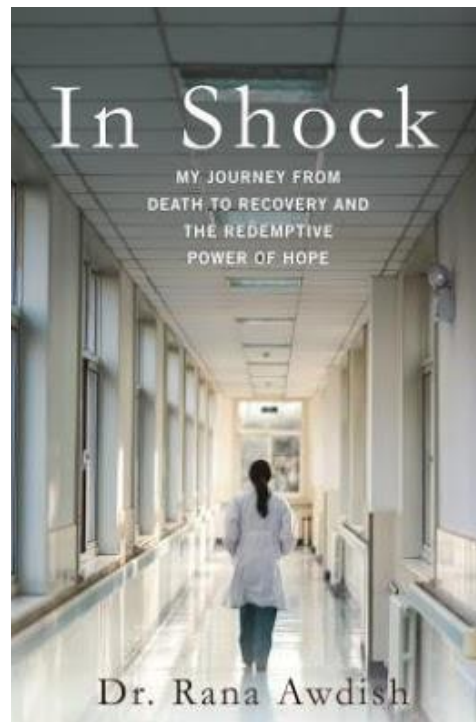
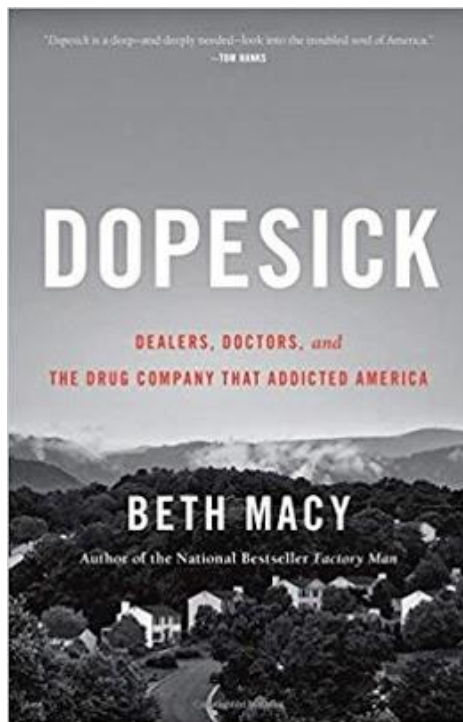


# Promotion



**@SHU\_IHSLibrary**

# Meetings



# Kate Hossain

Reference & Instruction Librarian  
Bergen Community College

# Library Scavenger Hunt for AIMS Students

Why AIMS students?

Why a scavenger hunt?

What were our goals?



# Missions



Take your group's photo with EITHER a recent copy of the Torch or today's New York Times.



Take a picture next to a silent study sign.  
Hint: You'll need to go upstairs.

# What We Learned....



**STUDENTS DISCOVERED  
LIBRARIES ARE MORE  
THAN JUST BOOKS!**



**EXPLORING OUR SPACES  
LET STUDENTS VISUALIZE  
THEMSELVES USING THEM**