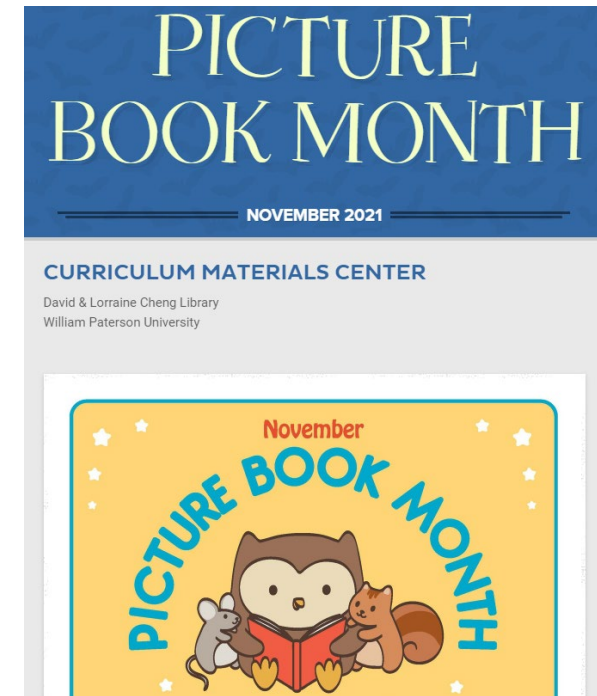


# Rethinking Traditional Library Bulletin Boards and Creating Virtual Bulletin Boards January 7, 2022



Neil Grimes, Education and Curriculum Materials Librarian  
William Paterson University

# Traditional Bulletin Board



- Banned Books Week (September 26 – October 2, 2021)
- Visible only **in person** in the CMC in the Cheng Library.
- **Limited** to number of WP faculty, staff, and students that visit the CMC.

# Virtual Bulletin Board

## Hispanic Heritage Month

Curriculum Materials Center

Davie & Lorraine Cheng Library  
William Paterson University

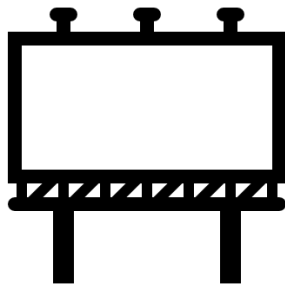


- Introduction of the Theme
- Description of the Theme
- Online Teaching Resources for PreK - 12 Lesson Plans
- Curriculum Materials Center Resources
- Picture This: Diversity in Children's Books 2018 Infographic
- Featured Authors and Illustrators
- YouTube Videos
- **158 Visitors**

# Shifting from the Physical to the Virtual

- **Library bulletin boards**

- Creative way to market library resources and programming
- Thematic
- Viewed only in the physical library space
- Usually centrally located in highly visible and trafficked areas



# Shifting from the Physical to the Virtual

- **Virtual bulletin boards**

- Covid-19 led more libraries to shift from the traditional bulletin board to the virtual bulletin board

- Ø Different platforms

- ü Google Slides

- Use of Bitmoji Librarian

- ü Smore

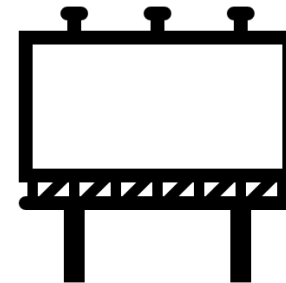
- Analytics

- Creative way to market library resources and programming

- Thematic

- Can be shared beyond the physical library in the virtual space

- Can be reshared via email, SMS, and social media



Google Slides



# First Virtual Bulletin Board

- **June 2020** – Creation of first digital bulletin board using the Smore platform by **Patricia Moore, Technical Library Assistant**
- **Summer Fun in the Virtual World**
- **124 Visitors**

Curriculum Materials Center at David & Lorraine Cheng Library, William Paterson University changes its displays and bulletin boards monthly. This virtual bulletin board provides information about activities for educators and families as we are still coping in this virtual environment.

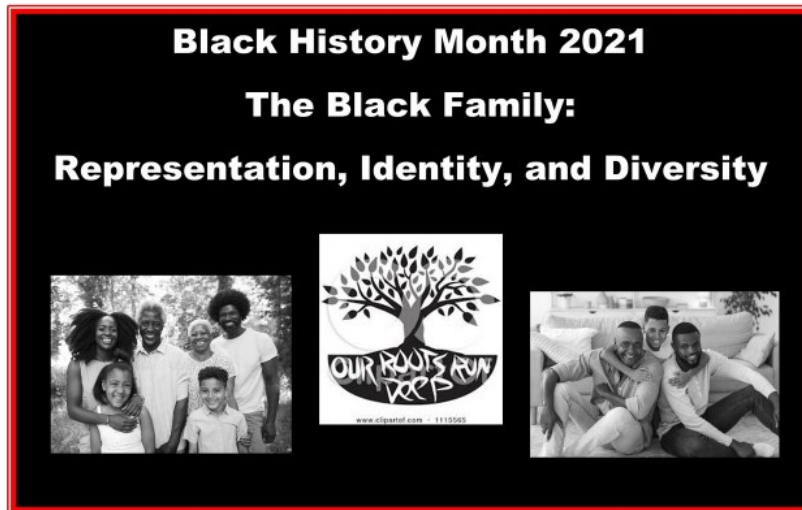


# Most Popular Virtual Bulletin Board – February 2021

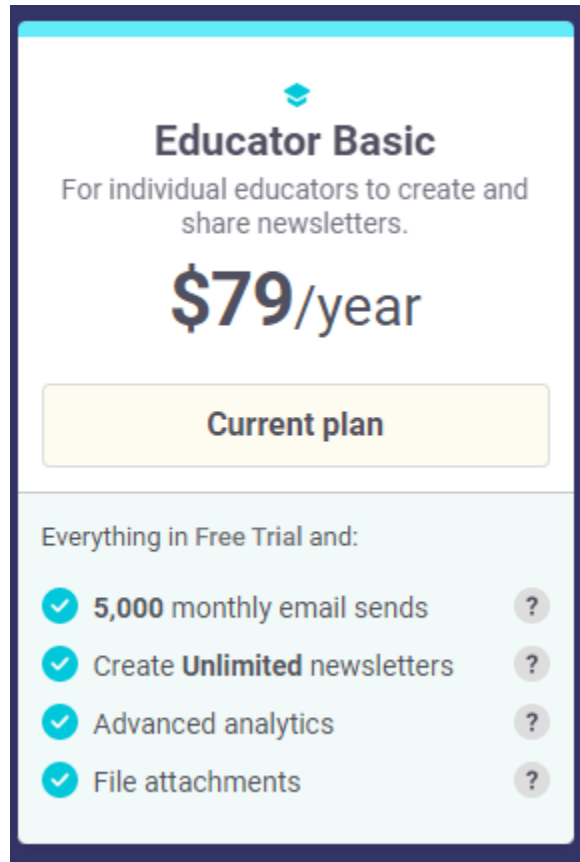
## Celebrate Black History Month

Curriculum Materials Center  
Cheng Library  
William Paterson University

- All Smore virtual bulletin boards are shared via email with **170** WP Education faculty, adjuncts, and Professors-in-Residence (PIRs).
- This virtual bulletin board has **703 visitors** and counting.
- The link (<https://www.smores.com/r40za-celebrate-black-history-month>) to this virtual bulletin board has been shared and reshared via email, SMS, and social media to people in different countries throughout the world.



# Smore platform: Many benefits, minimal cost



The screenshot shows the 'Educator Basic' plan on the Smore platform. It is described as being for individual educators to create and share newsletters. The price is listed as \$79/year. A yellow button labeled 'Current plan' is visible. Below this, a section titled 'Everything in Free Trial and:' lists four features: 5,000 monthly email sends, Create Unlimited newsletters, Advanced analytics, and File attachments. Each feature has a blue checkmark icon and a question mark icon to its right.

**Educator Basic**  
For individual educators to create and share newsletters.

**\$79/year**

Current plan

Everything in Free Trial and:

- ✓ 5,000 monthly email sends ?
- ✓ Create **Unlimited** newsletters ?
- ✓ Advanced analytics ?
- ✓ File attachments ?

- Minimal investment for your library to market **resources** and **programming** virtually.
  - ✓ **Virtual Bulletin Boards**
  - ✓ **Monthly Virtual Newsletters**
  - ✓ Links can be shared via **email lists** and on **library or university social media accounts**.
  - ✓ **Ongoing Analytics**
- **Good return on a small investment!**



# Questions and Follow Up

Feel free to **follow up** with me after today's presentation:

- Email, Teams, Zoom:

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Librarian, WPU

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