

TML Through the Looking Glass

Wendi Blewett and Sara Lauren Purifoy

Rethinking Services and Refocusing Initiatives through the Lens of Library Publications

UNSHELVED NEWSLETTER



Covid-19 has directly impacted how we approach community outreach. Before the pandemic, we relied heavily on word of mouth, print materials and ineffective mass emails to share library news, new services, and upcoming events. The shift to online learning and remote work was a catalyst to rethinking how best to reach students, faculty, and staff in the new virtual space we all inhabited. By reflecting on past issues of Taylor Memorial Library's Unshelved Newsletter and Resource Memo, library staff have been able to examine the shift in the way we approach outreach efforts and how we have redesigned our focus on teaching our community about the library's resources, services, and capabilities.

NEWSLETTER

- Semesterly: Spring, Summer, and Fall issues
- Primarily print with interactive digital component
- Features on in-person events, general library and professional news, library initiatives
- One issue published prior to going remote

RESOURCE MEMO

- Did not exist

DURING

- Reimagined as a digital only resource
- Highlighted e-resources, OERS, and virtual ways of connecting with resources and staff

RECOVERY

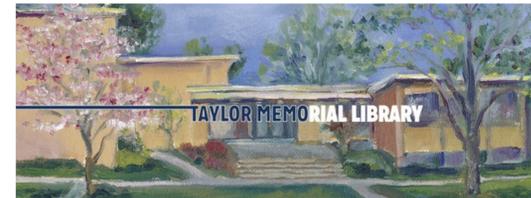
- Will continue publishing 3/year
- 6 issues published so far (January 2020 - November 2021)
- Will remain an interactive digital method of outreach
- Will showcase library and professional news, in-person and online events, and feature stories

- Recognized a gap in our promotional efforts in the virtual space
- Began research on methods of delivery, choosing a subscription-based email marketing service.
- Soft launch

- Monthly: 12/year
- 7 issues published so far (May 2021 - November 2021)
- Includes library news and events
- Offers multiple ways to engage with the same library resources across environments

RESOURCE MEMO

October 2021



Hi <<First Name>>! We are almost half-way through the Fall 2021 semester! As we approach midterms, TML will offer Late Night Library hours and be open from 8am - 11pm Sunday, October 17th through Wednesday, October 20nd, 2021. [View hours on our website.](#)

Celebrate Your Right to Read!



Banned Books Week is an annual event celebrating the freedom to read, highlighting the value of openly accessible information for all. The event was originally launched in 1982 in direct response to an increase of book challenges in schools, bookstores and libraries.

Every year, the American Library Association (ALA) Office for Intellectual Freedom compiles lists of challenged books as reported in the media and submitted by librarians and teachers across the country. It is the hope that Banned Books Week draws national attention to the harms of censorship.

Did You Know?



Books are still being banned and challenged today. A challenge is an attempt to remove or restrict materials. A banning is the removal of those materials.

The ALA Office for Intellectual Freedom provides confidential support to anyone undergoing a challenge or ban. Support can come in the form of letters, book reviews, resources, talking points or emotional support.

[Click here to see the Top 10 Challenged Books of 2020.](#)

On Display Now!

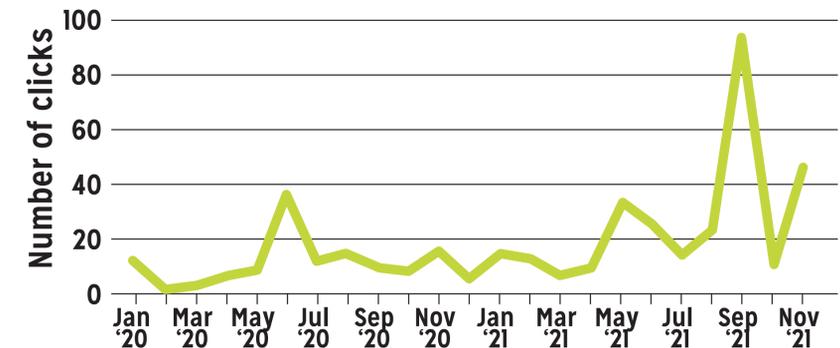
Banned or challenged books currently on display in the Library Lobby until October 22, 2021. Celebrate your right to read by checking one out today!

[View Book List](#)



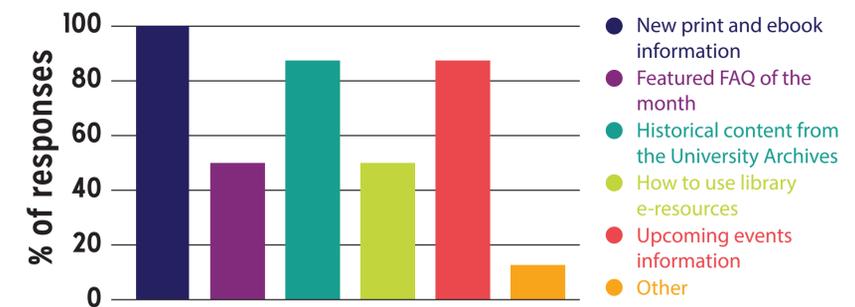
USER INTERACTION

NEWSLETTER: Digital Views



Views from digital issues of Unshelved have reached 411 clicks and counting between January 2020 and November 2021.

RESOURCE MEMO: Soft Launch User Survey



Average Open Rate

60% Average number of times the emails were opened

Average Click Response

15% Average number of interactions among linked content

KEY TAKEAWAYS

- Unshelved received more attention after the Resource Memo launched as a result of cross-promotion.
- We found that the Resource Memo was more effective in increasing user interaction both in-person and online.
- Essentially, Unshelved tells patrons what the library has done and is doing. The Resource Memo tells patrons what the library is doing and will be doing. Therefore, Unshelved continues to be the better way to inform patrons of the library's initiatives and policies, larger projects and general information. The Resource Memo is a better way to create smaller interactions and still keep patrons updated on library happenings.