

Strategic Outreach & Marketing: Library Leadership in Advancing Campus Partnerships and Student Empowerment

Gary Marks, William Paterson University

Sam Wittenberg, Ramapo College of New Jersey

Richard Jutkiewicz and Ermira Mitre, Rutgers Health; George F. Smith Library

Joyce DeStasio, Stockton University, Moderator



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@ William Paterson University

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Civic Literacy Initiative @William Paterson University

David & Lorraine Cheng Library
Gary Marks, Jr.
Reference & Outreach Librarian

*“The Cheng Library Civic
Literacy Initiative is
committed to fostering the
growth of knowledge and
informed participation in
civic society.”*

Civic Literacy Overview

Programs

Consists of various events on campus including hosting Constitution Day.

- Films
- Pod-Talks
- Campus tabling
- Speakers
- Trivia events
- Ballot Bowl*

Resources

Centralized in our Voting 101 Guide resources include;

- Voter Registration
- Voter Information
- Candidate and Party Research
- Campus Student Government Resources

Partnerships

Good partnerships are the key to success.

Partners Include;

- American Democracy Project
- Campus Activities, Service & Leadership
- Political Science Dept.
- Student Government Association

Civic Literacy Initiative

- Voter Info Tables (8 per semester)
 - Pop-up Library Tables on campus include Voter Info materials
- Voting 101 Programs (2 per semester)
 - MOCK Voting Booth 
- Civic Literacy Events
 - Films & Pod-Talks
- Election Events
 - Watch Parties & Trivia Events
- Voting 101 Guide





1,343



*# of students registered to
vote or committed to vote
by the Library 2024-25*

NJ Ballot Bowl

Statewide initiative under the Lt. Governor's Office

**Competition between Colleges & Universities to Register or obtain Voter
Commitments from Students.**

WPUNJ 1st Place 2024 & 2025

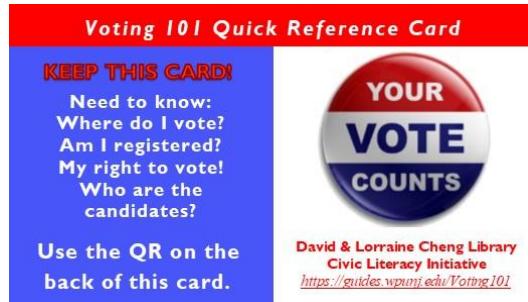
Student Government Voter Outreach

Our SGA Voting 101 Resources

- Realized that participation in SGA elections was dwindling.
- Met with SGA leaders to offer Library's help.
- Collaborated to develop SGA Voting 101 guide.
- Guide includes information for students interested in running for SGA roles and informs students on how to vote in SGA elections.
- Received feedback from students on common voting FAQs to help build the guide.

Key Takeaways & Resources

- Voter Advocacy is year-round
 - Think local
 - Stay Non-Partisan
- Rely on Student input and participation



Partnerships Through Library Programming

@ The George T. Potter Library, Ramapo
College of New Jersey

- Sensory Space Programming
- Checkout Kits
- Library Book Clubs

Sensory Space Programming

- **Collaborations:** the ENHANCE Program, a therapeutic support program for autistic students; and the Office of Specialized Services (OSS); Vice President for Student Well-Being/Dean of Students
- **When:** Midterms and Finals
- **Where:** the Library Conference Room

Sensory Space Programming Supplies

- Wobble cushions
- Earmuffs
- Fidget toys
- Individual color-change lamps



Checkout Kits

- Taking advantage of our location across the street from the Ramapo County Reservation
- Feedback from student groups: RCNJ Birding Club; RCNJ Hiking Club
- Future kits: Crochet; beading/jewelry making; sensory kits



Library Book Clubs

- Fall 2025 Book Club Co-Sponsored by the Ramapo AFT
- AFT provided the snacks and assisted with promotion

Upcoming book clubs:

- Planned book clubs for the Spring 2026 and Fall 2026 semesters co-sponsored with The Women's Center & Office for LGBTQ+ Services

The poster features a white background with a red horizontal bar at the top. Above the bar, a quote from Noam Chomsky is written in a small, sans-serif font: "A TRULY INSPIRED AMERICAN HISTORY THROUGH THE PRISM OF MAJOR LABOR STRUGGLES." Below the bar, the title "A HISTORY OF AMERICA IN TEN STRIKES" is written in large, bold, black, hand-drawn style letters. Below the title, the author's name "ERIK LOOMIS" is written in a smaller, blue, hand-drawn style font. To the left of the title, there is a logo for "gtp" in a stylized, blue, lowercase font inside a dark blue shield-like shape. Below the logo, the text "Co-sponsored by" is written in a small, sans-serif font. To the right of the text, there is a black silhouette of a raised fist. Below the title, the text "BOOK CLUB" is written in large, bold, black, hand-drawn style letters. At the bottom of the poster, there is a red box containing the following information: "Thursdays 1-2 PM", "Oct. 2nd, Oct. 30th, Dec. 4th", and "George T. Potter Library, LC-417". To the right of the red box, the text "Feel free to bring your lunch SNACKS PROVIDED contact: Sam Wittenberg switten1@ramapo.edu" is written in a small, sans-serif font.



Connecting Through Craft: Library Outreach and Marketing with Crochet and Knitting Programs

Richard Jutkiewicz, Access Service Manager

Ermira Mitre, Library Technician

George F. Smith Health Sciences Library, Newark, NJ

A Joyful Collégiate through Crocheting and Knitting

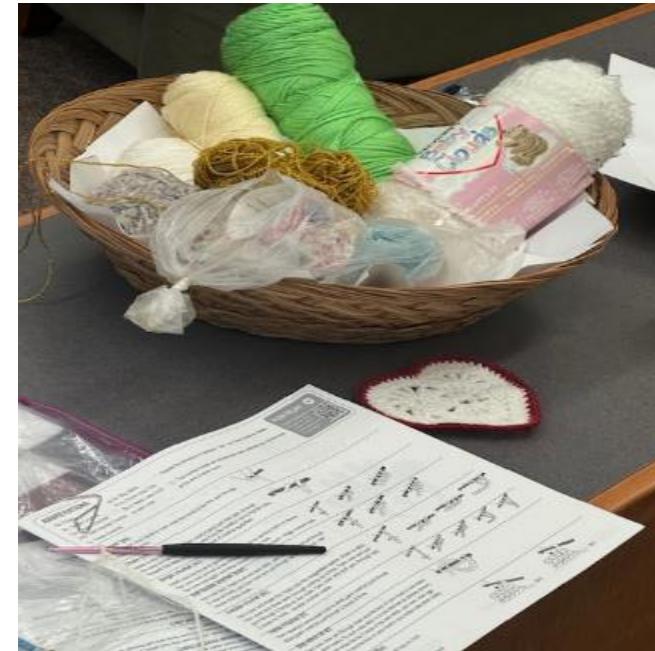
Background:

Stress in the Medical Academic Environment

- Exceptionally high level of stress
- Psychological burnout, mental strain
- Limited time and safe spaces for collective restoration & low-stakes connection
- Feeling of isolation despite shared environments

Need

- Applied for a grant to purchase knitting and crochet supplies
- Partnered with NJMS Crochet and Knitting Student Group



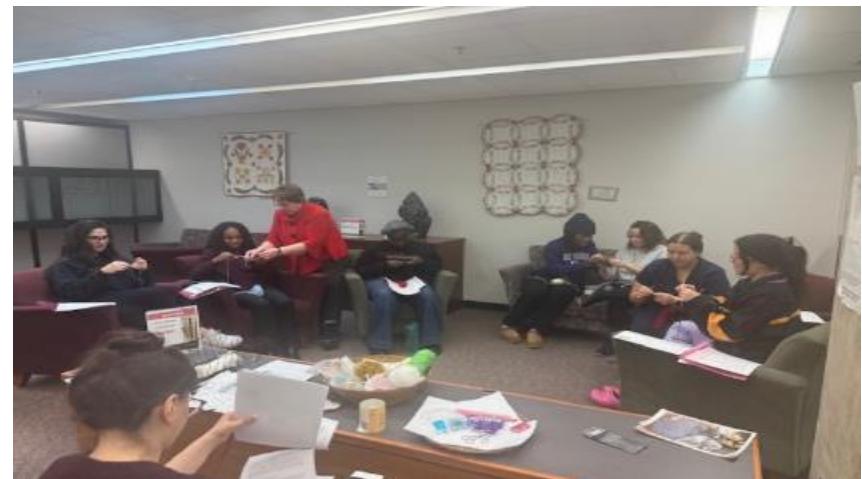
Why Crocheting and Knitting?

- Mental health & well-being, social connection
- Sense of value, belonging, purpose, achievement, & satisfaction, self-identity, family, culture, and legacy *(Le Lagadec, et.al., 2024)

Benefits

- Repetitive hand movements promote calmness and focus
- Encourages conversation without pressure
- Creates shared creative experiences

* Le Lagadec, Danielle, et al. "Healing Stitches: A Scoping Review on the Impact of Needlecraft on Mental Health and Well-Being." *Issues in Mental Health Nursing*, vol. 45, no. 10, 2024, pp. 1097–110,
<https://doi.org/10.1080/01612840.2024.2364228>.



A Typical Session



Hosted 4 sessions, 37 participants

- Online Booking-QR Code
- Monthly workshops for 8-10 participants
- Materials: crochet/knitting kits, yarn, pattern handouts, computer, SmartBoard & OkioCam T Plus
- EFT tapping by choice
- Group & one-on-one crocheting/knitting instructions or open practice.
- Organic conversations and connections
- In-person or online pre- & post-session surveys

Outcomes and Impact

Anticipated Outcomes

- Participants feel valued, respected, and connected
- Reduced perceived stress
- Increased sense of belonging
- Cross-role connections between students, faculty, and staff
- Increased positive association with the library
- Participants learn basic and intermediate techniques

Assessments

- The number of participants & repeat participation
- Short Surveys: skill progression & satisfaction
- Social connection & community building
- Other positive emotional feedback

Promotion and Publications

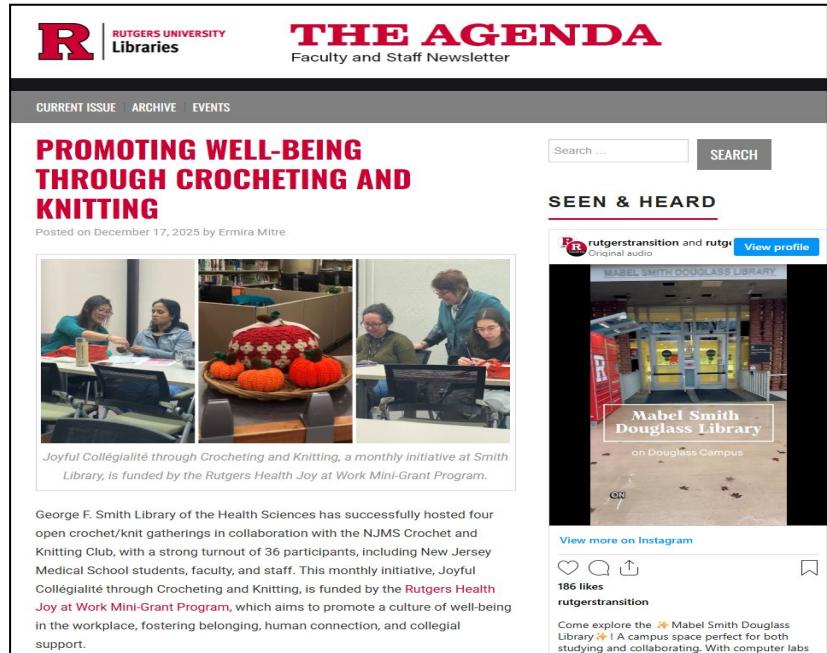
Save the Date



Join NJMS Crochet Club at Smith Library

The NJMS Crocheting & Knitting Club and Smith Library welcome you to attend Crocheting the Anatomical Heart activity Thursday, October 23 from 12:00-1:00pm in room C-921 in Smith Library. Thanks to funding from the Joy at Work mini-grant and the NJMS Student Council, all materials will be provided for you to learn or practice your crocheting skills.

To register for this activity, [sign up online](#).



THE AGENDA
Faculty and Staff Newsletter

CURRENT ISSUE | ARCHIVE | EVENTS

PROMOTING WELL-BEING THROUGH CROCHETING AND KNITTING

Posted on December 17, 2025 by Ermira Mitre

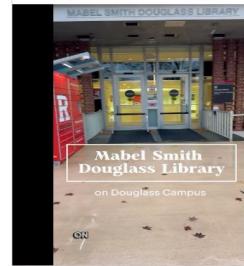


Joyful Collégialité through Crocheting and Knitting, a monthly initiative at Smith Library, is funded by the Rutgers Health Joy at Work Mini-Grant Program.

George F. Smith Library of the Health Sciences has successfully hosted four open crochet/knit gatherings in collaboration with the NJMS Crochet and Knitting Club, with a strong turnout of 36 participants, including New Jersey Medical School students, faculty, and staff. This monthly initiative, Joyful Collégialité through Crocheting and Knitting, is funded by the Rutgers Health Joy at Work Mini-Grant Program, which aims to promote a culture of well-being in the workplace, fostering belonging, human connection, and collegial support.

SEEN & HEARD

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Mabel Smith Douglass Library
on Douglass Campus

[View more on Instagram](#)

186 likes
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Come explore the Mabel Smith Douglass Library! A campus space perfect for both studying and collaborating. With computer labs

Impact newsletter:

<https://mailchi.mp/libraries.rutgers.edu/impact-september-2025?e=6399d226c3>

Agenda Newsletter:

<https://agenda.libraries.rutgers.edu/promoting-well-being-through-crocheting-and-knitting/>

Equity, Inclusion, & Accessibility

- An open event to everyone in the Rutgers Health community
- Equal access to free crochet & knitting materials, knowledge & EFT sessions
- Equal monthly training & one-on-one teaching as needed
- Further collaboration with NJMS Crochet & Knitting Club
- Seek future funding - RUL, Student Government, alumni donations, & local org.



Questions

Thank You

- Richard Jutkiewicz, raj91@libraries.rutgers.edu
- Ermira Mitre, em688@libraries.rutgers.edu
- George F. Smith Health Sciences Library,
Newark, NJ

**THANK
YOU!**

Any questions?

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