

# 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**



# AGENDA

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Civic Literacy Initiative  
@ William Paterson University

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Library Programming (RCNJ)

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Connecting Through Craft:  
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Discussion / Q&A

# 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.”*

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# 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

**Voting 101 Quick Reference Card**

**KEEP THIS CARD!**

Need to know:  
Where do I vote?  
Am I registered?  
My right to vote!  
Who are the candidates?

Use the QR on the back of this card.



David & Lorraine Cheng Library  
Civic Literacy Initiative  
<https://guides.wpunj.edu/Voting101>




**Voting 101 Quick Reference Card**

**KEEP THIS CARD!**

Need to Know:  
How can I nominate myself for SGA?  
How do I vote in SGA elections?  
Who are the candidates?

Use the QR on the back of this card.



David & Lorraine Cheng Library  
Civic Literacy Initiative  
<https://guides.wpunj.edu/Voting101>





# 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

**GTP Library & Ramapo AFT**

Co-sponsored by



"A TRULY INSPIRED AMERICAN HISTORY THROUGH THE PRISM OF MAJOR LABOR STRUGGLES." — NOAM CHOMSKY

# A HISTORY OF AMERICA IN TEN STRIKES

**ERIK LOOMIS**

**BOOK CLUB**

Thursdays 1-2 PM  
Oct. 2<sup>nd</sup>, Oct. 30<sup>th</sup>, Dec. 4<sup>th</sup>  
George T. Potter Library, LC-417

Feel free to bring your lunch  
SNACKS PROVIDED  
contact: Sam Wittenberg  
switten1@ramapo.edu



RUTGERS UNIVERSITY  
Libraries

# 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 Collégiaté through Crocheting and Knitting

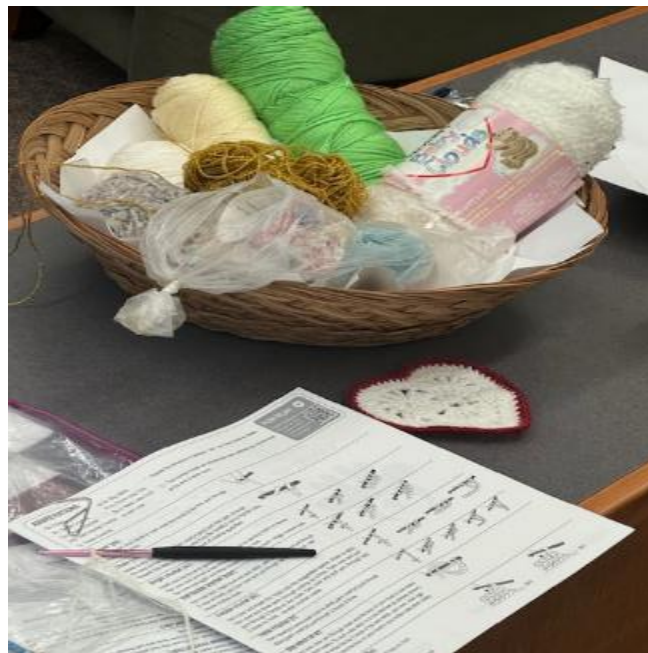
## Background:

### 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



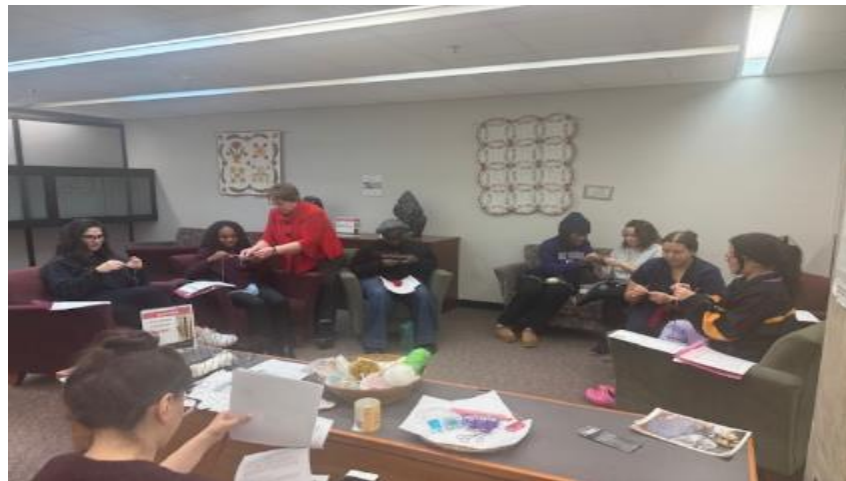


# Why Crocheting and Knitting?

- 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

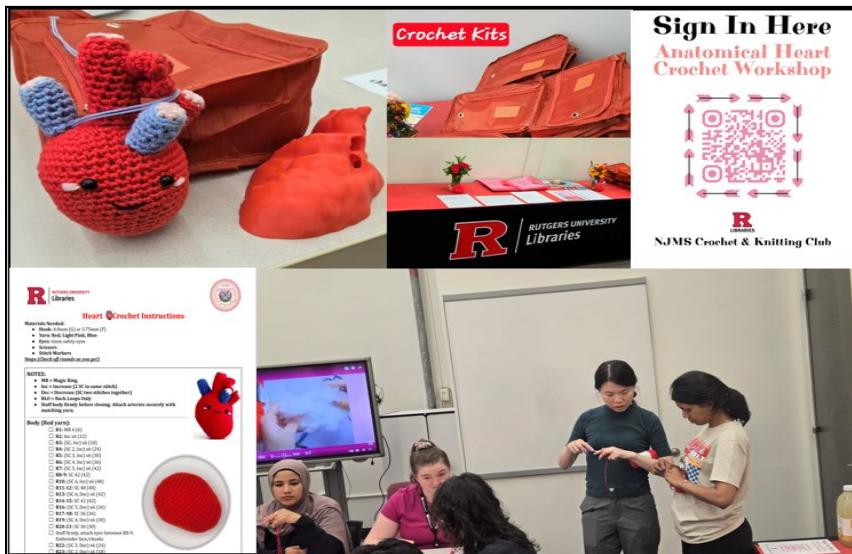
- Repetitive hand movements promote calmness and focus
- Encourages conversation without pressure
- Creates shared creative experiences



\* 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](#).

Impact newsletter:

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

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**THE AGENDA**  
Faculty and Staff Newsletter

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**SEARCH**

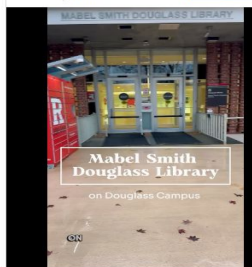
## PROMOTING WELL-BEING THROUGH CROCHETING AND KNITTING

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.



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

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](mailto:raj91@libraries.rutgers.edu)
- Ermira Mitre, [em688@libraries.rutgers.edu](mailto:em688@libraries.rutgers.edu)
- George F. Smith Health Sciences Library,  
Newark, NJ

**THANK  
YOU!**

Any questions?

**CONTACT US**

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