1-4-2019

Marketing and Outreach Program Showcase

Gary Marks  
*William Paterson University of New Jersey*

Hilary Westgate  
*Ramapo College of New Jersey*

Denise I. O'Shea  
*Montclair State University*, oshead@montclair.edu

Kim Reamer  
*Caldwell College*

Tara Maharjan  
*Rutgers University - New Brunswick/Piscataway*

See next page for additional authors

Follow this and additional works at: [https://digitalcommons.montclair.edu/spraguelib-facpubs](https://digitalcommons.montclair.edu/spraguelib-facpubs)

Part of the Archival Science Commons, and the Health Sciences and Medical Librarianship Commons

MSU Digital Commons Citation
Marks, Gary; Westgate, Hilary; O'Shea, Denise I.; Reamer, Kim; Maharjan, Tara; Piazza, Allison; and Hossain, Kate, "Marketing and Outreach Program Showcase" (2019). *Sprague Library Scholarship and Creative Works*. 40.  
[https://digitalcommons.montclair.edu/spraguelib-facpubs/40](https://digitalcommons.montclair.edu/spraguelib-facpubs/40)

This Presentation is brought to you for free and open access by the Sprague Library at Montclair State University Digital Commons. It has been accepted for inclusion in Sprague Library Scholarship and Creative Works by an authorized administrator of Montclair State University Digital Commons. For more information, please contact digitalcommons@montclair.edu.
Authors
Gary Marks, Hilary Westgate, Denise I. O'Shea, Kim Reamer, Tara Maharjan, Allison Piazza, and Kate Hossain

This presentation is available at Montclair State University Digital Commons: https://digitalcommons.montclair.edu/spraguelib-facpubs/40
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

- 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
International Write-In at Ramapo College
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
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 to 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

Red Hawk Day of Thanks
They Give. You Gain. We Thank.
Tara Maharjan
Processing Archivist, Special Collections and University Archives
Rutgers University
Recreated College The Game
Archives Memory Game

What murkified items are in SCUA?

Some Sinclair New Jersey popular culture collections are the Nu Regional Zine Collection, the New Brunswick Music Source Archves, and the Nu Beer Collection.

What kind of popular culture collections will you find in the Sinclair New Jersey Collection?

Douglas, President of the College, was eager to expand the New Jersey College for Women.

The faculty say that President Obama is still doing his Rugiss, 250 commemorative auctions.

Govern College was the original name of Rutgers University.

What kind of collection is SCUA housed in their collection that relates to the President Barack Obama?

SCUA is located in the basement of Alexander Library.

SCUA has a special collection of letters and their collection.

What New Jersey Senator who served from 1993-2013 has had their papers archived by SCUA?

What did Henry Rutgers give to the school named after him?

William, Vice President of the 1980s, was a collection of documents about Japan and its influence in the 20th century.

Special Collections and University Archives are located in Alexander Library.

What Rutgers College graduates collection documents the experience of World War II in Japan?

William is the collection director who has been on staff for 10 years.

Who was Harry M. Laughlin and how was he related to Special Collections and University Archives?

Howard is the director of Special Collections and University Archives.

What was the original name of Douglas Presidential College?

What kind of collection is SCUA housed in their collection that relates to the President Barack Obama?

SCUA is located in the basement of Alexander Library.

What kind of collection is SCUA housed in their collection that relates to the President Barack Obama?

SCUA is located in the basement of Alexander Library.

What kind of collection is SCUA housed in their collection that relates to the President Barack Obama?

SCUA is located in the basement of Alexander Library.
Sinclair New Jersey Zine

Rutgers Special Collections and University Archives has been collecting contemporary subcultures, DIY communities, and diverse voices.

This zine is all about those collections and how to contact us!

The New Jersey Beer Collection
The New Jersey Beer Collection documents the beer industry in New Jersey. The collection mainly focuses on the growing craft beer movement throughout the state of New Jersey in the 2010s. The collection consists of stickers, coasters, tap handles, bottles, drawings of the brewing process, and other promotional materials. Approximately seventy-five current and former breweries and brewpubs are represented in the collection, as well as beer-related organizations.
Postcards for Welcome Days

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 University Special Collections and University Archives Instagram: Launching September 1.

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

22 Likes
AUGUST 17, 2015
Add a comment...
@Rutgers_SCUA: Social Media and Archives
An Exhibit

rutgers_scua
Rutgers University Special Collections and University Archives

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 Drawl.

trentoniana1906
Will Tara be on exhibit too?

rutgers_scua
For you @trentoniana1906, I will be.

68 likes
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

13th 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 #DigitalScripiorium
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
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.

@RutgersU

We are making zines.
Allison Piazza
Health Sciences Librarian
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
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.