

# Past, Present, and Future

Create a Library Video to Promote Outreach and Marketing

Gisela Butera, MLIS, Alicia Pinkney, BA, Alexandra W. Gomes, MSLS, MT  
Himmelfarb Health Sciences Library, The George Washington University



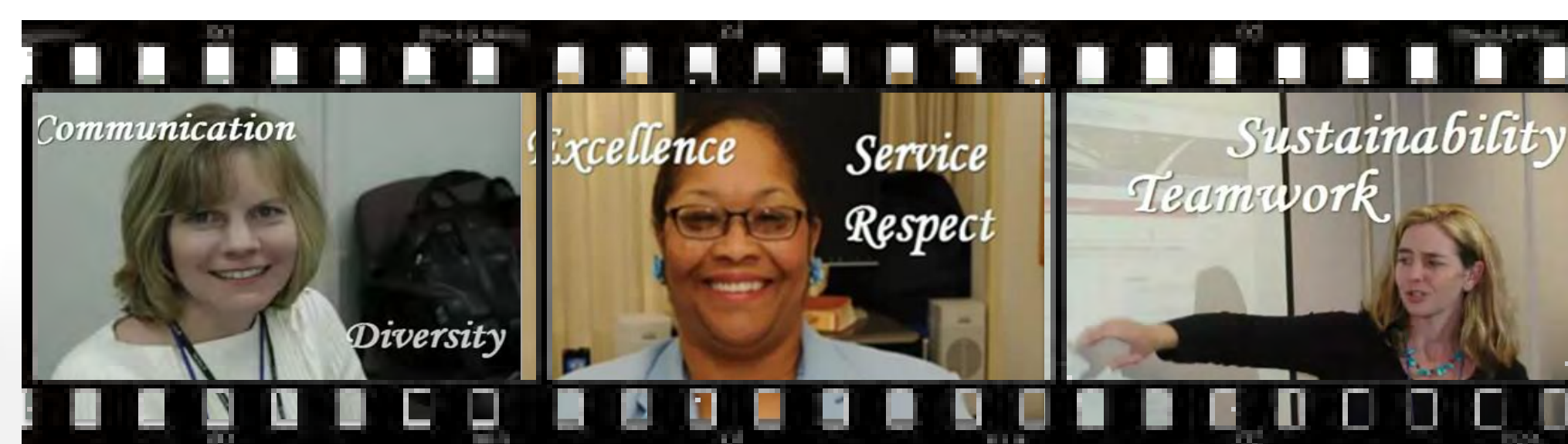
## BACKGROUND

In the fall of 2011 Himmelfarb Library Marketing Committee was tasked with creating a video on the history of the Himmelfarb Library. As the project developed, a broader scope was outlined to capture not only our past but our current staff, services and programs with a goal of using it for outreach. The final video project was completed in Spring 2012.

## METHODS

### MISSION STATEMENT:

The format and theme captured Himmelfarb Library's Mission Statement: *Communication, Diversity, Excellence, Service, Sustainability, Respect and Teamwork.*



### VIDEO OUTLINE

Segment #1- History of Himmelfarb  
Oral history and slideshow about the planning, groundbreaking and start of the Library, including the School of Medicine, Nursing and Public Health.

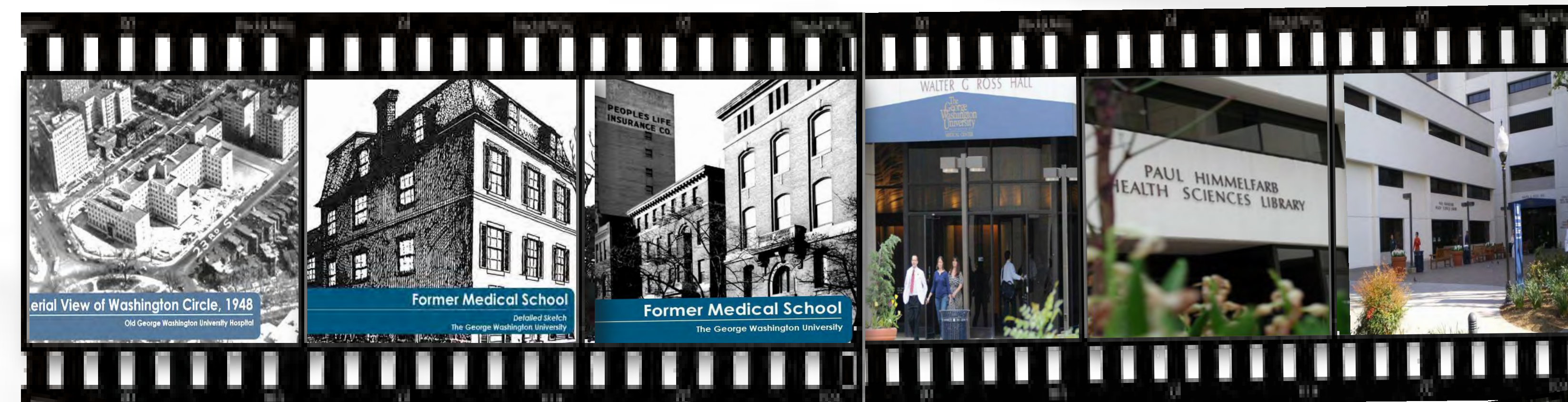
Segment #2- Face of Himmelfarb  
Brief history of former directors and current director, highlighting the changes through the years of our student body, faculty and library staff.

### BEHIND THE SCENES

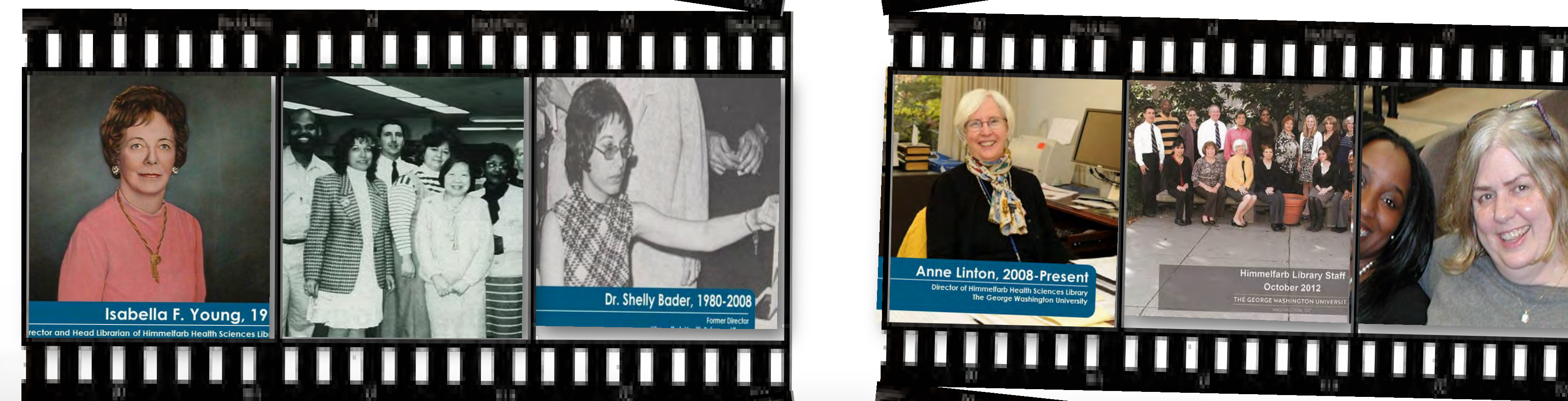
**LABOR**  
The project demanded tedious searching within the archives, yearbooks, photo collections, writing scripts for narration well as received consent and approval from stakeholders, individuals and groups.

**SOFTWARE**  
The video project was created in Camtasia® software in order to upload content, images, narration and music. Camtasia's editing features allows for easy updates in the future.

## Past



## Present



## RESULTS

The video was to promote the library in the following:

- Virtual Orientation on Library Website
- Online Courses for Public Health
- Online Programs for Nursing
- Orientation Sessions for School of Medicine & Health Sciences (SMHS), School of Public Health and Health Sciences (SPHHS), School of Nursing (SON)
- Faculty Outreach
- Liaison Outreach

## FUTURE PLANS

Production of the "Past, Present, and Future" library video went beyond a historical timeline of the library, functioning as an effective marketing tool to enhance awareness of how we have evolved, kept up with technology changes, integrated and supported all three schools (SPHHS, SON and SMHS).

In addition to being a link on our "About" web page, plans include linking it to more Blackboard® courses, LibGuides®, and the Library's social media sites. Camtasia® software allows us to easily edit and update content in the future, helping to keep the message accurate and current.

## ACKNOWLEDGEMENTS

Thanks to the Himmelfarb Library Marketing Committee and especially Alicia Pinkney for all their hard work and commitment to the project.

## LINKS TO VIDEOS

Part #1 Part #2

