

1-4-2019

Marketing and Outreach Program Showcase

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Authors

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Marketing and Outreach Program Showcase

2019 VALE/ACRL-NJ/NJLA CUS Users' Conference
January 4, 2019

Gary Marks

Reference & Outreach Librarian
William Paterson University

National Library Week at Cheng Library (WPUNJ)

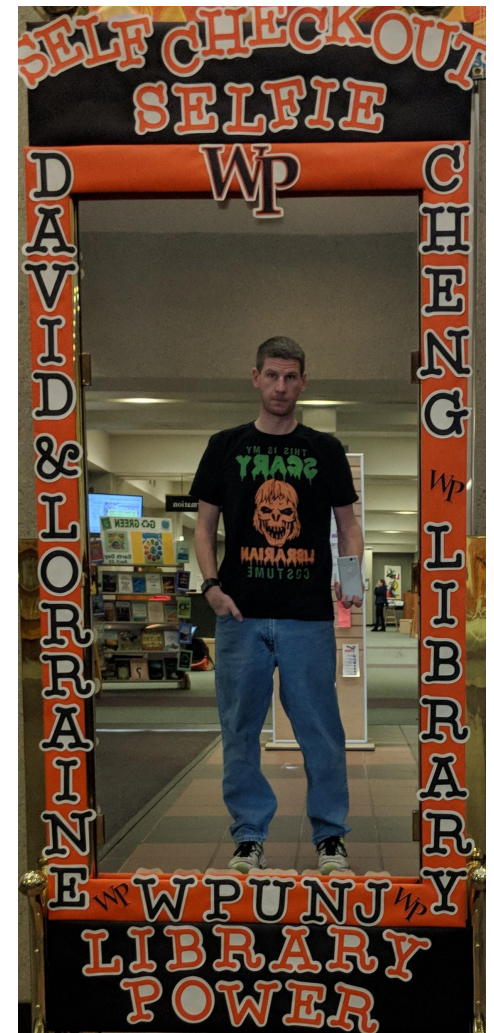
National Library Week Events & Activities

A week long campaign to promote the library, library resources, spaces, and services.

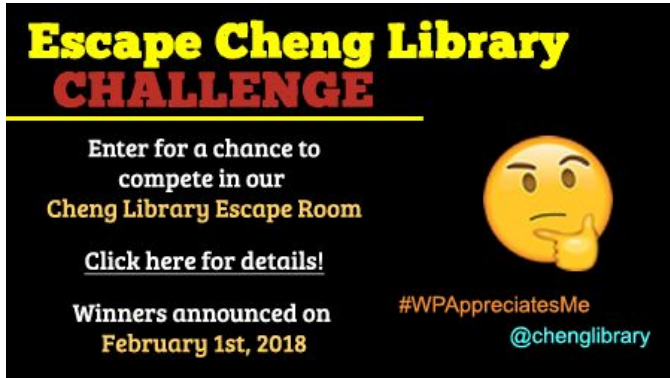
April 8-13 The Social Media Team used our SM platforms to highlight Library events, activities, and notable achievements throughout the week. We also used University Announcements, Pioneer Life, and internal Library monitors to promote activities.

- 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)




**Escape Cheng Library
CHALLENGE**

Enter for a chance to
compete in our
Cheng Library Escape Room

[Click here for details!](#)

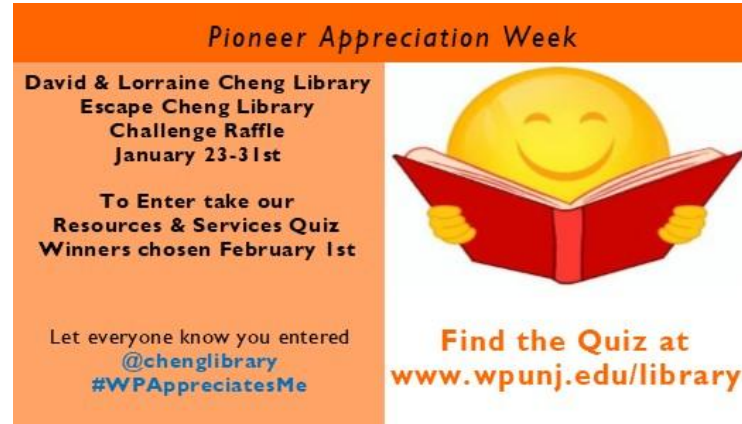
Winners announced on
February 1st, 2018

#WPAppeciatesMe
@chenglibrary



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.




Pioneer Appreciation Week

David & Lorraine Cheng Library
Escape Cheng Library
Challenge Raffle
January 23-31st

To Enter take our
Resources & Services Quiz
Winners chosen February 1st

Let everyone know you entered
@chenglibrary
#WPAppeciatesMe



Find the Quiz at
www.wpunj.edu/library

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

The Library and the Center for Reading and Writing
invite you to...

REVISE & RELAX AT THE WRITE-IN!

- ✓ Bring Your Papers
- ✓ Writing and Research Help
- ✓ 10-minute Massages
- ✓ Snacks & Drinks

#rcnjwritein

WEDNESDAY, NOVEMBER 28TH
LIBRARY, 2ND FLOOR
5-9PM

To request disability-related accommodations, please call 201-689-7033 at least one week in advance of the event.

commuter affairs CSI RAMAPO COLLEGE OF NEW JERSEY CENTER FOR STUDENT INVOLVEMENT

- 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

2nd Annual
International Write-In

Stop procrastinating and get your papers done!
Writing consultants and librarians will be there to help.

Bring your friends!

Stress Busters


Free Snacks


Free Drinks

#RCNWriteIn
#InfluWriteIn

Monday, December 4th, 7pm- 10pm
in the George T. Potter Library

Sponsored by The Center for Reading and Writing,
The George T. Potter Library, and Commuter Affairs

 To request disability-related accommodations, please call 201-686-2022 at least one week in advance of this event.

 RAMAPO COLLEGE OF NEW JERSEY

International Write-In at Ramapo College



Kim Reamer

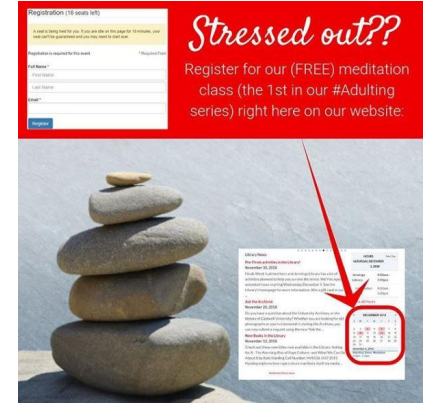
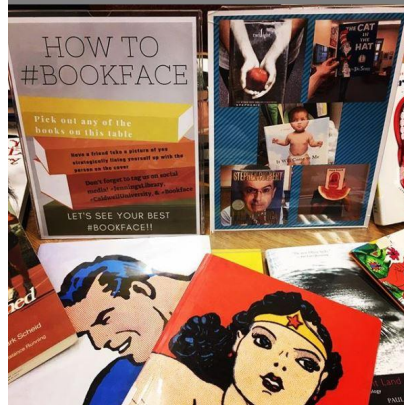
Reference Services & Archives Librarian
Caldwell University

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

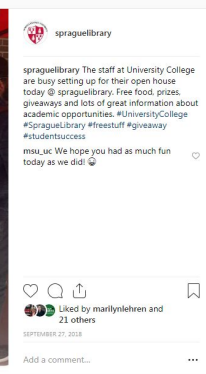
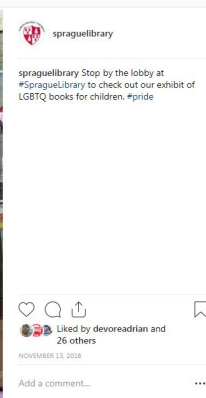
Head of Access Services and Systems
Montclair State University

@spraguelibrary on Instagram

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...

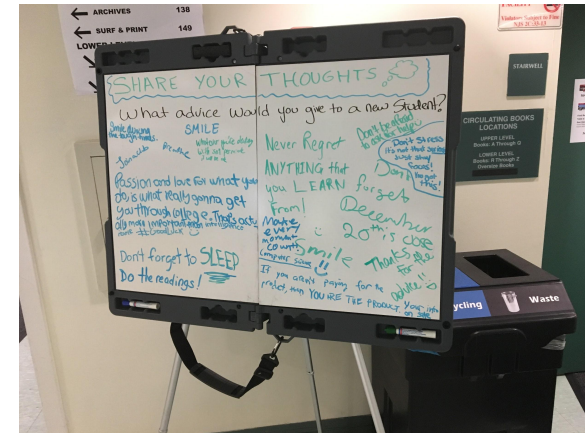
Our “insta” account complements our Library’s Facebook and Twitter accounts. It also keeps us connected to what is happening on campus.



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:

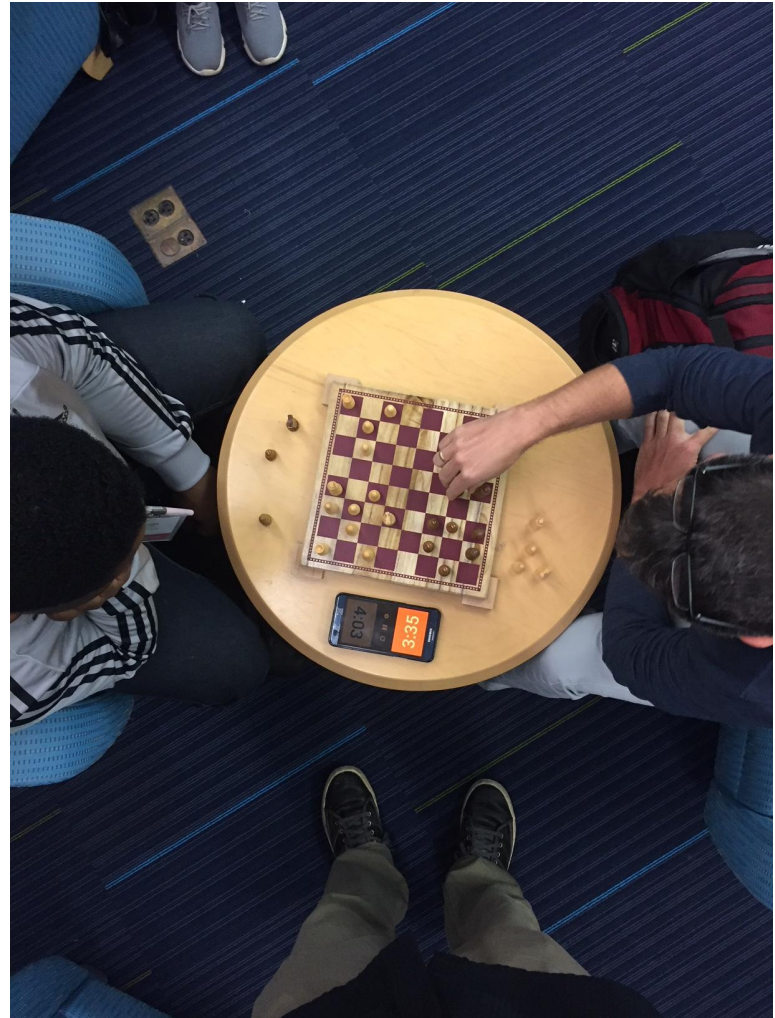
- Puzzles
- Legos
- Coloring Station
- Health Information
- Stretch Stations
- Quiet lounge during Finals
- Healthy Snacks



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 for 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



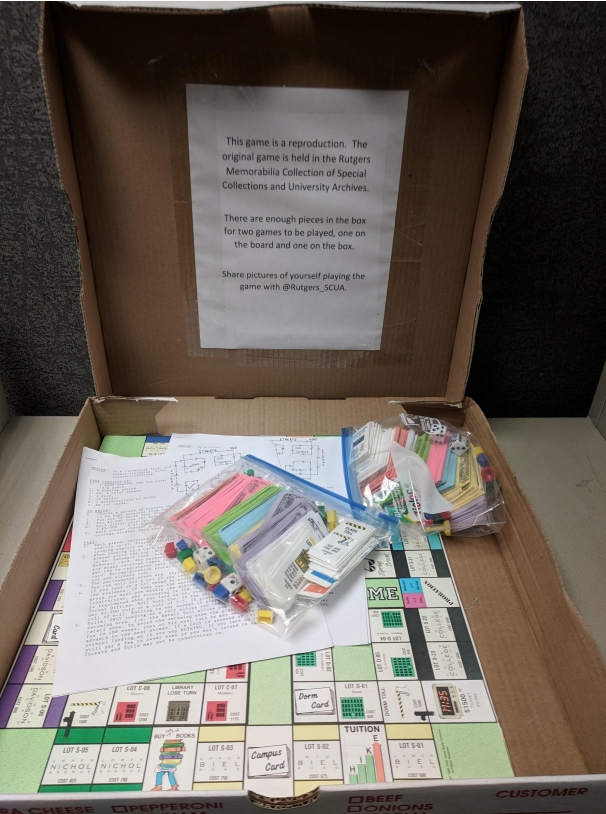
Red Hawk Day of Thanks

They Give. You Gain. We Thank.


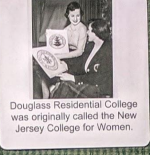



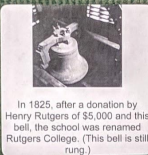
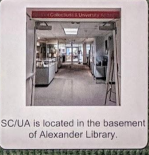

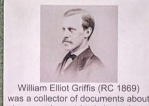



Tara Maharjan

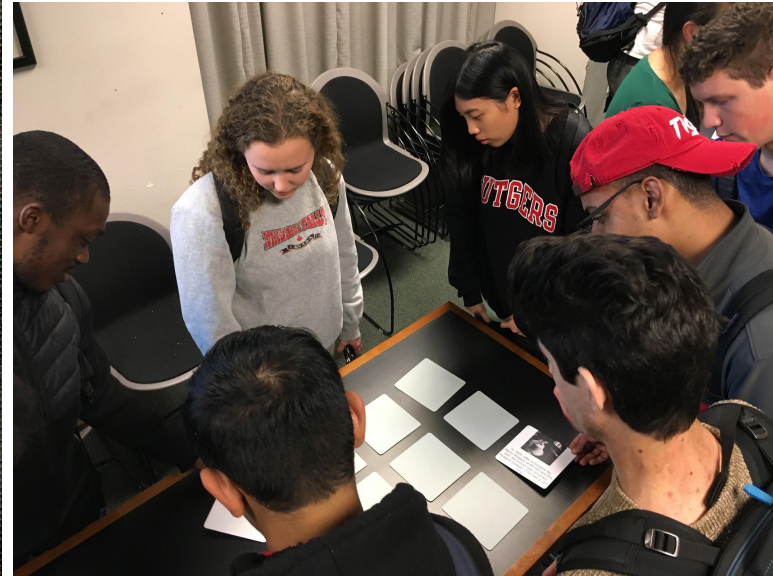
Processing Archivist, Special Collections and
University Archives
Rutgers University

Recreated College The Game

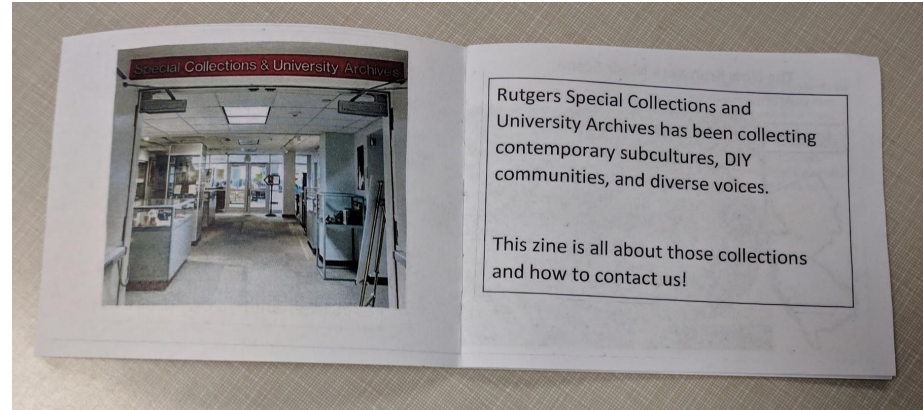
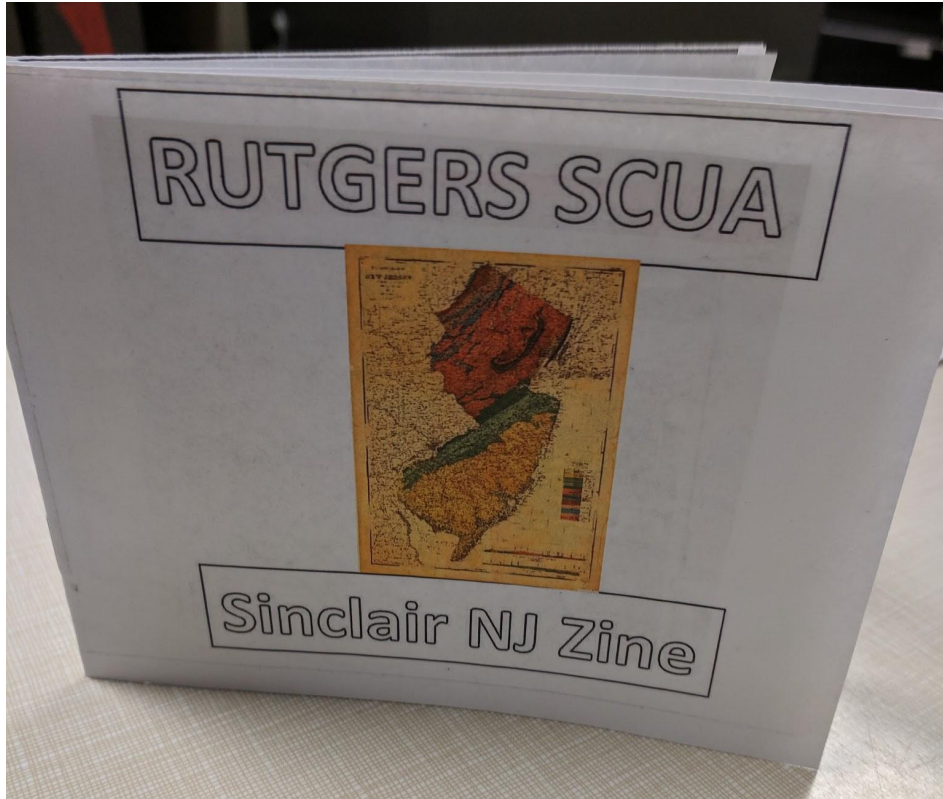


Archives Memory Game

<p>What mummified items are in SCUA?</p>	 <p>Some Sinclair New Jersey popular culture collections are the NJ Regional Zine Collection, the New Brunswick Music Scene Archive, and the NJ Beer Collection.</p>	<p>What kind of popular culture collections will you find in the Sinclair New Jersey Collection?</p>	 <p>Douglass Residential College was originally called the New Jersey College for Women.</p>	 <p>The folding chair that President Obama sat in during his Rutgers 250 commencement address.</p>	 <p>Queens College was the original name of Rutgers University.</p>
<p>What was the original name of Rutgers University?</p>	 <p>Over 52,000 volumes make up the rare book collection in SCUA.</p>	 <p>In 1825, after a donation by Henry Rutgers of \$5,000 and this bell, the school was renamed Rutgers College. (This bell is still rung.)</p>	<p>Where is Special Collections and University Archives located?</p>	 <p>SC/UA is located in the basement of Alexander Library.</p>	<p>What item does SCUA have in their collection that relates to President Barack Obama?</p>
 <p>SCUA has a mummified cat and bird in their collection.</p>	<p>What New Jersey Senator, who served from 1983-2013, has had their papers archived by SCUA?</p>	<p>What did Henry Rutgers give to get the school renamed after him?</p>	 <p>William Elliot Griffis (RC 1869) was a collector of documents about Japan and countries in her sphere of influence.</p>	 <p>Senator Frank R. Lautenberg's papers are archived by Special Collections and University Archive.</p>	<p>What Rutgers College graduate's collection documents the experience of Westerners in Japan?</p>
<p>How many volumes make up the Special Collections and University Archives rare book collection?</p>	 <p>Roman coins dating back to 439 B.C.E. are some of the oldest items in the SCUA collection.</p>	<p>What are the oldest items held in Special Collections and University Archives?</p>	 <p>The Miriam Schapiro Archives on Women Artists is named for Miriam Schapiro, one of the mothers of feminist art.</p>	<p>Special Collections and University Archives documents women artists and artist organizations in the United States, primarily from 1945 to the present under the name of which woman artist?</p>	<p>What was the original name of Douglass Residential College?</p>



Sinclair New Jersey Zine



SC/UA Themed Buttons



Postcards for Welcome Days

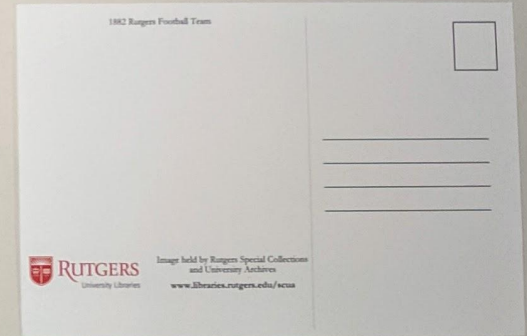
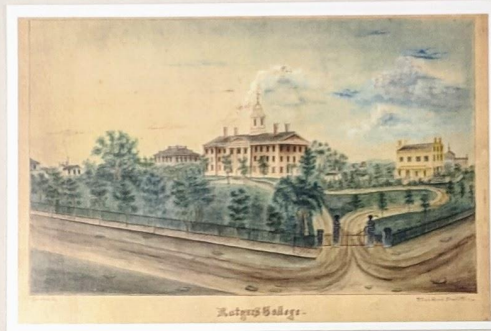
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FREE POSTCARDS!

- 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_scua Rutgers University Special Collections and University Archives Instagram: Launching September 1.

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



22 likes

AUGUST 17, 2015

Add a comment...



@Rutgers_SCUA: Social Media and Archives

An Exhibit



rutgers_scua

Rutgers University Special Collections and ...

rutgers_scua 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 Draw! ❤️

trentoniana1906 Will Tara be on exhibit too? ❤️

rutgers_scua For you @trentoniana1906, I will be. 🤍



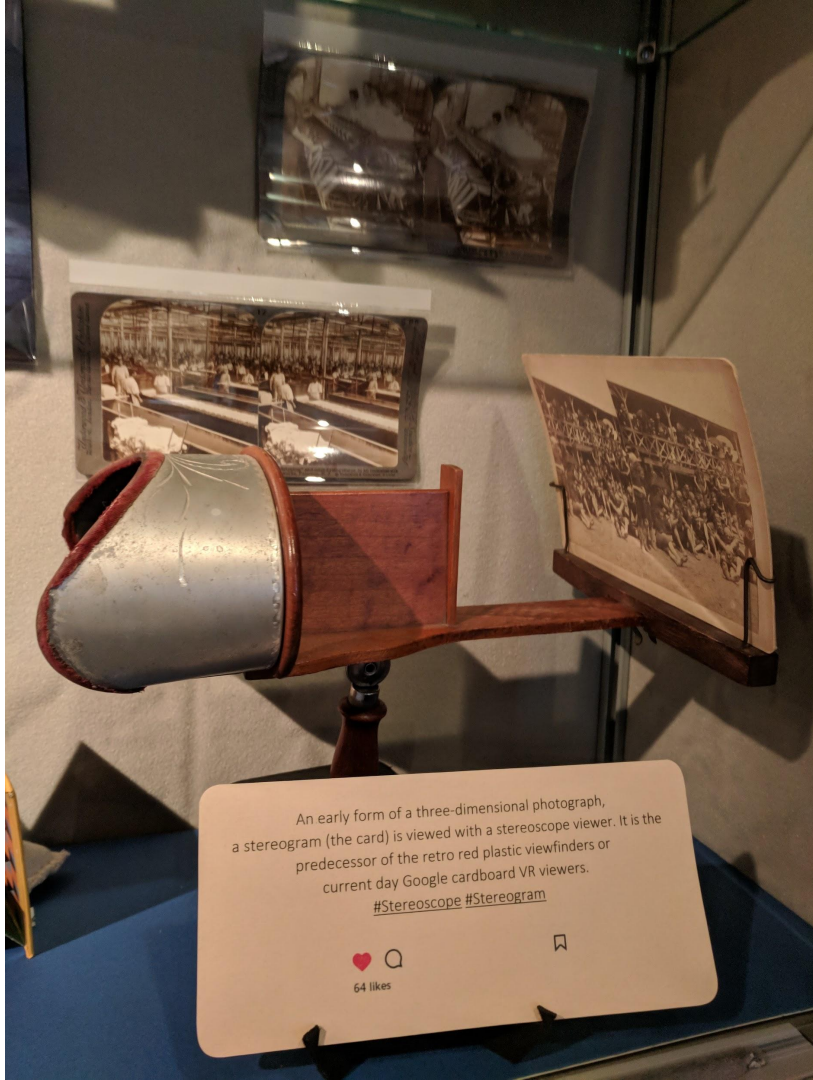
68 likes

MARCH 19

Add a comment...





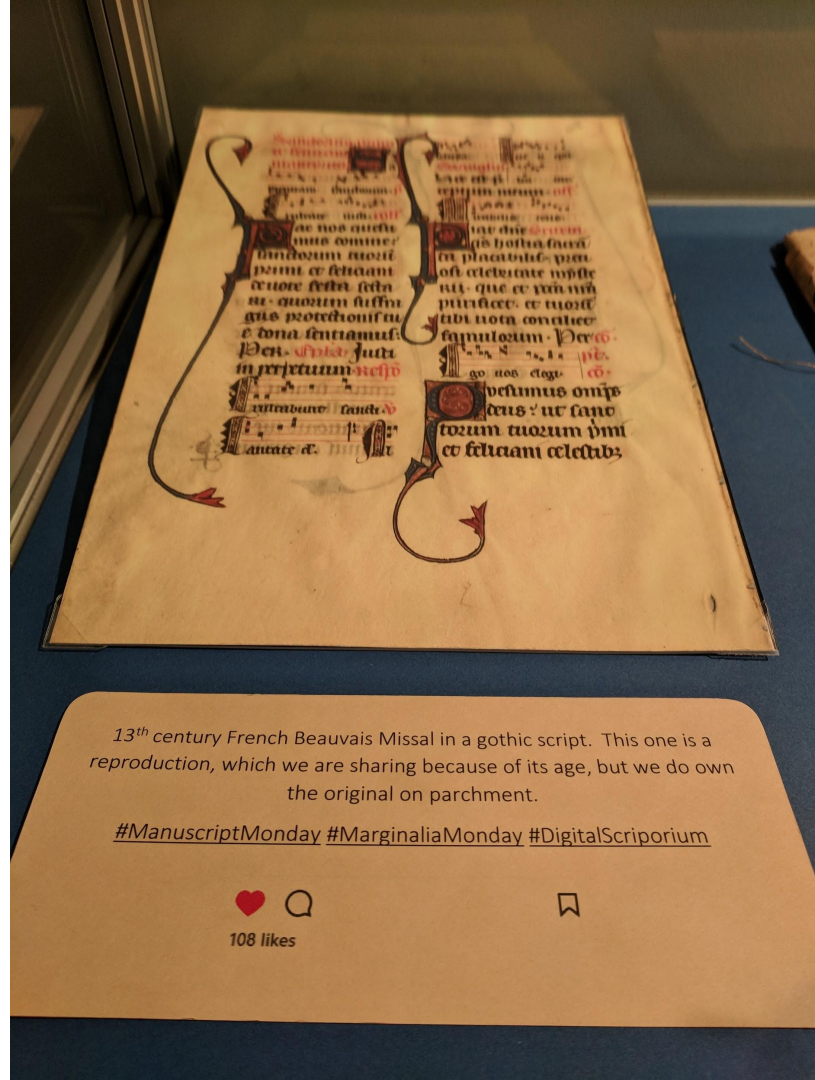


An early form of a three-dimensional photograph, a stereogram (the card) is viewed with a stereoscope viewer. It is the predecessor of the retro red plastic viewfinders or current day Google cardboard VR viewers.

[#Stereoscope](#) [#Stereogram](#)



64 likes



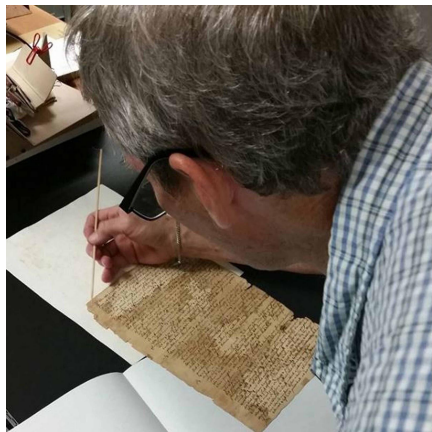
13th century French Beauvais Missal in a gothic script. This one is a reproduction, which we are sharing because of its age, but we do own the original on parchment.

[#ManuscriptMonday](#) [#MarginaliaMonday](#) [#DigitalScriptorium](#)



108 likes





rutgers_squa
Alexander Library Rutgers ... [Follow](#)

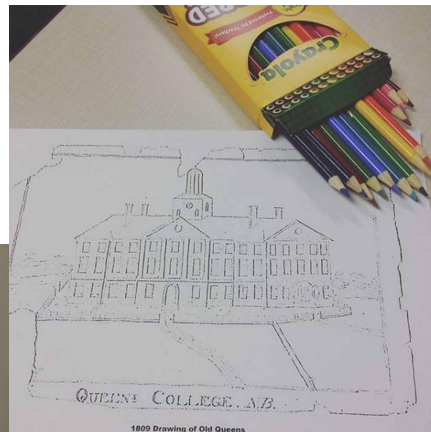
rutgers_squa Our Conservator, Tim Corlis, works to mend a small torn edge of a William Penn document from around 1668.

#Rutgers #RutgersLibraries #RutgersSCUA #SpecialCollections #UniversityArchives #Conservation #Preservation



46 likes
DECEMBER 11, 2015

Log in to like or comment. ...



rutgers_squa
Alexander Library Rutgers ... [Follow](#)

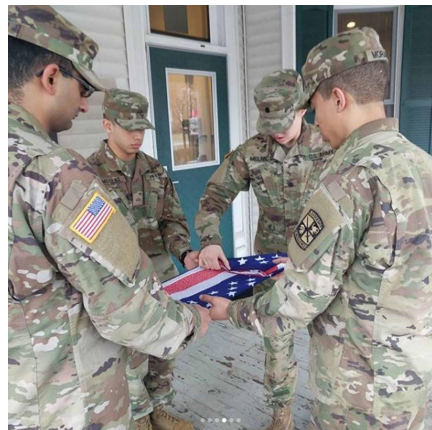
rutgers_squa It's #ColorOurCollections week! If I sit at my desk and color, that is work, right? We are loving all of the #LibrariesofInstagram images! To find our collections to color, head over to our facebook page! Thanks @nyamhistory for this hashing.

#Rutgers #RutgersLibraries #RutgersSCUA #SpecialCollections #UniversityArchives #Rutgers250



40 likes
FEBRUARY 2, 2016

Log in to like or comment. ...



rutgers_squa • [Follow](#)
Rutgers Army ROTC (Scarlet Knight Battalion)...

rutgers_squa We just had the distinct pleasure of having the Rutgers R.O.T.C. Scarlet Knight Battalion fold a flag of Senator Frank Lautenberg's. This flag will be on display in our new exhibit on Senator Lautenberg, which opens to the public February 22.

Thank you to Cadets Gangji, Morancie, Melnick, Moreno and Callahan for your time and service.

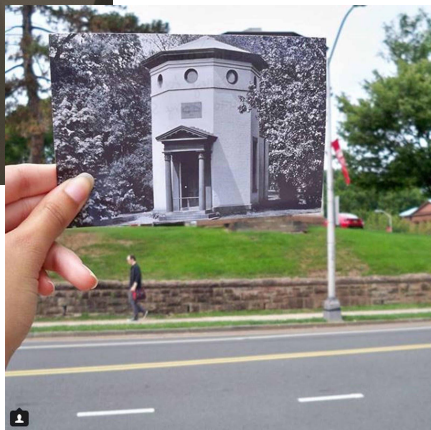
#Rutgers #RutgersLibraries #RutgersSCUA #SpecialCollections #GLibraries #RutgersROTC #FrankLautenberg @RutgersU @RutgersLibraries @rutgersarmyrotc

trempe Love seeing @rutgersarmyrotc — spent so much time in that same building.



36 likes
6 DAYS AGO

Log in to like or comment. ...



rutgers_squa [Follow](#)

rutgers_squa For this #TBT, we take you back to this 1939 image of Schanck Observatory with a modern day view.

#Rutgers #RutgersLibraries #RutgersSCUA #GLibraries #SpecialCollections #UniversityArchives #RutgersThenandNow #SchanckObservatory

rutgerslibraries Love this! sylviaze Can we see what it looks like inside?

motherstructure My favorite building on campus

rutgers_squa @sylviaze - I checked our Rutgers photo collection, we have pictures dating back to 1892 and there is not one picture of the inside. I will keep looking! rutgers_squa Thanks @rutgerslibraries! We are having fun with this rrrrrrrr! Kean an

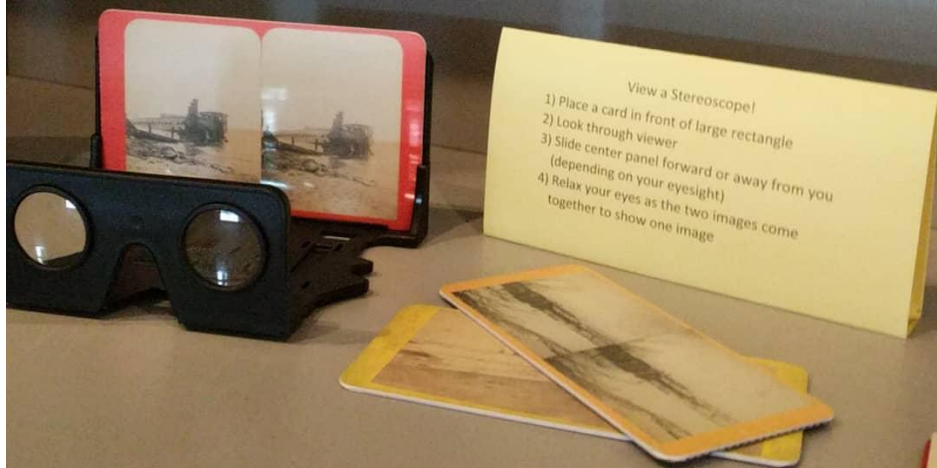


142 likes
OCTOBER 5, 2017

Log in to like or comment. ...



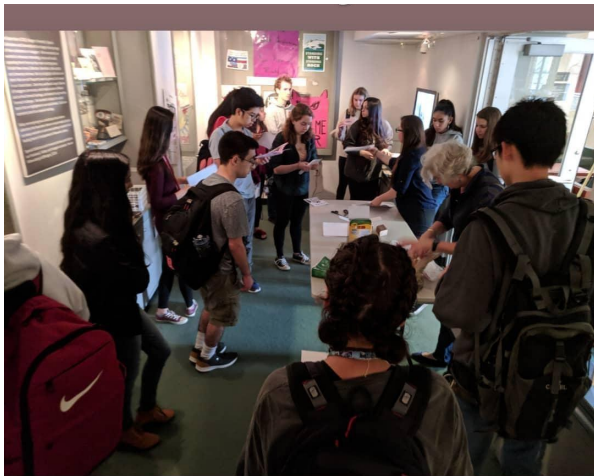
New stereoviewer in the social media exhibit!





Special Collections @Rutgers_SCUA · Mar 28

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. @RULibraries @RutgersU



We are making zines.



Allison Piazza

Health Sciences Librarian
Seton Hall University



SCHOOL OF HEALTH AND MEDICAL SCIENCES
SETON HALL UNIVERSITY



COLLEGE OF NURSING
SETON HALL UNIVERSITY



Hackensack Meridian
School of Medicine
at Seton Hall University

Interprofessional Health Sciences Campus

Idea

Participants: IHS Campus students, faculty, and staff

Group size: Approximately 15

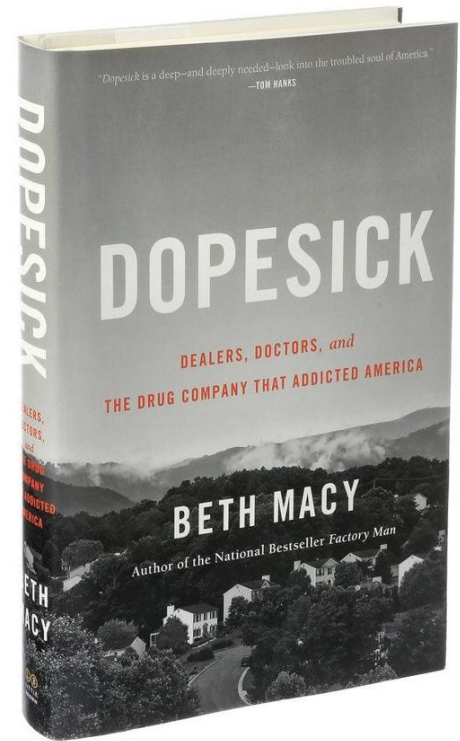
Theme: Health and Medicine

Genre: Non-fiction (but could evolve to include fiction, poetry, graphic novels, etc.)

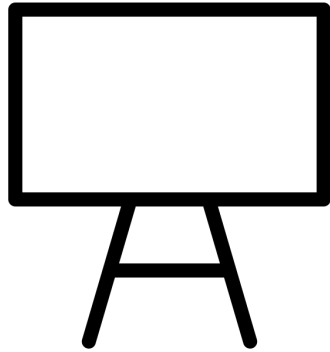
Book Length: <350 pages

Book Selection: By poll every 2 months

Frequency: Approximately once a month for 1 hour

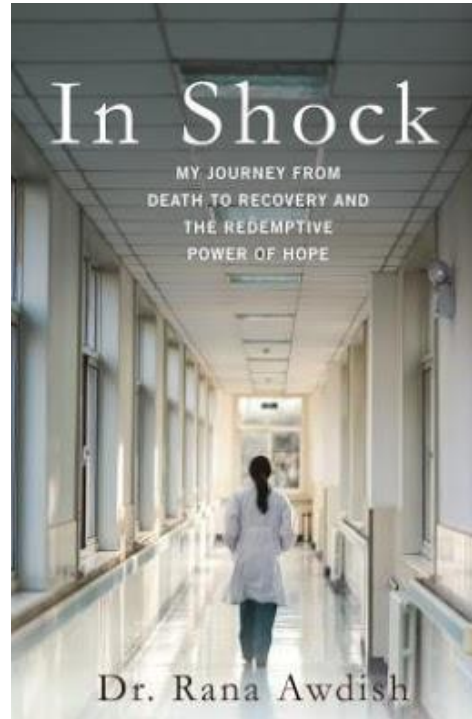
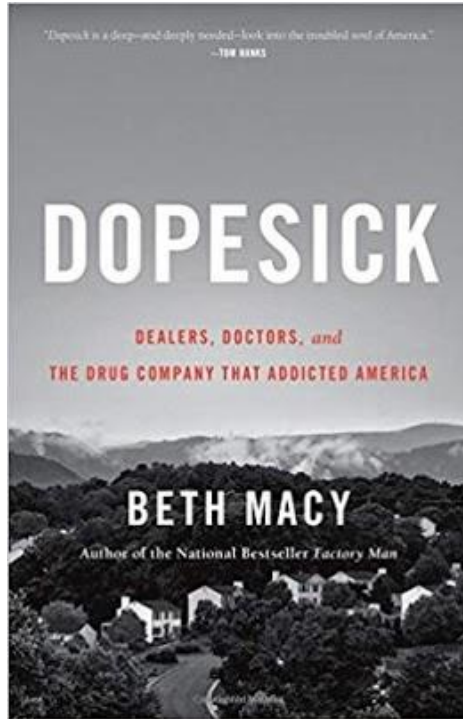


Promotion



@SHU_IHSLibrary

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**