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## Marketing and Engagement "Like a Tiger"

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*Lightning Round – SCLA Conference Nov. 9<sup>th</sup>, 2016*

# **MARKETING & ENGAGEMENT...**

**“LIKE A TIGER”**

**CLEMSON UNIVERSITY LIBRARIES**  
**PROUD SPONSOR OF 2016 SCLA CONFERENCE**

# ***“Marketing & Engagement Like a Tiger”***

## **Agenda:**

### **➤ Book Displays:**

*Maggie Mason Smith, Library Technical Assistant*

### **➤ Engagement via Campus:**

*Ed Rock, Associate Librarian*

### **➤ Tiger Talks & Researcher of Month:**

*Jennifer Petersen, Engagement Liaison*

### **➤ Exhibits**

*Sue Hiott, Director of Exhibits*

COOPER'S FIRST BOOK DISPLAY LOCATION:  
NATIONAL POETRY MONTH (2014)



COOPER'S SECOND BOOK DISPLAY LOCATION:  
LIT FEST 7 (2014)



# BOOK DISPLAYS

## COOPER'S 4<sup>TH</sup> FLOOR DISPLAY BOOKCASE LEAST LOVED JUVENILE BOOKS (2015)



### MARKETING 4 WAYS:

- ✘ Display [LibGuide](#)
- ✘ Bibliography of items on display published in [TigerPrints](#), the Libraries' digital repository
- ✘ Blurb posted to the Libraries' Blog and social media pages
- ✘ Event created on the Clemson University master calendar

# BOOK DISPLAYS

# BOOK DISPLAYS



## Engagement via Campus:

with undergraduate students...

Programs of Clemson Housing & Residential Life:

❖ Faculty Friends -  
Core A campus - First Year Students

❖ Faculty-in-Residence -  
Pancakes & PJs  
Film screenings & discussions  
Top Ten Tips for FiRs



# Engagement via Campus

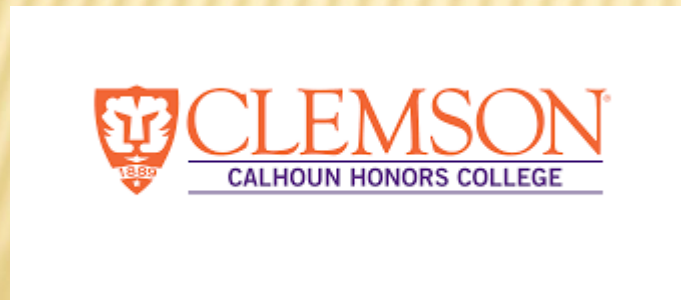
with undergraduate students ...

Program of Calhoun Honors College:

- ❖ Dixon Fellows -  
2012-13  
2013-14  
2016-17

Clemson University Libraries Instruction:

- ❖ COMM 1500 & 2500





# Tiger Talks

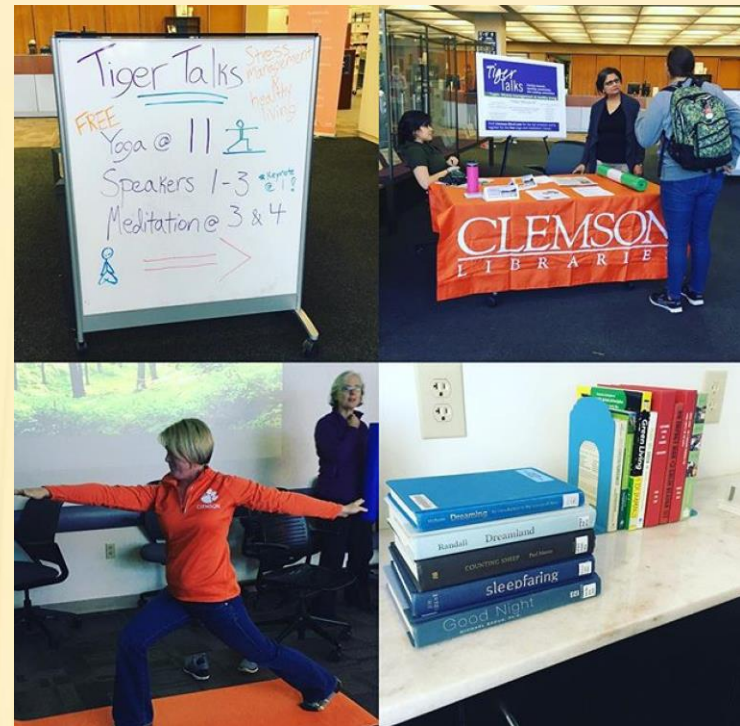
sharing research,  
sparking conversation,  
and creating connections

Topic: Stress management & healthy living

Friday, February 26 Free & open to all

Cooper Library Brown DRL Events will be held  
10am - 5pm

Visit [clemson.libcal.com](http://clemson.libcal.com) for the full schedule and to register for the free yoga and meditation classes.



Clemson Libraries speaker series inspired by TED Talks devoted to sharing research, sparking conversation, and promoting interdisciplinary synergy and engagement across campus as well as to bring awareness of library support and services.

Outline of program:

- A unifying research theme is chosen (example “Stress & Stress Management)
- Invited Feature Speaker - expert on topic theme
- Lightning Rounds – presenters from around campus that offer resources, research and other support based on topic
- Themed Activities – free yoga & meditation, coloring, etc.

# Researcher of the Month



**September is  
National Honey  
Month**



"Clemson's new beekeeper, Jennifer Tsuruda, is part of a worldwide effort to identify honeybee behavior and genes that appear to make some bees better groomers than others. The good groomers are better at ridding their bodies and hives of *Varroa* mites, which can wipe out the honeybee colonies that help put food on our tables.

"Pollinators are involved in producing one third of the food we eat," Tsuruda says. "Bee research is a matter of food security—national security."

- Kent, Peter. "Tidy Bees are Healthy Bees." *Glimpse*, Fall 2014, pp. 7.

## Objectives of the Clemson Libraries Researcher of the Month Program:

- Help create, support and promote interdisciplinary synergy, engagement and research across campus.
- Highlight current research being conducted by Clemson faculty and/or students utilizing campus wide digital advertising and social media.
- Bring awareness of research activities not only to our campus community but to visitors on campus as well.
- The Clemson Libraries Researcher of the Month also spotlights the central role the libraries provide in facilitating and supporting research across all interdisciplinary areas.
- Encourages engagement between library staff and researchers.

# CLEMSON LIBRARIES EXHIBITS

- ✘ Purpose: to raise awareness about the collections as well as research of the Libraries, Clemson University, and the community.



# Main Exhibit Locations

## R. M. Cooper Library lobby



"The Heart of the University":  
R. M. Cooper Library, 1966 to Today  
(currently on display)

Display areas also include Gunning  
Architecture Library in Lee Hall

## Special Collections and Archives exhibit area in STI building



The Founding of Clemson University:  
A Confluence of People, Ideas, Time and Place  
(currently on display)

- ✘ Topics are selected based on three primary criteria:
  - + relating to the instructional and research functions and areas of the University
  - + disseminating educational information to the Clemson University community *and/or*
  - + having potential interest to the campus community

*Examples are exhibits promoting the Libraries' collections or services; recognizing national, state, or campus events; or displaying documents or artifacts of significance.*



*Dragonflies and Damselflies in Cooper Library Pond* (summer 2016) - created in conjunction with a professor based on findings from a summer internship project conducted by three of his students



*The Letter and the Spirit:*

*Integration of South Carolina's Cooperative Extension Service (2013) – part of a series of exhibits related to a University-wide commemoration of the 50<sup>th</sup> anniversary of the integration of Clemson University*

# IMPORTANT !

- ✘ Before beginning an exhibits program, create an exhibits policy that spells out who can display, what can be displayed, scheduling details, and procedures for resolving disagreements that may arise in implementing the policy.







Clemson TV:  
***“Celebrating 50 Years of Cooper Library”***

<https://goo.gl/Tdjd3V>

*Thank You*  
for

# **Clemson University Libraries**

Proud Sponsor of 2016 SCLA Conference

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