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Let Your Library Shine: Creating a Student Newsletter to Raise the Profile of an Academic Library

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LET YOUR LIBRARY SHINE

Creating a Student Newsletter to Raise
the Profile of an Academic Library

Jonathan Wilson & Lydia Gwyn, TLA Annual Conference, 2023



ON TAP TODAY



01

Why create a student newsletter? Benefits? Outcomes?

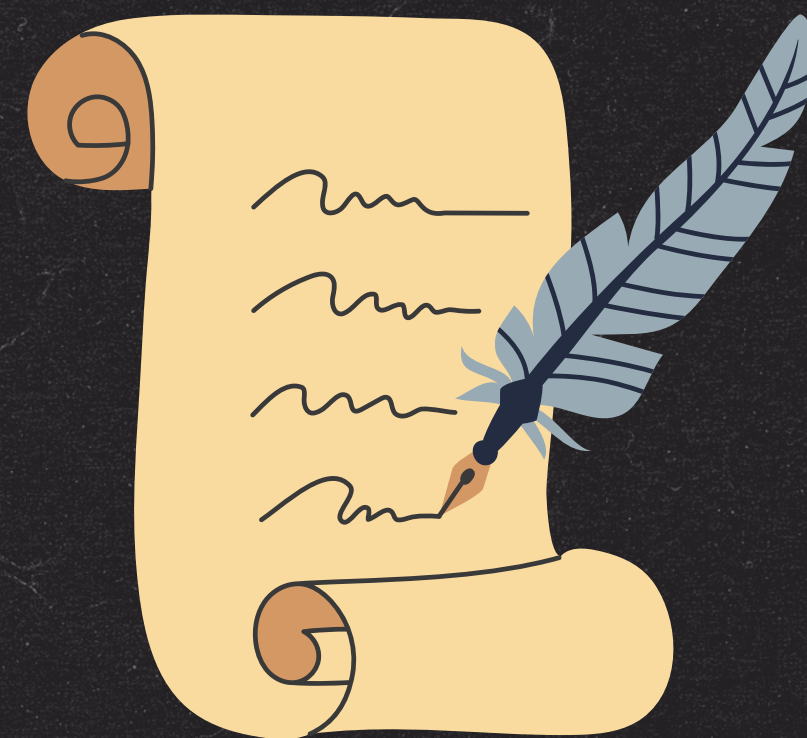
02

How? The nuts and bolts of putting together a newsletter.

03

Show & Tell

QUESTIONS FOR YOU...



WHY CREATE A STUDENT NEWSLETTER?



Do the students on your campus know what you do?

Do you have low student-turnout to your events?

Do students know how to use your resources?



Newsletters = direct connection between library and students.

Provide a way to showcase databases, resources, avenues for research help.

Great promotional tool for your events

“

WE GET NEWSLETTERS EMAILED TO US FROM EVERY DEPARTMENT ON CAMPUS, BUT WE GET NOTHING FROM THE LIBRARY.

Actual quote from a student on our Student Library Advisory Board.





HOW?



01

First, get approval

Write up a proposal for dean or advisory board. Research methods of delivery/newsletter services.

02

Design & Content

What will be covered in each newsletter? What tone of voice will you use? What will your newsletter look like visually.

03

Frequency

How often will you send out your newsletter? Once a month? Once per semester? Where else to publish: social media, library website?

04

Make Use of Feedback

What content is most popular? What content is least popular? Revise your newsletter accordingly.

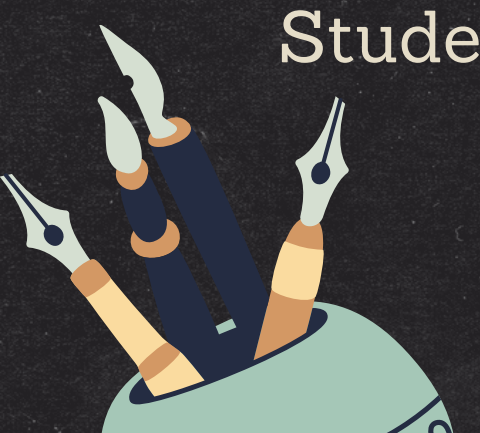


OUTCOMES

INCREASE IN LIBRARY AWARENESS

Students are more aware of library resources, services, & workshops.

Students know how to get reserach help.



INCREASE IN LIBRARY USE

Increase in research consultations.

Increase in attendance for undergraduate workshops & grad bootcamp.

Increase in resource use.

EVENT ATTENDANCE

Event information reaches students in a timely manner.

Increase in student attendance at library events





SHERROD LIBRARY
STUDENT
NEWSLETTER





THANK YOU.

QUESTIONS?

