



CARLI Resource Sharing Committee Presents:

CARLI Resource Sharing:
Two Libraries Discuss Advertising



CARLI

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Reaching Community Through Service: Marketing The Library

Topics

- Events
- Displays
- Instruction
- Collaborations

Marissa Ellermann and Cherie Watson





How did **WE** end up providing marketing?

And who are we?



- **Standard Event Considerations**
 - Extensive planning with timeline
 - Funding sources
 - Broad committee effort

- **Building on Campus Programming Opportunities**
 - Short term planning
 - Funding sources
 - Small committee effort



Standard Event



Open House

- Committee of Stakeholders
- Target Audience
- Resources
- How do we get them to show up...
- Benefits

School Spirit/Library Branding



Marketing Large Events

Prize promotion displays

Strategic yard sign placement

Building monitor slides

D2L alerts

Paid advertising in student newspaper's back-to-school issue and online edition



Campus Programming and Collaborations



Examples

Wellness Week

Salukis Care Day

Final Stretch

Native American Heritage

Black History

Juneteenth

Hispanic/Latinx Heritage

LGBTQ History





Marketing Services

Handouts

- Flyers
- Bookmarks

Building monitor slides

D2L Alerts

Social media (limited)

Signage

Instruction

- UNIV 101

Campus collaborations

- Study Jam





Marketing Services and Events Using D2L Alert

- Learn more about the D2L Pulse App
 - Promote use of Pulse App
- Develop a library-wide submission protocol
- Reach students where they work
- Can be programmed to reach faculty and staff, as well



Adventures in Advertising: Monmouth College Classroom Collaboration

Sarah Henderson
Director, Hewes Library
Monmouth College

Topics:

Background

Project 1

Project 2

Questions?



Collaboration with BUSI367

- Conversation with professor while helping with library resources
- Act as a client for student advertising agencies
- Typically 3-4 agencies
- Meet with the class and give a brief overview of the library; including goals of the ads and services to feature
- Agencies have individual agency meetings
- Ads are on display in departmental building and select ads are used across campus

Project 1 – Spring 2021

- Ran during spring semester
- Four agencies
- Students are to produce an ad campaign due at the end of the semester before finals
- Ads included three videos and a print ad
- Video ad with sticker promotion and second video ad were selected to be used for the upcoming year

Samples from Project 1



Project 2 – Fall 2022

- Currently in progress
- Four agencies
- This time students are to produce two ad campaigns instead of one
- First series of ads have been completed and included two videos, print ad, and a social media push

Samples from Project 2



Comments on the collaboration

- Creation of some really fun and creative ads
- Definitely more interest in the student generated ads
- Learning opportunity for us in how we are viewed by our students
- Indirectly developing library ambassadors
- Difference between the two experiences:
 - Second project students more independent
 - More candid about library challenges the second time
 - Challenged the students more on their ideas





**QUESTIONS?
WANT TO SHARE IDEAS/EXPERIENCES?**

