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### CARLI Resource Sharing Committee Presents:

CARLI Resource Sharing: Two Libraries Discuss Advertising

## CARLI

### Presented by:

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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

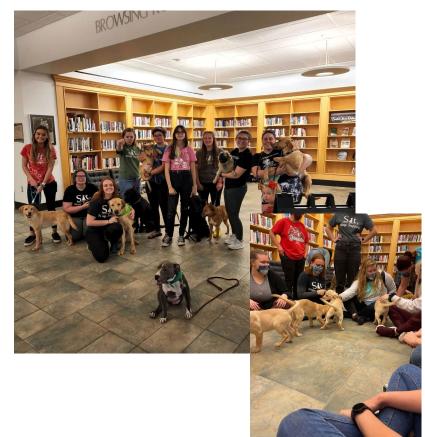
Building monitor slides

D2L alerts

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

### **Campus Programming and Collaborations**





### **Examples**

Wellness Week Black History

Salukis Care Day Juneteenth

Final Stretch Hispanic/Latinx Heritage

Native American 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

Topics:

Background

Project 1

Project 2

Questions?

Sarah Henderson Director, Hewes Library Monmouth College

### 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

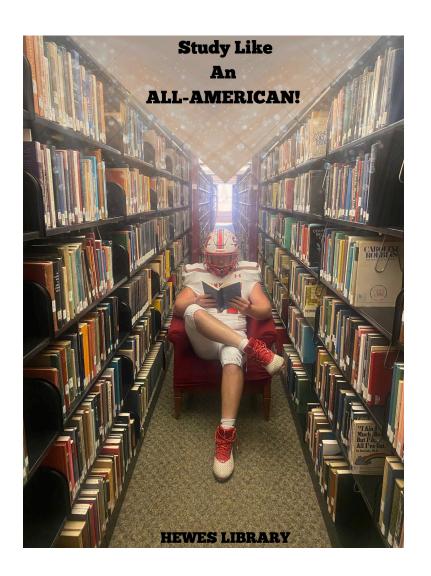


### Project 2 – Fall 2022

- 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?