CARLI Resource Sharing Committee Presents:

CARLI Resource Sharing:
Two Libraries Discuss Advertising

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Reaching Community Through Service: Marketing The Library

Marissa Ellermann and Cherie Watson

Topics
- Events
- Displays
- Instruction
- Collaborations
How did **WE** end up providing marketing?

And who are we?
What is Our Approach

- **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
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
- Study Jam

Campus collaborations
Future Plans

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?