



Getting It Done: Interactive Promotion of Library Services

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Interactive Promotion?

"Passive" promotion: Flyers, ads, telling students about services in conversation, etc.



"Interactive" promotion: like sneaking vegetables into food – students' goal is to have fun actively participating

"Maybe the real activity was the things we learned along the way..."

Both are useful outreach tools!



Terps After Dark Film Festival



- Planned with Jodi Coalter, hosted as part of the Terps After Dark initiative aimed at incoming freshmen
- Partnership with The Clarice: screened two Miyazaki films; NextNOW Fest screened two
- Brought button maker, selection of anime DVDs and manga, laptop with handheld scanner
- **What did students learn about or gain?**
 - ◆ Fun aspects of the Libraries
 - ◆ Circulating DVD collection
 - ◆ Collection of non-textbook leisure reading



Camp Wellness DIY Slime



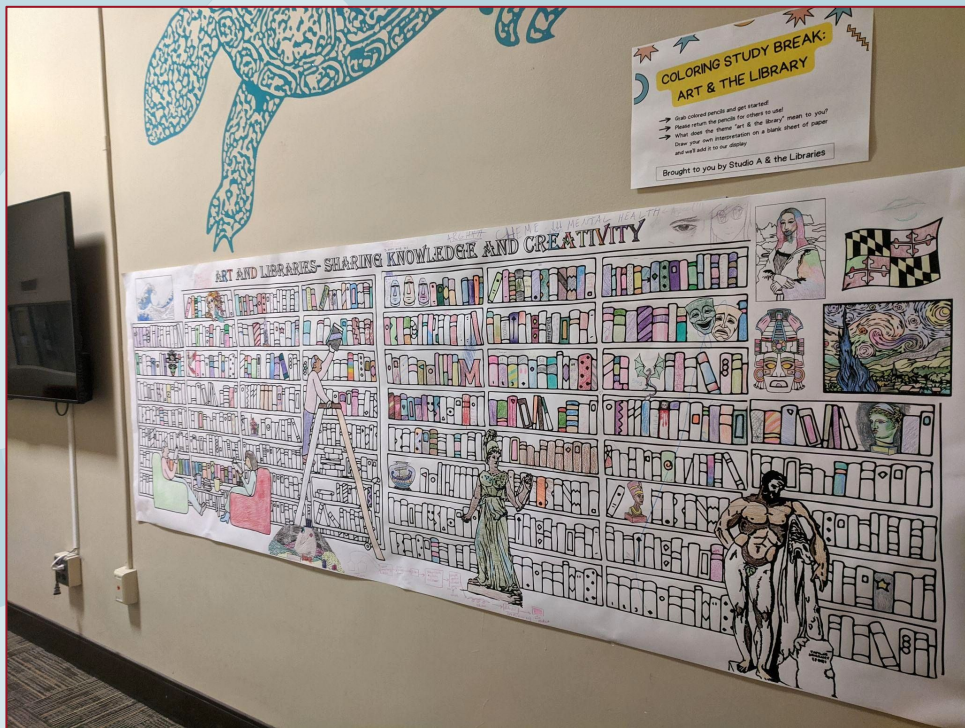
- Planned with JD Weber, part of the Camp Wellness spring break event held by Health Promotion & Wellness Services
- Attendees were mostly grad students on campus during spring break
- Led DIY slime & stress ball activity, brought along makerspace flyers and gave a quick verbal overview along with informal chat
- **What did students learn about or gain?**
 - ◆ Existence of the makerspace
 - ◆ Makerspace services
 - ◆ Informal, friendly interactions with library staff



Study Breaks Coloring Banner



- Collaboration between TLC and Studio A, planned with Kevin Hammett and Studio A staff
- Studio A prepared the image on the theme of Art and Libraries
- Banner was printed in TLC and hung on the wall for students to color, along with Studio A promo materials
- **What did students learn about or gain?**
 - ◆ Engaging study break offered by the library / TLC
 - ◆ Studio A (another campus service)
 - ◆ Association of the library with creativity, fun, collaboration
 - ◆ Location of TLC





Upcoming
or
In Progress

Therapy Dog Collectible Cards



- Tie-in for the popular Wags for Wellness program, in partnership with the Health Center
- Cards will feature each therapy dog with information on the back about the TLC / Libraries and Wags for Wellness / Health Center
- Numbered set of cards encourage students to collect them all
- **What will students learn about or gain?**
 - ◆ More information about Wags for Wellness & TLC
 - ◆ Easy way for students to spread information and excitement to friends
 - ◆ Physical reminder of the Libraries

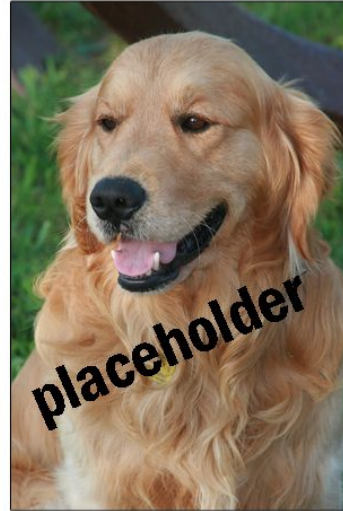
Max

Good Dog

Wags for Wellness



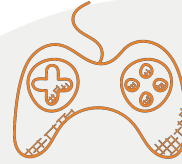
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Collectible Wags for Wellness card #1

Introductory Video Game



- Project being developed with Research & Teaching Fellowship student Genna Godley
- Based on UNIV 100 escape room game designed by Suzy Wilson
- Students solve puzzles to help Testudo in a virtual re-creation of UMD
- **What will students learn about or gain?**
 - ◆ Introduction to UMD Libraries
 - ◆ Location of McKeldin and branch libraries
 - ◆ Various library services & resources

See Genna's poster after this for more info!



Benefits of Interactive Promotion



- Students may remember more due to benefits of active participation
- Builds up positive associations and goodwill towards the Libraries; presents the Libraries as approachable and not solely focused on (stressful / difficult / boring) coursework
- Engaged and excited students may share experiences with friends; word of mouth is very effective
- Establishes the Libraries as a comfortable “third place” and employees as safe, helpful resources
- Effective method of building partnerships across campus

Q&A



Want to collaborate on a project like this? Let me know!

Credits

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Special thanks to all collaborators & partners mentioned throughout these slides!

