Creating an Engaging Library: Marketing from the Ground Up

Renee Ettinger & Joe Hardenbrook
Cofrin Library, University of Wisconsin-Green Bay
Bash in the Stacks
Freshmen
Welcome
Partnerships
Food
Games
Nerf tag
Bash in the Stacks video
Library Pumpkins

Spur of the Moment

Little Planning

Start Small

Take a Risk
Library’s 40th anniversary
National Library Week
Perception “changer”
Successful 1st run
Edible Books
Relax, Unwind
Stress Relievers
Therapy Dogs
Low Maintenance Activities
Final Exams Week
Final Exams video
What leads to success?
Before

Little admin support  Little Time

No budget  Inattentive Social Media

Always on the backburner
After

New Leadership

Emphasis on Priorities

Raise the Library’s Profile

Make Campus Connections
Tapping Your Users
BASH IN THE STACKS
Thursday, September 15
Cofrin Library
8:00-11:00PM

Join the Cofrin Library, Student Life, and FOCUS for a night of fun, games, and prizes! All students welcome!

COFRIN LIBRARY
Your Guide to Answers

a celebration of scholarship
Authors & Artists
Monday, April 9, 2012
2:00 pm - 4:00 pm
Cofrin Library 3rd floor

Student Talent
Student Talent video
Partnerships

FOCUS (Freshmen)

You need to ask!

Student Life

$$$$$

Provost’s Office

Chancellor’s Office
Library Marketing Evolves

Enlarged group
Dedicated Responsibilities
Focus on Events
Meet regularly

Students
Social Media

More photos & video

Phoenix Phanatics

"Ready to Go" Posts

Doesn't always have to be about the library

Facebook

Twitter

Guidelines
Lightning Round
Contact Info

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Lightning Round

Presenters

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  - Branding Research at APL

- Teri Talpe, UW-La Crosse
  - Contact: Stefan Smitjh, ssmith@uwlax.edu
  - Murphy Library Hall Librarian Program

- Jennifer Nelson, Viterbo University
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  - Introducing VitCat to the Viterbo community
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