MARKETING & OUTREACH ACTIVITIES (2011/12)

DISPLAYS
- **Lobby Display** - Various monthly displays are put up in the lobby area of the Library, including Locally Grown/Locally Made, History of the Candy Bar, Banned Books Week, Pioneer Women, Musicals, and LGBTQ Pride Week.
- **Faculty Display** – The Library has installed a permanent display on the first floor that features faculty scholarship, specifically book publications, from all four colleges and the Library. The purpose is to showcase and honor the work of our colleagues.

EVENTS
- **Hootenanny Event (Sept. 2011)** – Fun fall kick-off event with music, photo booth, food, calligraphy, and other services to introduce the Library to new students on campus.
- **Scholarly Activity and Creative Works Reception for Faculty and Staff (April 2012).**
- **Jazz and Poetry Night (April 2012)** (celebrating Jazz and Poetry month in April). Jason Reisdorf Trio (student group) and Bill Lawlor reading poetry from the Beat Generation.
- **Poetry Open Mic Night** – Sponsored by the English Dept. and the Library. Every other Thursday night the Library hosts the Poetry Open Mic Night in the Food for Thought Café.

OUTREACH
- **Brown Bag Lunch with Department Liaisons (May 2012)**
- We are involved in various outreach activities including the Student Involvement Fair, Freshman Orientation, New Faculty Orientation, Res Hall Living Fair, and the Information Fair. We are also working on promoting reference services through the Res Hall ARCs (Academic Resource Coordinators), and other services the Library provides.

MARKETING
- Working with the Art and Design Center on campus to create a “branding/identity” for the Library, new brochures, and a design suite with templates for print and the web that the library staff can access and use.
- **BookPointers** is a library video project that allows faculty, staff and students to share one of their favorite books with the campus. [http://library.uwsp.edu/video/additionalvideos1.htm](http://library.uwsp.edu/video/additionalvideos1.htm)
- **Recycled cardboard “green” magnets** (for students).
- Spots on the campus radio station

PARTNERSHIPS
- **Real-to-Reel (fall 2011)** – PBS Film outreach initiative partnership with community members and the public library.
- Collaborated with the Art & Design Department on a month-long exhibit and event program called **Xu Bing: The Art of Re-Writing China**.

SOCIAL MEDIA
- **Social Networking** – The Library has a fairly active Facebook (FB) presence and continues to work on ways to promote events through FB. We are up to 220 likes. We also have a Flickr page and a presence on Foursquare.
DID YOU KNOW...

✓ We now have chat reference?

✓ We have group study rooms, group computer rooms, practice presentation rooms, and audiovisual viewing rooms available for students? Rooms can be reserved for up to four hours at a time.

✓ You can also reserve the Idea Studio and the new Reference Studio?

✓ You can check out a Nintendo Wii at the front desk? You can also check out a laptop for up to three days.

✓ The Library has hundreds of CDs and DVDs available for checkout on the third floor?

✓ You can borrow most of the books, videos, and other stuff from other UW’s using our library catalog? Items usually arrive in about three days. You can also borrow millions more items from libraries worldwide using the Interlibrary Loan System.

✓ The Library (Learning Resource Center) houses a Natural History Museum on the first floor? Admission is free!

✓ You can grab a quick bite to eat and cup of coffee, and surf the web at our Food for Thought café, on the first floor?

✓ We have a computer lab (w/Macs) on the first floor open late hours?

✓ We have NY Times bestselling fiction and audio books (on CD) available for checkout?

✓ You can contact us (almost) anytime? 411:

- Homepage http://library.uwsp.edu
- General info/Circulation 715-346-2540 libcirc@uwsp.edu
- Reference Desk (and chat) 715-346-2836 librefd@uwsp.edu
- Mark Rozmarynowski (Access Services) 715-346-4622 mrozmary@uwsp.edu
- Patti Becker (Reference) 715-346-4443 p2becker@uwsp.edu
- Nerissa Nelson (Outreach) 715-346-4204 nnelson@uwsp.edu