Marketing and Engagement "Like a Tiger"

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Lightning Round – SCLA Conference Nov. 9th, 2016

MARKETING & ENGAGEMENT...

“LIKE A TIGER”

CLEMSON UNIVERSITY LIBRARIES
PROUD SPONSOR OF 2016 SCLA CONFERENCE
“Marketing & Engagement Like a Tiger”

Agenda:

- **Book Displays:**
  Maggie Mason Smith, Library Technical Assistant

- **Engagement via Campus:**
  Ed Rock, Associate Librarian

- **Tiger Talks & Researcher of Month:**
  Jennifer Petersen, Engagement Liaison

- **Exhibits**
  Sue Hiott, Director of Exhibits
COOPER’S FIRST BOOK DISPLAY LOCATION:
NATIONAL POETRY MONTH (2014)

COOPER’S SECOND BOOK DISPLAY LOCATION:
LIT FEST 7 (2014)
COOPER’S 4TH FLOOR DISPLAY BOOKCASE
LEAST LOVED JUVENILE BOOKS (2015)

MARKETING 4 WAYS:

- Display LibGuide
- Bibliography of items on display published in TigerPrints, the Libraries’ digital repository
- Blurb posted to the Libraries’ Blog and social media pages
- Event created on the Clemson University master calendar
BOOK DISPLAYS
Engagement via Campus:

with undergraduate students...

Programs of Clemson Housing & Residential Life:

- Faculty Friends - Core A campus - First Year Students
- Faculty-in-Residence - Pancakes & PJs
  Film screenings & discussions
  Top Ten Tips for FiRs
Engagement via Campus

with undergraduate students ...

Program of Calhoun Honors College:

- Dixon Fellows -
  2012-13
  2013-14
  2016-17

Clemson University Libraries Instruction:

- COMM 1500 & 2500
Clemson Libraries speaker series inspired by TED Talks devoted to sharing research, sparking conversation, and promoting interdisciplinary synergy and engagement across campus as well as to bring awareness of library support and services.

Outline of program:

- A unifying research theme is chosen (example “Stress & Stress Management”)
- Invited Feature Speaker - expert on topic theme
- Lightning Rounds – presenters from around campus that offer resources, research and other support based on topic
- Themed Activities – free yoga & meditation, coloring, etc.

Visit clemson.libcal.com for the full schedule and to register for the free yoga and meditation classes.
Objectives of the Clemson Libraries Researcher of the Month Program:

- Help create, support and promote interdisciplinary synergy, engagement and research across campus.
- Highlight current research being conducted by Clemson faculty and/or students utilizing campus wide digital advertising and social media.
- Bring awareness of research activities not only to our campus community but to visitors on campus as well.
- The Clemson Libraries Researcher of the Month also spotlights the central role the libraries provide in facilitating and supporting research across all interdisciplinary areas.
- Encourages engagement between library staff and researchers.
Purpose: to raise awareness about the collections as well as research of the Libraries, Clemson University, and the community.
Main Exhibit Locations

R. M. Cooper Library lobby

"The Heart of the University": R. M. Cooper Library, 1966 to Today (currently on display)

Special Collections and Archives exhibit area in STI building

The Founding of Clemson University: A Confluence of People, Ideas, Time and Place (currently on display)

Display areas also include Gunnin Architecture Library in Lee Hall
Topics are selected based on three primary criteria:

- relating to the instructional and research functions and areas of the University
- disseminating educational information to the Clemson University community and/or
- having potential interest to the campus community

Examples are exhibits promoting the Libraries’ collections or services; recognizing national, state, or campus events; or displaying documents or artifacts of significance.
Dragonflies and Damselflies in Cooper Library Pond (summer 2016) - created in conjunction with a professor based on findings from a summer internship project conducted by three of his students
The Letter and the Spirit:

Integration of South Carolina’s Cooperative Extension Service (2013) – part of a series of exhibits related to a University-wide commemoration of the 50th anniversary of the integration of Clemson University
Before beginning an exhibits program, create an exhibits policy that spells out who can display, what can be displayed, scheduling details, and procedures for resolving disagreements that may arise in implementing the policy.
Clemson TV:
“Celebrating 50 Years of Cooper Library”

https://goo.gl/Tdjd3V
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