Promoting Academic Library Services
(Simple and Inexpensive Ideas)
Guiding Principles
Getting the Message Out

Make sure it is the right message...
Oh, and have someone review it before it’s published...
Is There Such a Thing as Bad Publicity?

Yes...

The message SHOULD connect with your patrons.

And, it SHOULDN'T convey derogatory stereotypes...

STEREOTYPES
Exist for a reason
Factors to Consider for Ads Include

- Stereotypes exist
- What is the message
- Libraries are traditionally a target
- Approach the with a positive message
- Utilize positive stereotypes to your advantage
- Shocking an audience is ok if it makes them laugh
Consider All Resources: Both Old as Well as New... (Remember the Message and Appropriateness)

- Use images to connect to both the left and right brain
- Politically correct is not an absolute rule
- Shock done correctly can captivate a user
- Consider this advertisement
Brilliant Promotional Campaigns
Successes
@ Sims
Don’t Under-Value The Simplicity of a Good Newsletter for Staff & Patrons

**Mane Lines**

An Introduction from the Library Director

Spring is definitely here. Trees are green, flowers are blooming; the days are longer and warmer, and there’s a feeling of change in the air. Change is certainly in the air and all throughout Sims Library. Over the winter break and into the spring semester, new carpeting was installed on three of the four floors of the building, making the Library more attractive and welcoming. The information desk in the lobby was removed and replaced with a popular reading area, and our subscription to a current bestseller service will provide our students, faculty and staff with new popular fiction and non-fiction every month. The old computers in the Reference area have been replaced with new desktops which offer more software, including Microsoft Word and SPSS. In the months to come we will be opening a practice presentation classroom where students can rehearse class presentations using state-of-the-art equipment, and new areas for group and individual study will be created. All of these improvements are designed to enhance the research possibilities at Sims, and to make the Library even more user-friendly and technologically rich. I hope you will visit the Library and enjoy all these improvements!

By Eric Johnson

**A Bit About Mane Lines**

We would like to take this opportunity to introduce ourselves to the staff, students, and G.A.’s who work here at the Sims Memorial Library. The Publication Committee is composed of members including: Amy Baptist, Leslie Davis, Kevin Travis, Penny Buchar, Michael Webster, and Chairman James Lovitt. We are hoping to begin bringing Mane Lines to you about six times a year with updates and news on current events, relevant happenings, and news specific to the Sims Memorial Library.

**From the Director**

As I write this, the weather is finally reaching that autumn has arrived; the temperatures have dropped to more comfortable levels and the seemingly incessant rain has stopped, giving us the October we long for every year. In fact, if it’s a few weeks late, autumn calls to mind piles of burning leaves, but in the library at this time of year “burning leaves” has a different connotation.

For it is in the fact that the American Library Association celebrates the Freedom to Read with its annual “Banned Books Week,” in which attention is drawn to the many hundreds of books that, over the years, have been either banned or challenged. The Diversity Committee of Sims Library takes part in this remembrance with a month-long, eye-catching display featuring many such banned and challenged titles.

In the past we’ve used chained books, a wall of banned books, and a startling figure of someone setting a match to a pile of books gesturing our point across. This year we adopted classic sci-fi horror film posters to spread the message of intellectual freedom. “The Censors from the Black Lagoon” and “The Day the Books Were Banned,” two such examples, provide a somewhat humorous yet still serious method of demonstrating what can happen when the freedom is denied. Our exhibit, “The Day the Books Were Banned,” is beautifully enhanced by the impressive graphical talents of Robin Rodigue, who works in the Center for Faculty Excellence.

Students are always surprised to see that favorite titles from their freshman years appear in the case, and some have been heard to state their intent to read some titles by banned authors. What I always remember when I see the finished display each year is that, while we are so lucky to be living in a country that protects our precious freedoms, we still need to be attentive to efforts by some to erode those freedoms because of personal, political, or religious beliefs.

Celebrate Banned Books with us! The display runs from September 25 through November 8 and is located on the second floor of the library. Read a challenged book, and appreciate the fact that you can.

—Eric Johnson, Director

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The Sims Library Diversity Committee stands with their Banned Books Week Exhibition. From left to right: Beilie Schilling, James Lovitt, Mary Lou Strong, Penny Buchar, Ginger Newman, Director Eric Johnson, Barbara West (not pictured).
Creating a Newsletter

- Use simple software like MS Office (PowerPoint/Publisher)
- Newsletters allow a library to create connections
- Newsletters also groups to share successes and vital info
- It does not require great expertise, money, skills, artistic vision, or time
Rethink Your Brochure

Before

FIRST FLOOR
ONLINE CATALOGS
Search the online catalog to find materials owned by Sims Memorial Library or the Baton Rouge Nursing Library. The catalog includes books, audiovisual materials, software, serials, U.S. government documents, and recent Louisiana documents, but it does not include most pre-1999 Louisiana documents or archived materials. To find items not included in the catalog, see the Monroe Room and Rayburn Research Section. Sims’ catalog is only one of the catalogs available through LOUIS: The Louisiana Library Network. Also through LOUIS, users have access to the catalogs of other Louisiana academic libraries and to numerous periodical indexes.

Computers for searching the catalog and LOUIS are located throughout the Library. Remote access is also available. For assistance with searching, or for information about connecting to the catalog and LOUIS remotely, contact the Reference Department (985-549-2027) or ask@se.edu.

CIRCULATION (985-549-3968)
Books are checked out at the Circulation Desk. A valid Southeastern ID card is required. Books are loaned to undergraduates, alumni, Friends of the Library, and retired faculty for three weeks, to graduate students for four weeks, and to faculty/staff until the last day of the Spring semester. Persons affiliated with Southeastern may become Friends of the Library by paying an annual fee — $25 single, $30 family — at the Circulation Desk. Books may be returned after the original circulation period at the request of any patron. Books from the general collection should be returned to the Circulation Desk bookdrop or the outdoor bookdrop. Overdue fines are $2.50 per day per item. All fines must be paid in the Controller’s Office in Dyson Hall. Patrons are responsible for any items checked out in their name.

Security System — The library is an electronic theft detection system through which all patrons must pass when leaving the building. This system will not cause audio or video tapes or computer disks.

RESERVE ROOM (985-549-3958)
Faculty may place materials on Reserve in order to ensure access for students. Staff members present a valid Southeastern ID to use Reserve materials. Overdue fines for Reserve materials are $1.20 per hour.

Electronic Reserves — Some materials may be placed on Reserve in an electronic format, which can be accessed remotely 24 hours a day. Check with the staff of the Reserve Room for more details.

BROWSING
New books are temporarily shelved in the Main Lobby to allow browsing. Backorders are also displayed in this area.

REFERENCE DEPARTMENT (985-549-2027)
The Reference Room contains materials such as encyclopedias, almanacs, dictionaries, indexes, atlases, directories, telephone books, and college catalogs. Reference books may not be checked out. The Reference Desk is staffed most hours that the Library is open.

- Electronic Resources — Subject-specific and general indexes to periodical articles are available on more than 10 computers in the Reference Department. (Computers are also located in Student and Government Documents.) Some of these resources include the full text of selected articles, and most remote reference access is available on the Reference area. Reference computers are for research only, and not for e-mail or word processing.

- Library Instruction (985-549-3965) — Reference librarians are available for library instruction sessions to assist students with research assignments. Faculty may call for an appointment or request a session via e-mail to the Library's World Wide Web home page.

- Distance Learning (985-549-3906, or toll free, 877-786-MINI) or 877-745-5463. These training or teaching Southeastern courses at locations other than the Hammond campus may request special assistance in obtaining access to Library resources.

- Ask A Librarian — Reference questions may be asked via e-mail to ask@se.edu or via the Library’s World Wide Web home page.

- Online Database Searches — Available for faculty and graduate students through the Reference Department.

INTERLIBRARY LOAN (985-549-5318)
Books, periodical articles, and other materials not owned by Sims Memorial Library can usually be obtained from other libraries through Interlibrary Loan (ILL). Ill services are available to current Southeastern students, faculty, and staff via the Library and campus faculty. ILL services are available to 31 states by registering and requesting forms are available on the Library’s World Wide Web home page. Frequent ILL materials are due, but there may be a charge for some materials. Patrons are limited to 20 outstanding ILL requests at any given time, and should allow two working days for receipt of materials.

SECOND FLOOR
RAYBURN ROOM (985-549-2151)
Located in the Center for Southeast Louisiana Studies, Special Collections. Because many of the items in these collections are unpublished or rare, all materials must be used in the Rayburn Room and may not be checked out. A small percentage of the materials in this department are included in the online catalog. Finding aids are available in the Rayburn Room to assist in locating uncataloged items. The Rayburn Room is open from 8 a.m. to 4:30 p.m., Monday through Friday.

ADMINISTRATIVE OFFICE (985-549-3960)
The offices of the Library director, assistant director, and administrative secretary are located in the Administrative Office. Information on study carrels and library jobs may be obtained here.

SERIALS DEPARTMENT (985-549-2103)
Magazines, journals, and newspapers are known collectively as “periodicals” or “serials.” Records reflecting issues held by the Library are included in the online catalog.

- Serials are located in two areas. Recent issues of serials are shelved in alphabetical order by title in the Serials Department. Serials on microfilm are in numerical order by film number in cabinets in the Serials Department. Older bound serials are shelved in the Library of Congress call number on the third floor. For periodicity purposes, some serials are kept in the Serials office. A valid Southeastern ID is required to use these materials.

Although serials cannot be checked out, persons requiring copies may request special permission to take serials out of the Library bently for copying.

Serials indices may be searched on computers throughout the building. Printed indices to serials are located in the Reference Department.

MEDIA DEPARTMENT (985-549-2033)
The collection of media includes films, slides, filmsstrips, audio and video cassettes, music sound recordings, and software, including CD-ROMs. These items are included in the online catalog. Audio-visual reserve materials are also kept in the Media Department. Equipment, including televisions and small group viewing rooms are available. Only staff and faculty are allowed to check media materials out of the Library. Staff may view or listen to materials in the Media area. Media materials are checked out in the Media Department, and must be returned there as well. Classes 252 and 256 are in this area, and must be reserved in advance. Classroom 252 is equipped with video technology. Media equipment may be borrowed by Southeastern faculty or staff for same day or overnight use. A valid Southeastern ID is required for all transactions in the department.

SGA COMPUTER LAB (985-549-3963)
This is an open computer lab, funded by the student technology fee. It is equipped with computer, printers, and a variety of soft ware. Access is via a card, the Internet, and word processing is provided. The lab is open on a first-come, first-served basis, and is available whenever the Library is open.

THIRD FLOOR
MORRISON ROOM (985-549-3960)
(Government Document Department) — Sims Memorial Library is a selective depository for both Federal and Louisiana state documents. Collections are housed by government agencies. These include annual reports, statistical comnissions, maps, periodicals, and books on topics ranging from AIDS to zoology. The online catalog includes federal documents from 1976 to date and Louisiana documents from 1993 to date. (Please be aware that the catalog also includes records for some documents not held by the Library.) A variety of online and paper indexes are available that may be used to locate documents not included in the online catalog.

- Other items of interest located in the Morrison Room include:
  - The public computers with access to the Internet.
  - The microfiche (Educational Resources Information Center) microfiche collection.
  - Current microfiche for Louisiana and Mississippi.
  - The James H. Morrison microfiche collection.

Many items may be checked out for a three week period. Documents are checked out in the Morrison Room, and must be returned there as well. A valid Southeastern ID is required.

BOUND SERIALS STACKS
Bound serials are shelved on the third floor. They are arranged in Library of Congress call number order. A map of the third floor shelving area is available in the Seriais Department, and in the Information Desk. For assistance in locating bound volumes, please go to the Reference Office on the second floor.

LIBRARY SCIENCE 102 (985-549-3435)
The Library Science 102 course, Information Research, is taught in room 355. The office of the 102 coordinator is room 245. The computer mini-lab located near room 345 is reserved for currently enrolled S 102 students.
Sims Library

Discover More...
- Group Study Rooms
- Books
- Magazines, Newspapers, & Journals
- Government Documents
- Instructional Classrooms
- Presentation Studio
- Disability Services
- Computing
- Wi-Fi & Laptop Loan

Need Help?
- Ask A Librarian - Librarians are available 24 hours a day, 7 days a week to provide reference assistance using chat through the Library Web page. In-person, telephone (985-549-2027), email (askref@selu.edu), and text message (985-956-0589) reference are available during library hours.
- Distance Learning - Specialized reference assistance, instruction, and document delivery are available to distance learning students and faculty. To request assistance contact the Distance Learning Librarian at 985-549-5935, 877-SIM-LINE, or via a form on the Library Web page.
- Library Instruction - Reference librarians are available for Library instruction sessions to assist students with research assignments. Faculty may request a session via a form on the Library Web page.
- Library Science 102 - Reference librarians provide instruction to undergraduate students in a one-credit Research Skills course (LS 102). For more information, contact the LS 102 Coordinator at 985-549-3485
- Research Consultation Service - Librarians are available to students by appointment for extensive one-on-one research assistance. Students may request an appointment via a form on the Library’s Web page.
- Baton Rouge Nursing Library - is a full service branch of Sims Memorial Library specializing in nursing and related health science located in the Baton Rouge Center at 4849 Essen Lane. Please call 225-763-5596 for hours of operation.
Digital Signage

Connect to them where they work
Create a contest OR
Throw an open house

Where’s Roomie?

Roomie the Lion is hiding somewhere in Sims Memorial Library. Use your QR Code reader to locate Roomie and other helpful items throughout the Library.

QR Code readers can be downloaded on most mobile phones for free. Once you have downloaded the reader simply scan the QR barcode and helpful information will appear on your phone.

Near the front door we have a QR code for the library website. On each floor we have a barcode located near the elevator which will bring up a map of the floor. And somewhere in the library we have a code which will bring you to a website where Roomie the Lion is hiding.

Once you have found Roomie simply fill out the short survey as you will be entered into a drawing for a $10 gift card to the campus book store. Drawing will be held Sep 17th and the winner will receive an email notifying them as to where they may pick up their prize.

August 18—September 17
Take advantage of a captive audience

Put up displays or information for students while they wait.
Bring your message to where your users already are

By connecting to users through Facebook, we approach them on their own level.
Make the most of existing campus resources
Grants

http://promotinglib.pbworks.com/Grant-Opportunities

Grant Opportunities

last edited by Kathryn Munson 0 mins ago

Below are links to external funding sources that provide support for library marketing or promotional efforts. Please feel free to add to this list or make comments as opportunities become available.

**John Cotton Dana Library Public Relations Award**
The John Cotton Dana Award, sponsored by H.W. Wilson, honors outstanding library public relations, whether a summer reading program, a year-long centennial celebration, fundraising for a new college library, an awareness campaign or an innovative partnership in the community.

http://www.hwwilson.com/jcdawards/nw_jcd.cfm

**The Judith Krug Memorial Fund**
The first project of the Judith Krug Fund is to disburse two grants (one for $2500, one for $1000) to organizations to assist them in staging "Read-Outs" or other events during Banned Books Week.

http://www.ala.org/ala/mgrps/affiliates/relatedgroups/freedomtoreadfoundation/ftfnaction/krugfund/index.cfm

**2011 Scholastic Library Publishing National Library Week Grant**
Libraries across the United States are invited to apply for the $3000 Scholastic Library Publishing National Library Week Grant, which will be awarded to a single library for the best public awareness campaign incorporating the 2011 National Library Week theme, Create your own story @ your library.
A Final Thought
“If I had asked people what they wanted, they would have said faster horses.”

- Henry Ford
“As long as you're going to be thinking anyway, think big.”

-Donald Trump
“The only rule is don’t be boring.”
- Paris Hilton
Now, Let’s learn from each other

What’s worked for you?
How to get started?

- What successful promotions have you had, or observed in the past at other libraries?

- What are the essential elements in a good promotion?

- To what demographic/group is promotion most needed?
This has been
Promoting Academic Library Services
(Simple and Inexpensive Ideas)

For More Information Please Contact:
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http://promotinglib.pbworks.com/