Marketing Your Library for a Song

Tony Fonseca, Nicholls, ACRL-LA
Melissa Goldsmith, Nicholls, ACRL-LA
Recently an administrator in the library where I work observed a propos of budget cuts that we—the library—need to “tell our story differently.” I took this to mean that we need to formulate a positive message that gives the library more prominence on our campus, one that defines and emphasizes our assets and strengths. An effective story would also heighten awareness among our different user populations that the library is a reliable, multifaceted resource even in difficult economic times. Though the core mission of a university library—to provide essential support for teaching and research remains unchanged—the library cannot escape budgetary constraints.

Marketing Your Library

Award Winning and/or Notable Marketing and Outreach Initiatives

- Reading Programs (University of New Mexico)
- ALA’s Frankenstein exhibit launching curricular events (Eastern Illinois)
- Production of a music video (Winston-Salem)
- Medically themed program (Furman)
- Use of Facebook (various)

Marketing Your Library

2010’s ACRL award winning marketing programs included the use of ALA’s Frankenstein exhibit to launch curricular based events, a public relations music video, and a medically themed program. These programs shared common elements:

✔ Connect outreach to education
✔ Connect outreach to curriculum
✔ Connect outreach to campus and/or community engagement
✔ Connect outreach to student voices

Marketing Your Library

These types of programs offer an alternative to the creation of the Info Mall as a marketing technique. Although these types of facilities bring in hundreds of students, they do not, in and of themselves, have the same outcomes.

≠ Connect outreach to education
≠ Connect outreach to curriculum

✓ Connect outreach to campus and/or community engagement
✓ Connect outreach to student voices

In order for an Info Mall to meet learning outcomes, it must follow the Information Commons model, which is expensive and resource intensive.

INFO MALL

VS.

COLLABORATIVE LEARNING CENTER

- The info mall, even when aesthetically pleasing, is a study hall with technological amenities.
- The info mall supports minimal student engagement with education and/or curriculum.
- Like cafés, well used info malls get run down quickly and invite mess.
Collaborative learning spaces are designed specifically for learning.

Collaborative learning spaces lend themselves to design for specific areas of study.

Collaborative learning spaces create engaging activities and active learning programming.

Info malls are designed for gathering.

Info malls seek to attract the generic student, with one-size-fits-all technology.

Info malls support minimal active learning.
Engaging Programs and Active Learning Activities

- Put a human face on libraries
  - and on librarians
- Bring focus to a learning environment
  - Info malls rarely employ programming
- Allow for ease of customization
  - not a one-size-fits-all mentality
This Raises Various Questions

- Does a café atmosphere really enhance or enrich library use?
  - Do Facebook, Youtube, and gaming sites count?
- How many info malls actually have MLIS degreed librarians staffing them full time?
  - Do students even interact with a librarian?
- Does an info mall really serve as a substitute for an academic library?
  - Or is it really a displaced student union?
- Is an info mall cost effective?
  - Would it be safe to say that in Louisiana, an information commons might be prohibitively expensive?
Beats and Bongos

Holy Librarians’ Archive of Weird, Rare, and Interesting Music

IASPM and Bhangra Beat Presentation and Article

Faculty Book Club (This Is Your Brain On Music)

Music Digitization Projects

National Library Week Events: Dance; Dance Style Lectures; Music

Music Education/Teaching of Music Space (BoR funded)

Early Music Ensemble

Science Fiction, Fantasy, and Creative Anachronism Student Organization
Why is music the common link with all of these projects?

- At Nicholls, there are four librarians with strong interests in music
- Two of the four write about music
- Knowledge of music is transferable to most other disciplines and validates cultures (helps people relate to each other)
- Studying music has been shown to improve academic performance
When a Subject Specialty Meets A Subject Specialist

When Librarian Worlds Collide . . . Collaborate

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THE VALUE OF SUBJECT SPECIALTIES AND SUBJECT SPECIALISTS

- They have a sincere interest in and intimate knowledge of the subject
- They go beyond just knowing the best resources in a field; they also know how the resources work and how they can be used
- They can do research mentoring (and teaching faculty know this fact)
OUR RADIO SHOW:
THE HOLY LIBRARIANS’ ARCHIVE OF WEIRD, RARE, AND INTERESTING MUSIC
THE SPACE DEDICATED FOR MUSIC EDUCATION/THE TEACHING OF MUSIC: SOME GOALS (The Librarian’s Perspective)

- To increase valued interaction between librarians, library staff, and students
- To create opportunities in which library users come to realize that librarians are also teachers
- To improve access to culture-preserving resources
- To draw in library users who are, for many reasons, not engaged
- To challenge certain ideas about academic libraries and librarians
- To achieve measurable outcomes concerning not only service, but in critical thinking
- Of course, to add more awesome activities to do and learning opportunities to the library!
Radio show began on 9 February 2009, originally meant as an “egghead” show about musicology and literature.

Developed into a show that features comedy, but still aims to focus on the two librarian specializations.

Awards include Best Non-Student DJs (2009), Outstanding Radio Program (2010), and Best Radio Show (2011).
SOME OF THE INSTRUMENTS
PRESS COVERAGE

National/International
Nicholls marries music, knowledge

Matthew Albright
Staff Writer
Published: Monday, September 26, 2011 at 11:30 a.m.

When Nicholls State University students walk into the library, perhaps the last thing they'd expect to hear is the high-pitched whistling of a recorder.

But, that's exactly what some heard Friday.

Melissa Goldsmith, an associate professor and reference librarian, had picked the soprano recorder — that means it's even higher-pitched than its soprano cousin — out of a big pile of exotic instruments.

"This is one of my favorites," Goldsmith said.
In late September 2011, Ellender Library’s Multimedia Department will have a grand opening of the space dedicated to Music Education/Teaching of Music through a Board of Regents grant. It is intended to help instructors and students in all disciplines use music to assist with learning. With its new technology and musical instruments, the space will enable entire classes or groups to coordinate music resources, hold experiential practicum teaching and learning discussions in music instruction, and assist students with special needs. This space will also encourage collaborative learning, exploration of approaches to reading music notation, and critical thinking across disciplines. Melissa Goldsmith authored this grant with the assistance of Norman Dale Norris (Education), Amanda Eynard (Nursing), and Paula Van Goes (formerly Music). New instruments include, among many others, Orff instruments (metallophones and glockenspiels), baritone and soprano ukuleles, Renaissance and Baroque winds and strings, synthesizer, digital piano, MIDI instructional guitar, Latin percussion instruments, sitar and tabla set, dhol, bodhran, Cajun/Zydeco accordion, triangle, and rub-board. Some instruments will be available for checkout while others may be checked out under supervision only. A schedule will be posted on NSU’s Facebook page of workshops, demonstrations, and classes that will take place throughout the 2011-12 academic year. For more information, please contact Dr. Goldsmith at 448-4626.

“Music gives us a language that cuts across the disciplines, helps us to see connections, and brings a more coherent meaning to our world.” (Ernest Boyer, Pres., Carnegie Foundation)

Gov’t Docs
From time to time, our Government Documents personnel give presentations to students here at Nicholls. Angela Graham recently gave a Food Science presentation for Dr. Leisner’s Diet 204 class. She will also provide a demonstration in September on the OnePetro database. OnePetro is a unique library of technical documents and journal articles serving the oil and gas exploration and production industry.
FURTHER ACTIVITIES

- Create and establish a science fiction, fantasy, and creative anachronism student organization and offer opportunities to do a number of activities at the center.
- This student group has a ready-made subset of people interested in learning about early music instruments, their history, and performance practice.
- Collegium musicum/early music ensemble (first of its kind at Nicholls).
WHERE DOES ONE (OR MORE) GO FROM HERE?

- Think of a project that has to do with either your subject specialization or subject specialty
- Can you imagine how it may fit/may not exactly fit into a library, its mission, and its faculty and staff?
- These projects never just happen through the actions of one person—who do you know may have a matching subject specialty or specialization?
- Who do you know will support your idea, no matter what it is about? Can you imagine how to optimize that person’s role in your project?
- What resources do you think you have/can ask for in order to make your project happen?