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4-1-2009

Marketing Your Library, It's Essential

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Citation Information

Earl, Martha F.; Campbell, Kathy; and Adebonojo, Leslie G.. 2009. Marketing Your Library, It's Essential. *Annual Meeting of Tennessee Library Association*, Nashville, TN. <https://www.tnla.org/general/custom.asp?page=318>

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Marketing Your Library, It's Essential

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MARKETING YOUR LIBRARY: IT'S ESSENTIAL

BY

Martha Earl, University of Tennessee, Knoxville


Kathy Campbell and Leslie Adebonojo, East Tennessee State University

TLA 2009 Conference Poster Session Abstract -- Are you losing your students to Google? As more students surf the Internet for information, librarians have to create new ways to connect with students on their own turf.

**POETRY
OPEN MIKE**

Wednesday, April 2, 2008
From 11:30am - 1:30pm on Borwick Plaza in front
of Sherrod Library

Snacks & Coffee
Dr. Don Johnson, poet and professor, will begin
our session at 11:30am
Celebrating National Poetry Month




Poetry Open Mike event



Our brochure is at the
information desk in the student
center



TEST PREP

Sherrod Library now provides access to
Learning Express Library, a database offering practice
tests and tutorial course series designed to help your
students succeed on academic or licensing tests.

Practice Tests

- ASSAB
- CBEST
- CDL Written (Tennessee Enforcement Agent, Police Officer, Firefighter, EMT, Postal worker, etc.)
- COMET
- GRE Quantitative Ability & Verbal ability
- LEAST
- MCAAT
- Praxis

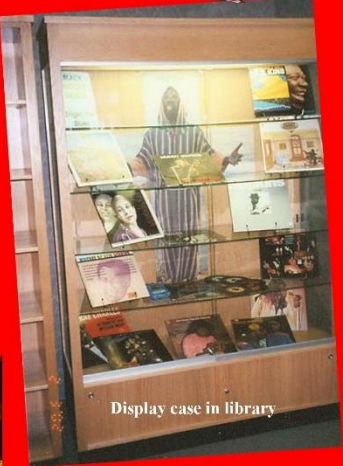
Additional

- Business Writing Skills
- Job Search and Success Skills
- Reading and Interpreting Success Skills
- TOEFL Preparation
- Writing Skills Improvement

On campus access - Click on *Learning Express Library* in the
list of databases on the Sherrod Library web page and create a
username and password.
Off campus access - Go to the Sherrod Library web page or use
the URL: <http://libref.tnstate.edu> and the password: [libref](http://libref.tnstate.edu) and then
create a Username and Password

Marketing your library,
it's essential!
Martha Earl,
University of Tennessee,
Kathy Campbell and
Leslie Adebajo,
East Tennessee State University

Marketing takes many forms.



Display case in library



Alumni picnic



Ghost stories on the Plaza

**Books available from
Sherrod Library**

Author: [List of authors and titles]

GHOSTS
Read more
about
them.


Charles E. Sherrod Library
East Tennessee State University
625.439-4207

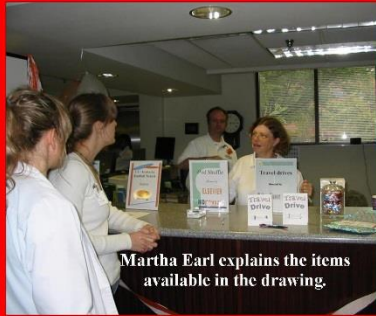


Ghost Stories on
the Plaza -
Thursday, October 23
7:30-9:00pm

Open mike - if you dare, share
your spine chilling story.

Bring blankets to keep the cold out and Sherrod
Library will provide hot drinks and snacks to keep
your spirits up.





Martha Earl explains the items available in the drawing.



Our desk top display with Consumer Health Information Service brochures and library information hand-outs.



Note the Preston Medical Library phone numbers and contact info cards in this attractive prize purse.



Celebrating!

Preston Medical Library values are displayed everyday near the computer workstations and current periodicals.

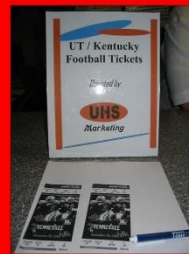


This is how the University of Tennessee

Cynthia Vaughn hosts the giveaway table with Preston and National Network of Libraries of Medicine pens and pads.



Michael Lindsay staffs the Preston Medical Library exhibit during the Torch fundraising drive on the UTMC campus in fall 2008.



A big prize for National Medical Librarians Month!



Sandy Oelschlegel explains the planned new library lay-out to Graduate School of Medicine staff.



Sandy Oelschlegel and Noreen Gadzekpo offer brochures, pens, and candy along with good will and positive public relations.

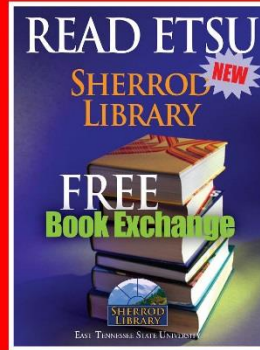


Sandy Oelschlegel shows historical footage of UT Medical Center to Dr. Diddle and Dr. Shacklett, retired physician faculty, on Doctors Day.

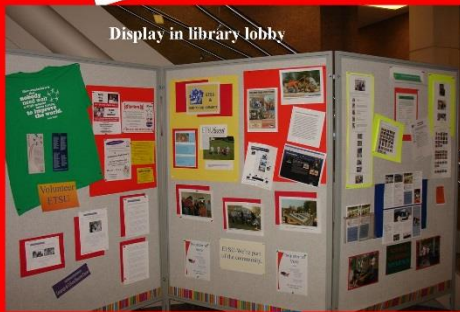




Posted at the gym and main library



Cooperative display with museum in library lobby



Display in library lobby



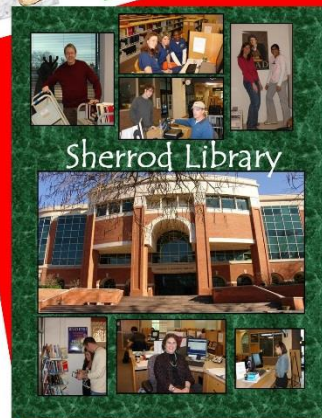
Winter Carnival



We collaborate with the Writing Center



Poster at the gym



This poster is used at all student events

Ways to market your library programs

- . Use any available space in your organization to put up a display
- . Make a brochure and distribute it in as many places as possible
- . Seek opportunities to collaborate with other departments
- . Use bookmarks
- . Send out press releases for radio, television, newspapers
- . Invite speakers
- . Exhibit anywhere you're invited
- . Keep an up-to-date library newsletter, blog, RSS or e-news feed
- . Podcast your information
- . Support other departments' programs by creating a special topic list of resources for their events
- . Participate in career day at high schools



We keep our brochure at the gym