Part 5. Public Relations
Marketing & Advocacy
Marketing & Advocacy

“If no one knows about your library and how it can help its community meet its goals, the library will not – and should not – continue to exist”

Siess, Judith
Marketing & Advocacy

- Usually not a responsibility of support staff
- Staff supports efforts of administration/Trustees/Parent organization as directed
Displays
Displays

- National celebrations
- Local community/school/campus events
Displays

- ‘Suggestions’ area
Documentation/Literature
What do you do?

- Who is responsible for the displays?
- Do you provide documentation?
  - Or is it all on the web now?
  - Who manages the ‘online displays’?

- Let’s tell some stories!
Programming
Programming

- Cultural and community presentations
- Workshop, story time, demonstrations, etc.
- Role depends on mission of institution

- Usually in a school or public library settings
Programming Ideas

- Programming Librarian
- Pinterest
- Others
  - Any you want to share?
Space
Library Space

A responsibility to make it:

- Neat
- Clean
- Stocked
- Staffed
What’s trending...
Public Libraries

"No longer a passive repository of books and information or an outpost of culture, quiet, and decorum in a noisy world, the new library is an active and responsive part of the community and an agent for change."
School Libraries

- Learning is collaborative between students and educators and space should support that.

- Space and resources should be immediately accessible

- Learning is dynamic and fluid so spaces need to be the same
Academic Libraries

- Information Commons
  - About space and service
  - The ‘first step’

- Learning Commons
  - About learning and creating
  - “Maker-spaces”
  - Fluid spaces which encourage creativity and discovery
UNCW Randall Library
Now on to Other Topics!....