



Greetings

Letter from the Editor

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Greetings!

I'm pleased to present the Spring 2020 issue of *Marketing Libraries Journal (MLJ)*, the first, open-access scholarly journal devoted to the marketing of libraries. This issue features 4 research studies and 3 column articles.

In *A Library, a Tailgate, and a Tornado: Outreach Strategies Amidst Upheaval*, Kimberly Westbrook, Charlcie Pettway Vann, and Paula Barnett-Ellis discuss their annual Tailgate event at Jacksonville State University's Houston Cole Library. The Tailgate draws on school spirit during their football season and Homecoming and includes activities that highlight the Library's information access points. The authors describe how their event has evolved, despite a tornado that devastated the majority of the JSU campus.

In *Rethinking Facebook: An Exploration*, Elaine M. Lasda, Cary F. Gouldin, and Amanda M. Lowe conduct a two-phase, mixed-method study of Facebook usage in academic libraries. They evaluated several academic libraries' Facebook pages to determine the combination of time, resources and planning that may lead to success. Their second phase analyzed the results and the social media strategies at two different academic libraries: a research university and a small liberal arts college. The authors also describe the importance of succession planning for future social media activities.

In *Optimizing Library Marketing with Short URLs*, Kimberly Abrams and Junior Tidal report on how they promoted three electronic resources using seven different marketing techniques over a two-month period. The results show the types of marketing that worked best, as well as data-driven evidence for suggestions to increase the effectiveness of library promotion.

In *Utilizing Financial Valuation Data: Best Practices in a Library Setting*, Kerry Falloon discusses how financial concepts used in the business world, such as Return on Investment (ROI), can add value to a library marketing strategies and plans. She highlights the marketing activities of the College of Staten Island's Open Education Resources (OER) program and provides survey data from stakeholders that compares traditional library data with nontraditional economic valuation data.

Our *Advocacy* column, *Priming for Advocacy: Revitalizing a 35-Year-Old Lecture Series*, by Kathleen Broeder and Emma Lanners, describes how their library transformed their Lecture Series into a valuable advocacy tool. They introduced a new organizational structure, speaker selection rubrics, event project management, document creation, budget tracking, venue changes, and branding. These changes primed this lecture series into a major donor and outreach event of the year.

From the Trenches includes an article, *Reference with a Gimmick: A Pilot Program to Promote Library Services*, by Kelly Marie Blanchat and Laura Sider. During the 2018-2019 academic year, the Bass Library at Yale University piloted a reference program entitled "Latte with a Librarian," where three librarians set up a temporary reference desk inside the student cafe and offered a free library-branded mug for any reference question asked. The purpose was to engage with students, promote the library's remote services, and to assess a possible roving reference service in the future.

Finally, *Campaigns* includes an article entitled, *A Bitmoji Marketing Campaign to Connect Students with Subject Librarians*, by Lauren Puzier and Tyler Norton. The authors write about a campaign that connected students with their subject librarians using the Bitmoji mobile app. This app was selected because it is widely used, and it can be personalized to represent subject librarians to a digital likeness.

I'd like to thank this issue's column editors Rebecca Metzger (*Advocacy*), Kerry McKee (*Campaigns*), and Nickolas Falk (*From the Trenches*) for working with the authors for this issue. Thanks to the hard work of the peer reviewers for this issue; Nikki Canon-Rech, Robin O'Hanlon, Nicole Eva, Christina Wissinger, Lynette Schimpf, Elia Trucks, Heather Buchansky, Jessica Hagman, Amanda Goodman, Natalie Lopez, Barbie Keiser, Connie Strittmatter, Christopher Thiry, Susan Vandagriff, Laureen Cantwell, Priyanki Sinha, Daniel Vinson, Shira Atkinson, Beth Heldebrandt, and Elisa Coghlan.

Lastly, I'd like to thank the production team for their work on copyediting and proofreading the issue for publication; our project manager Shira Atkinson, copyediting team leads Shira Atkinson and Barbie Keiser, and proofreader team lead, Holly Flynn.

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The MLJ editorial board wishes our readers health and safety during this difficult time.

We hope you enjoy reading this issue of *Marketing Libraries Journal*!

Cheers,



Mark Aaron Polger, Founder & Editor-in-Chief

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