



Greetings Letter from the Editor Mark Aaron Polger

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Greetings

I am pleased to present the fall 2021 issue of *Marketing Libraries Journal*. This issue presents our second collection of articles devoted to the theme of library marketing responses to the COVID-19 pandemic. The variety of accounts describing libraries' swift responses will hopefully provide ideas and inspiration for future marketing and outreach activities.

For this issue, we present 11 column articles and one scholarly study that examine how libraries (and library workers) have responded to the pandemic. You will notice the common themes of pivoting, transitioning, shifting, responding, and adapting in all of these articles.

In *Crisis Report to Marketing Tool: The Auraria Library's COVID-19 Report*, Sommer Browning and Alex Freedman document the procedures that were followed to shut down or move services online. As the pandemic wore on, the document grew from merely tracking the spring 2020 service disruptions to a robust report outlining how the pandemic impacted library usage and larger organizational structures.

In *Transitioning and Sustaining Community Connection during COVID*, Catie Carlson and Kathy Ladell examine how the COVID-19 pandemic allowed them to reflect on how to re-establish and engage the academic community within an academic library setting during a high-stress, remote teaching and learning environment

In *Sink or Swim? Transitioning Academic Library Outreach in Times of COVID-19*, Lauren Wittek and Maureen Rust explore the challenges and unexpected benefits that their library was faced with at Central Washington University Libraries. While the core principles of library outreach and engagement were being adhered to, the modality and types of programming offered shifted to meet safety guidelines.

In *Rethink, Reuse, Recycle: Turning an Existing Workshop into a Virtual Opportunity for Outreach and Engagement*, Jason Wardell, Bridget Retzloff, and Joan Plungis provide a case study in which they describe the adaptation of an in-person citation

management software workshop into a Zoom-based 45 minute session targeted to faculty, graduate students, and undergraduate honors students.

Vicki Palmer and Natalie Browning discuss the details of revamping library programming in their article, *COVID-19 Cannot Censor: Banned Books Week Programming during a Pandemic*. The authors discuss how they revamped their programming for an online environment during Banned Books Week. Programs included online Banned Books Trivia, a Zoom interview with a New York Times bestselling author, an online presentation on the censorship of comic books, and an in-person labyrinth featuring photos of banned book covers.

In *Accessible, Sustainable Outreach: New Priorities for an Online Orientation Program*, Colleen Hoelscher and Anne Jumonville Graf write about how the pandemic disrupted their traditional marketing and outreach planning activities. The authors discuss the ways in which they shifted their new student orientation program to an asynchronous, online format. They detail the development of reusable digital content that is sustainable for teaching and outreach purposes.

In *Making Lemonade: Reimagining The Target Audience for Local Continuing Education Programs*, Sally Stieglitz writes about the shift in continuing education programming for the Long Island Library Resources Council (LILRC). When COVID-19 restrictions compelled LILRC to transition its programming to an online environment, the opportunity arose to reach a new audience that had previously been unlikely to attend in-person events on Long Island. LILRC expanded its program attendance to include participation from other counties, and even attracted new attendance from participants outside of New York State.

Anna Yang and co-authors Kelci Baughman McDowell, Sandra Jamaledine, Erin Louthen, Judith Rodriguez, and Christine Welter discuss how they transformed their in-person outreach event in their article, *What We Did During the Pandemic: Transforming Our Student Welcome Fest to Virtual*. The authors describe the Marketing and Events Committee's marketing campaign and implementation of plans for the online event, and the outcomes of the University Library's first Virtual Welcome Fest.

In *Promoting a Rapid Deployment of New Services for Remote Reference at a National Laboratory*, Elizabeth Moyer, Sarah Lynn Hayes, and Michelle Aileen Mittrach describe the Los Alamos National Laboratory (LANL) Research Library Reference and Research Support (RSS) Team's marketing initiatives for LibGuides and LibChat services. These services helped to close service gaps during the COVID-19 work from home (WFH) initiative at Los Alamos National Laboratory.

Rachel Karas and Essraa Nawar report about how their library dramatically shifted their marketing strategy and how they used social media to communicate with their target audiences in their article, *Leatherby Libraries from Home: Social Media Response to the COVID-19 Pandemic*. Beginning almost immediately with a "Learning and Teaching Remotely" series, they developed videos from the dean, interviews with

librarians as they began to work from home, and a new social media series titled “Leatherby Libraries from Home.” Social media was used to communicate urgent messages to their patrons and to engage community members in the absence of traditional library tours, events, and exhibits.

In *Meeting Strategic Communication Goals Through a Sustainable Library Newsletter*, Camielle Crampsie and Karla Morris write about the development of their library’s e-newsletter as both an internal and external communication tool. They describe the establishment of a collaborative model that is sustainable, measurable, and meets readership needs. They conclude that aligning their newsletter with the library’s mission and strategic plan is an effective approach for communications with an academic library community.

Finally, our feature article is about the importance of cross-campus partnerships. Author Alena Principato writes about the value of collaboration between academic libraries and admissions departments in her article, *Perspectives on The Presentation of Libraries in Admissions Campus Tours*. Although not directly related to the pandemic, this research study investigates how admissions departments can promote academic libraries to incoming students during their campus tours.

I would like to thank Elisa Coghlan for her work as project manager for this issue, as well as the production team leads Shira Atkinson, Holly Flynn, and Barbie Keiser who coordinate copy editing and proofreading. Thanks to the hard work of column editors Bridget Barry Thias (Advocacy) and Dr. Priyanki Sinha (Trenches), with additional editorial support by guest column editors Natalie Lopez (Trenches), Beth Heldebrandt (Trenches), Rebecca Metzger (Advocacy), Nickolas Falk (Trenches), Barbie Keiser (Trenches), and Nicole Eva (Trenches). Thanks to the wonderful work of our peer reviewers and our production team of copy editors and proofreaders who worked very hard on this issue. Lastly, thanks to Laureen Cantwell for her meticulous work as layout editor for this issue.

We hope to publish our next two issues in spring and fall of 2022. Although they are not “themed,” we will continue to include articles about the COVID-19 pandemic. We hope to continue developing more themed issues in the near future.

We hope you enjoy reading the articles in this issue!
Take care, be safe, and be healthy.

With best wishes,



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Marketing Libraries Journal
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