



## Greetings

### Letter from the Editor

**Mark Aaron Polger**

Associate Professor and Coordinator of Library Outreach  
College of Staten Island, City University of New York  
New York, NY

## Greetings

I am pleased to present the fall 2023 issue of *Marketing Libraries Journal*. This issue presents additional articles on how libraries responded to the COVID-19 pandemic, and how their marketing and outreach activities have evolved over three years later. We present three articles from the columns *Campaigns*, *From the Trenches*, and *Technology Tools*. We also include two book reviews; *Marketing with Social Media: A LITA Guide, 2<sup>nd</sup> edition*, edited by Beth C. Thomsett-Scott (ALA Neal-Schuman and Core, 2020) and *Ask, listen, empower: Grounding your library work in community engagement*, edited by Mary Davis Fournier and Sarah Ostman (ALA Editions, 2020), both reviewed by Barbie Keiser.

From the *Technology Tools* column, Stephen Walker and Carlos Ruiz present a case study on how they used Microsoft Power Automate to improve faculty communications for eBook acquisitions during the Covid-19 Pandemic in their article, *Chain Will Keep Us Together: A Case Study on a Call for eBooks and Improved Workflows during the Covid-19 Pandemic*.

From the *Campaigns* column, Amber Leibundgut-Peterson, Marc Manke, and Chelsea Wyman-Green document their library's fundraising activities to improve student study space in their article *Fresh out of 1968: Effective Crowdfunding for the Academic Library*. By creating a crowdfunding campaign with a communications plan, strategic messaging, and a targeted donor pool, the library raised over \$10,000. This article explores how to design a compelling crowdfunding campaign, while also discussing areas that could be improved, such as campus partnerships, the pace of the campaign, and the challenges of collaboration and content creation.

From the *Trenches* column, Alessia Zanin-Yost and Marilia Yesenia Antunez discuss how faculty and librarians can collaborate to integrate information literacy (IL) skills in the disciplines in their article, *Faculty-Librarian Collaboration: Developing Health Sciences Undergraduate Students' Research Skills*. The authors argue that IL skills need to be better positioned in the health disciplines to improve the quality of student research, meet professional standards, and better understand evidence-based practice (EBP) fundamentals that students will use after graduation.

Barbie Keiser reviews two books for this issue. In *Marketing with Social Media : A LITA Guide*, Keiser updates readers of the differences between the first and second editions. Spanning eleven chapters, Keiser writes that the updated second edition include discussions of social media tools not yet launched (or not widely used by libraries) when the first edition was published in 2013. Each chapter offers terminology, detailed “how to”, settings, and icons specific to the platform, and steps to share content. Chapters end with innovative examples of libraries using the platform. She concludes that chapter 9 is arguably the most helpful chapter, in Julia Stringfellow’s “Developing a social media plan for an archives.”

Keiser’s review of *Ask, listen, empower: Grounding your library work in community engagement* emphasizes the importance of relationship building in the library’s goal to promote community engagement. In each of the twelve chapters, the contributors offer “real world” examples of how libraries can promote community engagement by fostering authentic and meaningful relationships with the community. Keiser cites Cindy Fesemyer, an adult and community services consultant for libraries, who encourages librarians to collect community relationships with the same care as they collect materials and information.

Thanks to Elisa Coghlan, project manager for the Fall 2023 issue. Elisa is leaving her role as production lead at the end of 2023 but will remain on the editorial board. I would like to thank her for many years of leadership during the production phase of each issue. Thanks to the peer reviewers, copy editors, and proofreaders who worked on this issue; Shira Atkinson, Dr. Victoria Elmwood, Nickolas Falk, Bonnie Cohen Lafazan, Lynné Colbert, Dr. Rachel Edford Trnka, Tyler Manolovitz, Courtney Eger, Jolanda-Pieta (Joey) van Arnhem, Dawn (Nikki) Canon-Rech, Jesika Brooks, and Elia Trucks. Finally, I would like to thank column editors Dr. Priyanki Sinha, who worked with the authors on the *Campaigns* and *From the Trenches* columns, and Dr. Naomi Gold, who worked with Barbie Keiser on the book reviews.

We hope you enjoy reading the articles in this issue!



Mark Aaron Polger, Founder & Editor-in-Chief

*Marketing Libraries Journal*

<https://journal.marketinglibraries.org/>



Copyright: © 2023 Polger. This is an open access article distributed under the terms of the Creative Commons Attribution-NonCommercial-ShareAlike License (CC BY-NC-SA), which permits unrestricted non-commercial use, sharing, adapting, distribution, and reproduction in any medium, provided the original author and source are credited.