

Greetings
Letter from the Editor
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Greetings!

I am pleased to present the spring 2025 issue of *Marketing Libraries Journal*. This slimmer issue presents a collection of articles about promoting archival collections, collaborations between the library and marketing student majors who serve as consultants in a library rebranding assignment, intentional marketing, and revitalizing a new student orientation program. For this issue, we are thrilled to present four column articles and one book review.

In *Marketing Students Take on University Library as Client in Experiential Learning Assignment*, Mary Kelly, Matthew Schirano, and Lisa Thornell provide a case study where advertising students were given the unique opportunity to treat the university library as a client in a rebranding initiative. This partnership allowed students to work in agency-style teams, simulating a real-world professional setting where they were responsible for developing a comprehensive branding strategy aligned with the library's newly implemented strategic plan. Students gained hands-on experience with the dynamics of the advertising industry, including client communication and project management.

In *Growing Organizational Marketing, Publicity, and Outreach Strategies with Intention*, Elizabeth Fowler, Wendy Pothier, and Donald Dow describe how their library formalized their marketing efforts from ad hoc committee-work to structured positions guided by an organizational marketing plan. They provide examples to show the impact of marketing efforts and share their process of creating

an outline for a marketing plan, as well as new initiatives that developed through the process.

Abbey Lewis and Sean Babbs write about promoting archival collections in *Engaging with University History: Planting One Seed at a Time*. In their article, they discuss how the University of Colorado Boulder Libraries made use of an archival collection to develop One Seed, a seed giveaway program that tells the story of how red sunflowers were originally cultivated over 100 years ago. This article traces the development of the first three years of the program, showing how the libraries used this program as an outreach tool. The One Seed program has been popular, drawing attention to a unique part of university history, as well as the collection in the archives. Additionally, the article offers recommendations for replicating the program including considerations for state seed laws and institutional holdings.

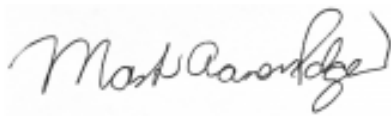
In *A Critical Hit: Reimagining New Student Orientation through the Lens of Dungeons & Dragons*, Christina Hilburger, Mandi Shepp, and Katelynn Telford write about how they revitalized their library's New Student Orientation (NSO) program with elements from Dungeons and Dragons (D&D) to enhance student engagement and expand their outreach efforts. They created an immersive experience inspired by D&D with their goals to promote a sense of belonging among incoming students.

Finally, Barbie Keiser reviewed one book for this issue; *Practical Marketing for the Academic Library*, by Stephanie Espinoza Villamor and Kimberly Shotick. Keiser provides a chapter-by-chapter overview of this library marketing book written during the pandemic. I read this book and endorsed it before it was published. I thought it was an accessible read for anyone who is new to library marketing.

Thanks to the peer reviewers who worked on the multiple rounds of read throughs for each article. Additionally, thanks to the column editors who served on this issue: Andrew Colgoni (Branding) Dr. Naomi Gold (Book Reviews), and Tyler Manolovitz (From the Trenches).

Last, but not least, I would like to thank the wonderful work of our production team who worked on copy editing and proofreading the manuscripts before they went to layout and pagination. Thank you, Ashley Biggs, Courtney Eger, Dr. Victoria Elmwood, Holly Flynn, Jenica Ibarra, and Tyler Manolovitz. Thanks to Barbie Keiser for reviewing this timely book I mailed out to you (at the stroke of midnight). We hope you enjoy reading the articles in this issue.

Have a great summer!!



Mark Aaron Polger, Founder & Editor-in-Chief

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