



## Greetings

### Letter from the Editor

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## Greetings!

I am so pleased to present the summer 2021 issue of *Marketing Libraries Journal*. This issue presents the first collection of articles from our double issue, devoted to the theme of library marketing responses to COVID-19.

During this surreal year, libraries and library workers have had to quickly respond by transitioning many of their services and resources to a virtual environment. We had to be creative, think strategically, and respond fast. The central question that this issue hopes to address is, how can libraries shift our marketing and outreach activities, while continuing to engage with our users and deliver high quality services, resources, and programming during a global pandemic?

For our summer 2021 issue, we present a rich and diverse collection of seven column articles and one scholarly study that examine how libraries (and library workers) have responded to the COVID-19 pandemic. You will notice the common themes of pivoting, transitioning, shifting, responding, and adapting in all of these articles!

In *People-First Promotion: Rallying Library Workers during COVID-19*, Katy Kelly, Christina A. Beis, Ann Zlotnik, and Maureen E. Schlangen share three pandemic-era communication stories that put people at the forefront of initiatives and messaging at the University of Dayton Libraries. They report on their revamped marketing strategy for a research appointment service, the cancellation announcement of a beloved annual event, and discuss the COVID-19 response that focuses on the workers who make it possible, despite the unpredictable circumstances.

Christina Miskey writes about improving new ORCID campus partnerships at the University of Nevada, Las Vegas in *Rebuilding ORCID Campus Outreach During a Pandemic*. The author discusses how she developed an outreach plan that would help rebuild collaborations between researchers and the library. She describes the creation

of virtual services such as workshops and the expansion of digital resources such as targeted LibGuides and online tutorials.

In *Developing a Curbside Pickup Scheduling Tool on the Fly Using Springshare's LibCal*, Lauren P. Cantwell reviews literature surrounding academic libraries in crisis situations and describes how Colorado Mesa University Library used Springshare's LibCal product to create a curbside pickup scheduling tool while patrons did not have access to the library building.

In *"But How will we know if it's working?": Measuring Effectiveness of Virtual Library Communications in Response to COVID-19*, health science librarians Zachary Osborne and Kaitlyn Merriman (Unity Health Toronto) write about the effectiveness of various online communication channels used for library marketing initiatives. They compared the analytics of online tools such as direct email, "twice a week" corporate communications, MailChimp, a WordPress blog, and Twitter. The authors shared approaches, tools, and considerations for this evaluation practice while contributing to the literature in an overlooked and under-published area of discussion.

Kirsten Hansen and Megan Donnelly write about how they shifted their programming online in *Shifting our Final Exams Week Program Online: A Case Study at Claremont Colleges Library*. The authors connect the program to the relevant literature and write about the details of how they promoted their online program with a social media campaign, an online scavenger hunt, and a partnership with the colleges' counseling services. They conclude by offering practical suggestions for librarians who are also charged with developing virtual programming.

Holly Surbaugh writes about how the University of New Mexico Libraries responded to the coronavirus pandemic in *Quick Pivots: Maintaining an Agile Approach to Outreach during an Evolving Crisis*. She writes about how her library piloting enhanced virtual outreach initiatives, including an online event series and scaled-up social media activity. The Summer of Sci Fi consisted of three Zoom-facilitated programs that provided fun activities to engage a socially distanced campus community while highlighting various library resources. The authors demonstrate how they approach outreach with an agile stance, particularly during a crisis.

In *Virtually (im)Possible: Transitioning to a Virtual Marketing and Outreach Program*, Laura Wilson and co-authors Corinne Gabriele, Alex McConnon, Susan Skoog, Nicole Tantum, and Lisa Villa outline the challenges and successes of rebuilding all promotional and outreach activities from scratch, from a largely in-person setting to an entirely virtual setting. The authors discuss how they launched social media campaigns and virtual programming and activities to engage an isolated campus community at Holy Cross Libraries. They highlight activities such as poetry paired with new photography of campus, recorded faculty book talks, library staff introductions to first year students, and video storytelling of legends from the college archives.

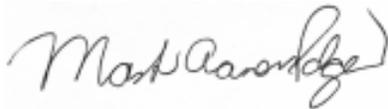
Finally, our feature article, *Staying Connected: Best Practices for Online Marketing and Outreach*, Lisa Martin, Mea Warren, and Orolando Duffus report how the University of Houston Libraries took a collaborative approach in responding to the pandemic. They gathered ideas and suggestions into a best practices document for online outreach. Their article examines the process of creating best practices and investigates communications tools that may be useful for academic libraries seeking new ways to do online outreach.

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Our next issue will be published by early fall. We hope to continue developing more themed issues in the future. We hope you enjoy this issue.

Take care, be safe, and healthy.

Best wishes!



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