

**IOWA ACRL
PUBLIC RELATIONS/
MARKETING GRANT
2011-2012**

The Iowa Chapter of the Association of College and Research Libraries announces the 2011-2012 Public Relations/Marketing Award.

This award is intended to support creating and implementing a public relations or marketing program in an academic or research library in Iowa. The Award provides a cash grant of \$500 to support implementation of the proposed project.

Winners have 12 months to spend the grant monies, and are requested to write an article describing the implementation of the project for the Iowa ACRL Newsletter. In addition, the winner is encouraged to submit a presentation proposal for the Iowa ACRL Spring conference detailing the project following implementation.

No library may receive the award more than once within 10 years.

The proposal must be submitted by a member of the Iowa ACRL chapter. **Submissions due July 31, 2011, to MIber@cornellcollege.edu**

Announcement of the winner will occur at the ILS/ACRL business meeting during the ILA Annual Conference.

Title of Project: "Monitoring the Loras Library"

Proposed by: Julie Greenberg, Loras College Library

Library Name and Address: Loras College Library
1450 Alta Vista
Dubuque, IA 52001

Target Population: Current users of the Loras College Library, with an emphasis on new students who may not be aware of many of the Library's programs and resources.

Intended Outcomes: The purpose of this marketing strategy is to increase student and faculty awareness of new and existing library programs, services and resources through the use of creative and dynamic media. It is hoped that increased awareness of Library programs would boost attendance, and more dynamic advertising for services and resources would increase use and improve perceptions of the library as a supportive and essential resource for students' and faculty's academic endeavors.

Brief Description: The "Monitoring the Loras Library" project would entail purchasing three to four digital monitors with DVD and/or USB connectivity for displaying Library marketing campaigns, showcasing student work, and engaging with more interactive marketing campaigns (e.g., YouTube contests). These monitors would be placed in strategic places throughout the library to increase student and faculty awareness of Library programs, services and resources.

Budget Detail (up to \$500)

Item	Amount
Lenovo L2230x 22" Class Widescreen LCD HD Monitor	\$129.97 x 4 monitors
**Monitor ultimately chosen will depend upon availability and price at time of purchase	
	Total: \$519.88

Essay: Emerging from our marketing theme for this coming year—communication—our goal through this project is to facilitate more dynamic and multi-modal channels for communicating library programs, services and resources to students and faculty in the Library. As demonstrated by the introduction of interactive kiosks around the Loras College campus, the College has an interest in disseminating information to students in dynamic ways. Similarly, the Library hopes to use these new displays to increase student awareness of library services that will enhance their academic experience. Current generations of students are accustomed to gaining information from more visual and interactive means, and this project would help us convey the message that the Library is more than books on shelves, but rather a forward-thinking, technologically-responsive and collaborative space.

Acquiring three to four digital monitors with DVD or USB connectivity would allow us to market the Library's services in a more engaging and asynchronous fashion, and to reach a broader audience than we would through more traditional, static methods. In addition to providing a means for advertising multiple library events and services through looping slideshows, these monitors would also provide opportunities to showcase student research, art and library-supported campus initiatives. Digital monitors would also provide a reusable, ongoing tool for more targeted public relations programs, such as Library YouTube contests and multimedia stations (with the use of Bluetooth headsets). Students would also be encouraged to participate in creating content that would be displayed on these monitors. This would serve a dual purpose of increasing student interaction as well as providing an opportunity to showcase the ways that the Library assisted in the creation of these projects through support for student research, librarian assistance, and study space. The potential for multiple existing and future marketing uses, coupled with the significant initial cost, make this marketing project an ideal candidate for the Iowa ACRL Public Relations/ Marketing Grant, and so we respectfully request that "Monitoring the Loras Library" be considered for this award.