

ILA/ACRL Public Relations/Marketing Award 2015

Title of the Project:

Stanley Pug Library Videos

Project Facilitator(s):

Jenny Parker, Reference and Instruction Librarian

Library Name and Address:

Nicholas J. Schrup Library, Clarke University, 1550 Clarke Dr. Dubuque, IA 52001

Target Population:

Clarke University students, faculty and staff, particularly traditional undergraduate students

Intended Outcomes:

Teach patrons how to use various library systems (book catalog, interlibrary loan, reserves, databases) in a fun and entertaining way.

Help the Clarke community understand information literacy threshold concepts.

Project Description: We will use hardware (GoPro camera, and dog harness) to capture video footage of a dog, Stanley (a pug), utilizing different library services (finding books on the shelf, checking items out, talking with a librarian), and understanding information literacy framework concepts such as "scholarship as a conversation." Students will be recruited to serve as Stanley's "voice" for these videos. Using Camtasia software we will combine Stanley's GoPro library video footage with the student "Stanley" voice to create an entertaining and informational video series. During this process we will take advantage of existing Clarke resources which could include a green screen, HD video cameras, microphones and recording booths to create professional videos. Once created, these videos will be available on the library's website and will be referred to regularly while working with students during research consultations and in class during library instruction sessions.

Essay – Explain the ways in which the project will benefit the library's public relations/marketing initiatives:

This project will benefit the library's PR/marketing efforts by portraying the library as a fun, and creative place, with a sense of humor. The project would tie into the popular culture phenomenon of dog and cat memes on social media, think "Grumpy Cat", "Ultimate Dog Tease" on YouTube, along with many popular pug photos on Instagram. All of these media forms appeal to millennials and beyond.

At a recent opening of school session Clarke University hosted Peter M. Jonas who wrote the book "Laughing and Learning". Jonas is a big advocate of humor in the classroom and argues that you can teach students anything as long as you get them to laugh. By using Stanley as a vehicle for humor it will be easier to teach students how to navigate the library's physical and electronic collections, and also tackle bigger information literacy concepts as expressed in the newly adopted ACRL Information Literacy Threshold Concepts.

In the mid 1980's there was a devastating fire on Clarke's campus that destroyed four main campus buildings, including the library. Thankfully most of the book collection was saved. Two and a half years after the fire a new, beautiful, light filled library was dedicated. For approximately two decades since the fire the library's main mission, like most libraries of the time, was to be keepers and preservers of books. Because of the fire, the library's goal of protecting the books was even more pronounced. However, in order for the library to be forward thinking in this age of information, it is important for the library to be more than just keepers of books, we need to market ourselves as creative problem solvers and educators and receiving this grant would help us to achieve that goal.

In addition, this project would help bolster the library's image within the university. It could help

administration see a greater value in the library and library staff. It could also be a catalyst for new faculty to work with us. Ultimately, the successful completion of this project will put the library on the map with our students as a fun, and creative place of twenty-first century learning.

Budget Details (up to \$500)

Hardware and Software estimate = \$400

- GoPro Camera (HERO – entry level) \$130
- Gopro Fetch Dog Harness \$60
- SanDisk 32GB microSD memory card \$30
- Camtasia License \$180

Voice Talent estimate = \$100

- \$50 per video ~3 hours of work
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TOTAL ESTIMATE = \$500