Catching Their Attention: Slide Shows as Outreach

Elizabeth Ramsey
Albertsons Library @ Boise State
PLANNING

- Technology
- Policy
- Scheduling
<table>
<thead>
<tr>
<th>Month</th>
<th>Topic</th>
<th>Links from web page to</th>
<th>Web Banner</th>
<th>Lab Slides</th>
<th>Blog</th>
<th>Twitter</th>
<th>Facebook</th>
<th>Pinterest Board</th>
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</thead>
<tbody>
<tr>
<td>Every week</td>
<td>Library facts - one per week - work with Julia</td>
<td>none</td>
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<td></td>
<td>Arthur/Amy</td>
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<tr>
<td>AUGUST</td>
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<td></td>
<td></td>
<td>Arthur</td>
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<td>7</td>
<td>International Beer Day (8/5) - health sciences</td>
<td>ER</td>
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<td>Terry - ER has on file</td>
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<td>8</td>
<td>Hiroshima Day (8/6) - Minakaza</td>
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<td>9</td>
<td>Elvis Week (8/10-16) - research</td>
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<td>10</td>
<td>World Photography Day 8/19 - images &amp; video lib guide</td>
<td>ER</td>
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<td>11</td>
<td>Water Quality Month - civil engineering</td>
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<td>12</td>
<td>American Artists Appreciation Month - art lib guide</td>
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<td>13</td>
<td>New technology</td>
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<td>Bronco print</td>
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<td>15</td>
<td>50th Anniversary</td>
<td>Blog post</td>
<td>Memo?</td>
<td>ER</td>
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<td>16</td>
<td>Locations of things on campus - find the main things - ie student leadership, dining center, registrar, financial aid, DRC etc. top ten? blackboard help, testing center, etc.</td>
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<td>17</td>
<td>Welcome back</td>
<td>blog post</td>
<td>Memo?</td>
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<td>18</td>
<td>Library environment (quiet floors, etc)</td>
<td>blog post</td>
<td>Memo?</td>
<td></td>
<td>Memo</td>
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<td>19</td>
<td>starbucks hours</td>
<td>blog post</td>
<td>Memo?</td>
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<td>20</td>
<td>library instruction requests</td>
<td>blog post</td>
<td>Memo?</td>
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<td>21</td>
<td>8/18/2014 Welcome New Faculty!</td>
<td>blog post</td>
<td>Memo?</td>
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<td>22</td>
<td>8/18/2014 do we have the textbook you need?</td>
<td>blog post</td>
<td>Memo?</td>
<td></td>
<td>Memo DONE</td>
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<tr>
<td>23</td>
<td>8/18/2014 How to find books</td>
<td>blog post</td>
<td>Memo?</td>
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<td>24</td>
<td>8/18/2014 LibChat</td>
<td>blog post</td>
<td>Memo</td>
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BRANDING

Understand your audience to be able to manage their perceptions of your library and engage them with library staff and resources
Funny, we don’t feel a day over 30.

50 YEARS OF KNOWLEDGE, GROWTH, INNOVATION
Albertsons Library 1964-2014

#BoiseStLibraryat5
PRINT from your own device.

See the LAB TECH for assistance or visit the BRONCO PRINT web page for downloads.
RESOURCES

- A beautifully designed slide show about design on the very useful Librarian Design Share site [http://librariandesignshare.org/tag/design-principles/](http://librariandesignshare.org/tag/design-principles/)

- This blog post on branding, marketing and usability is geared toward health & human services professionals, but key concepts certainly apply to all [https://bitly.com/shorten/](https://bitly.com/shorten/)

- Aaron Schmidt’s fabulous all-encompassing take on usability for the library is expressed in his blog [http://www.walkingpaper.org/](http://www.walkingpaper.org/) as well as his new book, *Useful, Usable, Desirable*.

- Scot Sterling includes lots of useful examples of good graphic design on his blog Library Graphic Design [http://librarygraphicdesign.blogspot.com/](http://librarygraphicdesign.blogspot.com/)
FINDING PHOTOS

- Flickr’s Creative Commons
- Wikimedia Commons
- Library of Congress
- Los Angeles County Museum of Art
- Microsoft Images

Untitled by Yevgeny Khaldey, courtesy of Los Angeles County Museum of Art
...And now for the Feats of Strength

Investigate alternative thinking with the PHILOSOPHY LIBRARY GUIDE

CELEBRATE FESTIVUS 12/23
December 5th is International Ninja Day

Explore the science of body movement with the KINESIOLOGY LIBRARY GUIDE
August 1st is International Beer Day

HEALTH BENEFITS FROM BEER?
Learn the truth in medical databases
Available in the HEALTH SCIENCES subject guide
September 22-28 is TOLKIEN WEEK

Before setting off on your next quest check out our MAP COLLECTION
1st floor, northeast corner of the library

Find Tolkien’s works on the 3rd floor, section PR6039
Our headphones make you look FABULOUS!

Check out a pair at the Circulation Desk NOW!
Wise men say, "Only fools rush into their research."

Contact your librarian first!

August 10th-16th is Elvis Week!!
WELCOME BACK BRONCOS!

Fall Hours Begin August 25th
Mon-Thursday 7am-Midnight
Friday 7am-7pm
Saturday 10am-7pm
Sunday 10am-Midnight
YOU ARE NOT ALONE!

Like!
Follow!
Comment!
Pin!
Share!

• Facebook
• Twitter
• Instagram
• Pinterest
• YouTube
• Blog

Connect with Albertsons Library’s Award Winning Social Media Networks
CHARGE UP!

Use the CHARGING STATIONS in the library or check out a CHARGER from the Circulation Desk.

Some rights reserved by forever digital via Flickr CC
You asked for more time...

We listened!

CHECK OUT A LAPTOP

Keep it until 30 minutes before closing

NO RENEWALS NECESSARY!
2014 is the YEAR of the Horse

Explore people & places

eHRAF WORLD CULTURES in Articles & Databases A–Z
January 20\textsuperscript{th} is Martin Luther King Day

Read articles on the 1990 rally at Boise State in the digital collection of student newspapers

Available now in ScholarWorks
October is National Down Syndrome Awareness Month

Find great resources on this topic in the SPECIAL EDUCATION SUBJECT GUIDE
June is LGBT Pride Month

BOISE GAY LIFE COLLECTION

Available in Albertsons Library’s Special Collections
LIKES on FACEBOOK and counting...

Thanks everyone!

Albertsons Library likes you, too!
YOUR AWARD WINNING LIBRARIAN

Michelle Armstrong
Assistant Professor and Scholarly Communications Librarian

Congratulation s!
Albertsons Library ranked #5 in the nation!

Get more library love via Facebook, Twitter, Instagram...
ART EXHIBIT April 16-May 9
2nd floor of the library

ACT NOW PROJECT
AWARENESS ACTION

shortlinks.boisestate.edu/actnowproject

READ THE BOOK
JOIN THE MOVEMENT

BOISE STATE UNIVERSITY
CAMPUS READ
The North Korean Human Rights Film Festival
April 29th from 2pm in the SEC

Learn more about this topic through resources in your POLITICAL SCIENCE guide.
ERMAGERD!
BIRTHDAY CAKE FOR ME?!

Albertsons Library will celebrate its birthday Monday, Sept. 9th. Enjoy a piece of birthday cake with us from 1-3pm.
I HATE RESEARCH

Reference librarians can help!

CALL 426-3301
TEXT 546-9982
HEY GIRL,

Need to recharge your phone or device? The circulation desk has iPhone 5 chargers, USB cords and
“I’m very certain that without libraries I wouldn’t have the career that I have.”

– Neil Gaiman

National Library Week is April 14–20.
You never know what you’ll find in the wilds of the Internet... GET HELP FROM A RESEARCH LIBRARIAN

TEXT 208-546-9982 or CALL 208-426-3301
BARBARA GORDON
Mild mannered librarian by day.
Super hero by night.
We may not rock the costumes, but we can come to your research rescue.

Stay tuned for more info on BATMAN 75

TEXT:
513-9982
February is Spunky Old Broads Month - hoorah!

Connect to feminist theory and more in your GENDER STUDIES Library Guide.
ASSESSMENT

- Do users stop to look at the slides?
- Do they act based on what they see on the slides?
- Do they refer to the slides?
- Do others want to be included in your slide show?
Elizabeth Ramsey, Librarian/Outreach Coordinator
Email elizabethramsey@boisestate.edu

THANK YOU