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Programming Prowess: Transform Your Library with Engaging Events

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Programming Prowess:

Transform Your Library with Engaging Events

Katy Kelly

Communications and Outreach Librarian

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#libraryevents

ALAO Annual Conference

Oct. 25, 2013

UNIVERSITY of
DAYTON

What is *Programming Prowess*?

- Low to no cost events
- Staff and/or student led
- Partners on campus or in the community
- Creative, unconventional
- Ties into library goals or strategic priorities

ABOUT US

THE SAVVY STUDENT'S GUIDE TO GETTING THE MOST OUT OF THE LIBRARIES



UNIVERSITY of
DAYTON
University Libraries



THE SEVEN STRATEGIC PRIORITIES

- Advance learning and teaching in support of transformative education
- Promote and facilitate the University's outstanding research, scholarship, and artistic creation
- Become an internationally recognized destination for Marian scholars
- Enrich and sustain the University's Catholic and Marianist identity
- Engage the diverse intellectual, social and cultural interests of the University community
- Enable responsible and sustainable stewardship of libraries' collections and facilities
- Operate effectively, creatively and proactively

Team-oriented

- Marketing and Outreach Team
- Diversity and Inclusion Committee



DocuSpots

CELEBRATE ASIAN PACIFIC AMERICAN HISTORY MONTH

SOUNDS OF A NEW HOPE **Friday, April 12**

11:30 a.m.

Roesch Library
1st floor Group FlexSpace

6 p.m.

Office of Multicultural Affairs
Alumni Hall 101

Free and open to all





HERITAGE BRACELETS

UNIVERSITY LIBRARIES

Wednesday, Sept. 4 and
Thursday, Sept. 5

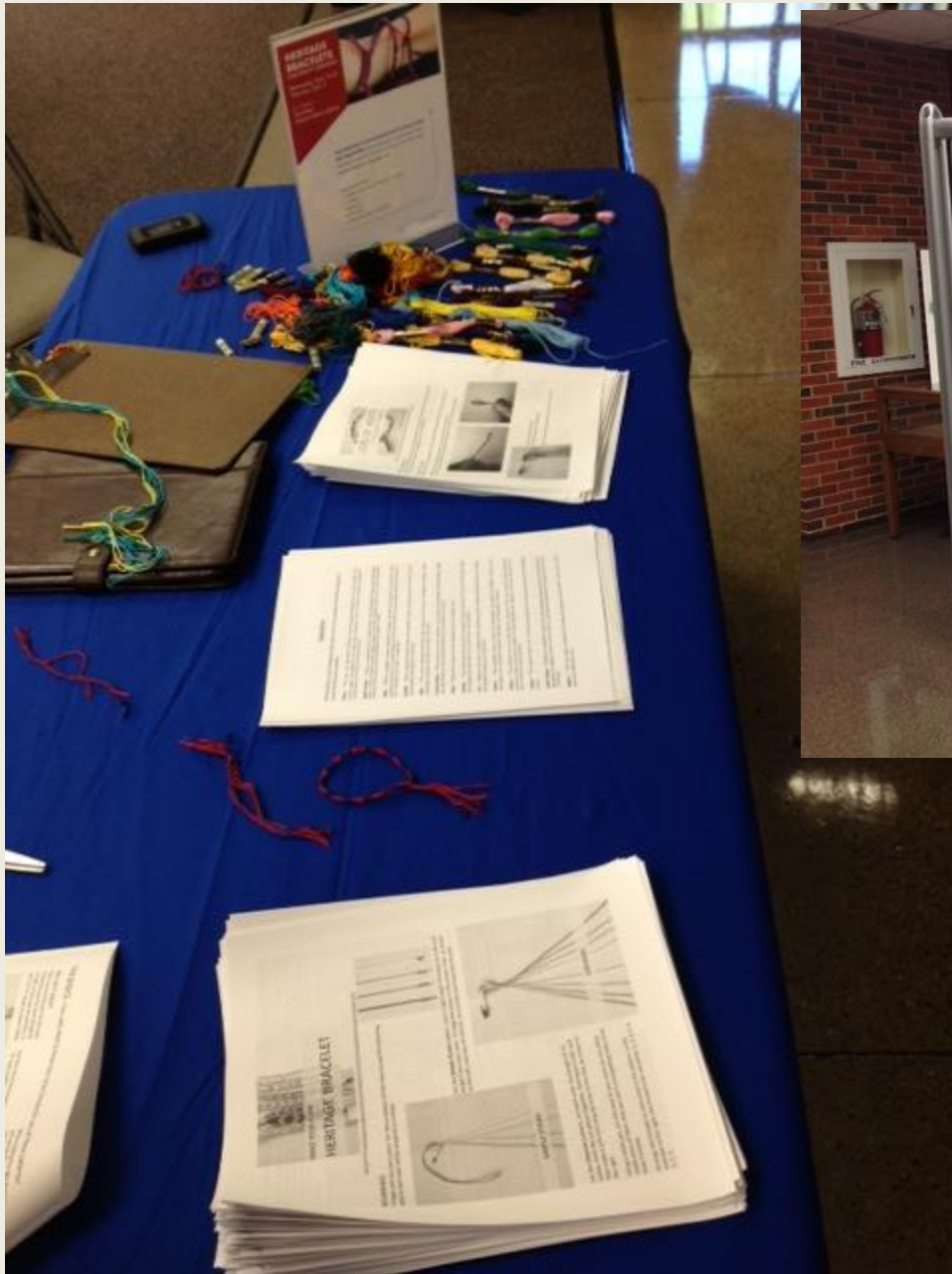
3 – 7 p.m.
First floor gallery



TRADITION

IN THE TRADITION OF THE FRIENDSHIP BRACELET, the University Libraries is offering an opportunity to create your own heritage bracelet to promote and discuss the varied heritage of our campus community.









**READ
BANNED
BOOKS**

BANNED BOOKS WEEK

CELEBRATING THE FREEDOM TO READ **SEPTEMBER 22-28, 2013**



Books are for more than reading

by Meredith Hirt '13

1:28 PM Oct 15th, 2012

If you visited Roesch Library between 3 and 5 p.m. Monday Oct. 1, you probably saw people cutting up books. It wasn't destruction for destruction's sake; the pages were being remodeled into decorative wreaths, gift bows and safes to hide treasures between the covers of classics.

"We just wanted to have fun and talk about [Banned Books Week](#)," said Rachael Foster, reserve and circulation specialist at Roesch.

Juniors Dominique Schiano and Katy Utter finished wreaths made from rolled-up pages torn from books and stapled onto a round cardboard base. Schiano planned to give hers to her mother and Utter said she was going to put one in her room.

"It's a fun project to get people in the library and get them engaged beyond the regular 'check out books and research,'" Foster said.

Like 8 Tweet 0 Share

FINALS WEEK AT ROESCH LIBRARY



SUNDAY, DEC. 9

Chair massages 5 p.m. – 10 p.m.

Free pizza, 10 p.m. (LTC)

Sponsored by the Alumni Association

10-minute Dance Party 11:59 p.m. (Lobby)

Co-sponsored by Dayton 2 Daytona

Free coffee 1 a.m. (LTC)

WEDNESDAY, DEC. 12

Free coffee 1 a.m. (LTC)

MONDAY, DEC. 10

Therapy dogs, 11 a.m. and 4 p.m.
(first and second floors)

Chair massages 5 p.m. – 10 p.m.

Free pizza, 10 p.m. (LTC)

Sponsored by Corleone's Pizza

Free coffee 1 a.m. (LTC)

THURSDAY, DEC. 13

Free tea and hot chocolate 1 a.m. (LTC)

TUESDAY, DEC. 11

Therapy dogs, 11 a.m. and 4 p.m.
(first and second floors)

Chair massages 6 p.m. – 9 p.m.

Free coffee 1 a.m. (LTC)

DANCE OFF THAT FINALS WEEK STRESS!

10-MINUTE DANCE PARTY

Sunday, Dec. 9

11:59 p.m.

Roesch Library Lobby



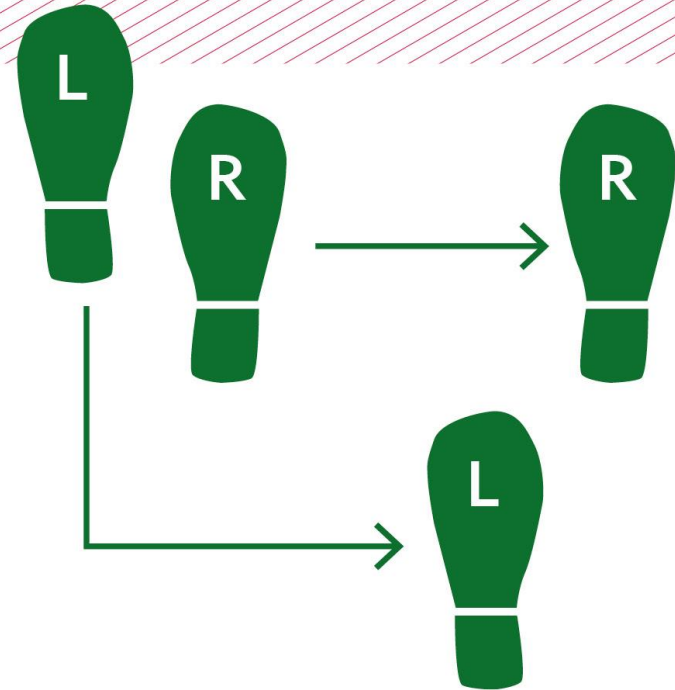
First 100 get a glowstick



Get your Dayton to Daytona passport stamped



Tweet song requests to @dayton2daytona



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Dayton to Daytona @dayton2daytona

5 Dec

Gonna need a study break on Sunday? We are teaming up with @roeschlibrary and hosting a 10 minute dance party! Midnight on the 1st floor!

Retweeted by Roesch Library

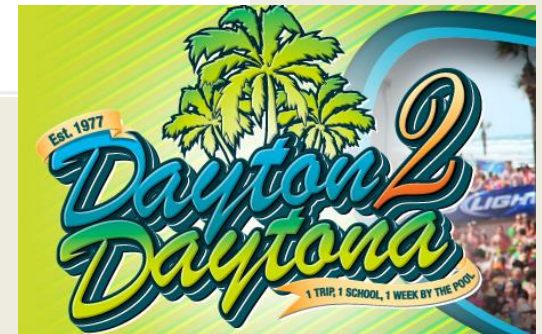
Expand

Midnight dance party @roeschlibrary tonight! Turning off the lights, playing music and throwing glow sticks. tweet songs

@dayton2daytona

Retweeted by Roesch Library

Expand





this is Real life. [#clubroesch](#) [#weareUD](#) [#finalsweek](#)



RUFF'N IT FOR FINALS?

*Paws for a moment
and de-stress!*



THERAPY DOGS ARE COMING TO ROESCH LIBRARY!

First floor from 5 to 6 p.m.

WILLOW: Monday, April 29

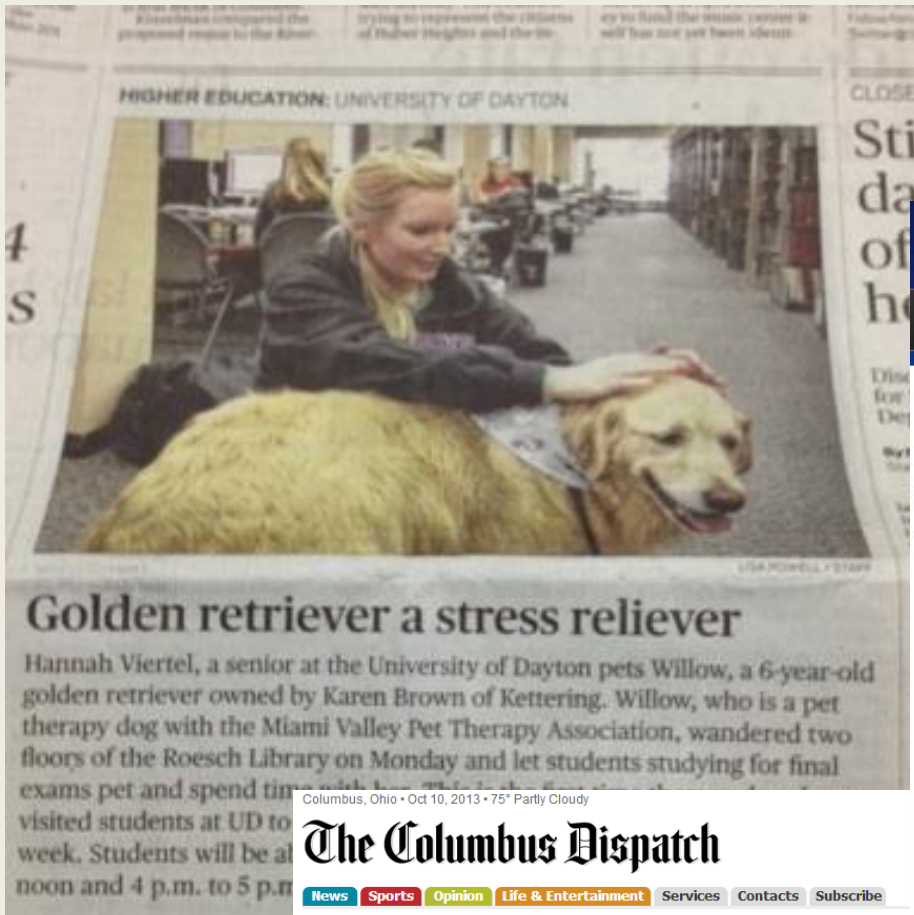
FITZY: Tuesday, April 30

BAXTER: Wednesday, May 1

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Dogs to help students escape stress of finals

EDUCATION BLOG

OSU wants dynamic leader

It's no secret that Ohio State is looking for a replacement for former President E. Gordon Gee who retired in July. And now it's no secret what the un...

Associated Press • Monday December 10, 2012 6:21 AM

Comments: 0 Recommend 1 Tweet 2 ShareThis

DAYTON — The University of Dayton will offer three therapy dogs to help ease the stress of finals week for its students.

Mazy, Willow and Fitzzy, from the Miami Valley Pet Therapy Association, will be in the school's library today and Tuesday so students can pet and play with them.

Therapy dogs have made appearances at college campuses across the nation. Harvard Law School and Yale Medical School each have puppies that can be "checked out" year-round from the library for playtime with

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NEWS WEATHER INVESTIGATIONS REPORT IT SPORTS LIVING DAYTON COMMUNITY

Finals week goes to the dogs

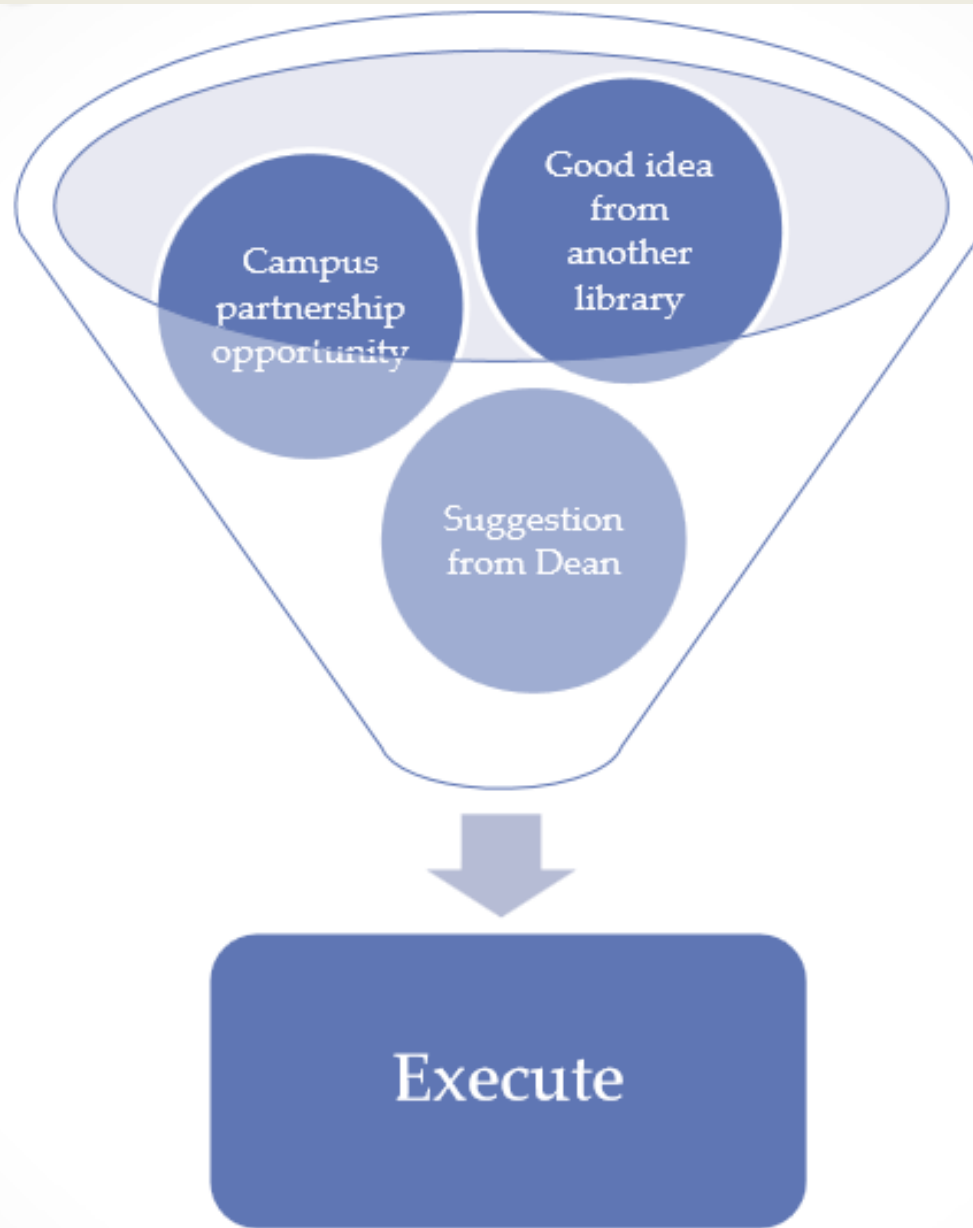
By Jordan Burgess

Updated: Sunday, December 16, 2012, 9:37 AM EST
Published: Monday, December 10, 2012, 6:07 PM EST

f t+ x REPORT IT



(1/2)Finals week goes to the dogs



Brainstorming & The Event Audit

- Adapted from “Taking a Closer Look at Your Library’s Current Activities” by Mary Thill, Northeastern Illinois University and Hilary Meyer, Strayer University

Qualification

- **Qualification:** Primarily information- gathering
 - One-on-one meetings
 - Focus groups
 - Surveys
 - Supplemental: Research other programs

Cultivation

- **Cultivation:** Relationship maintenance
 - Events
 - Services
 - Social media

Stewardship

- **Stewardship:** Express gratitude
 - Thank you notes
 - Small gifts or prizes
 - Entry into raffle

What are some programs and events
at your library?

Or, what ideas do you have?

How do they fit within Qualification,
Cultivation, or Stewardship?

More examples from Ohio Libraries

- See “Advocacy: Marketing, social media, & events promoting the library”



Thank you!

This presentation is available at
ecommons.udayton.edu

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References

- Advocacy: Marketing, social media, & events promoting the library. OhioLINK's User Services Committee Discussion, July 2013.
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- Thill, Mary, and Hilary Meyer. "Reach Out and Pull 'Em In: Planning Effective Academic Library Outreach." Association for Library Communication and Outreach Professionals. Arcadia University Conference Center, Glenside, PA. 14 October 2012. Conference Presentation.
<http://academiclibraryoutreach.wordpress.com/publications/conference-presentations/>