

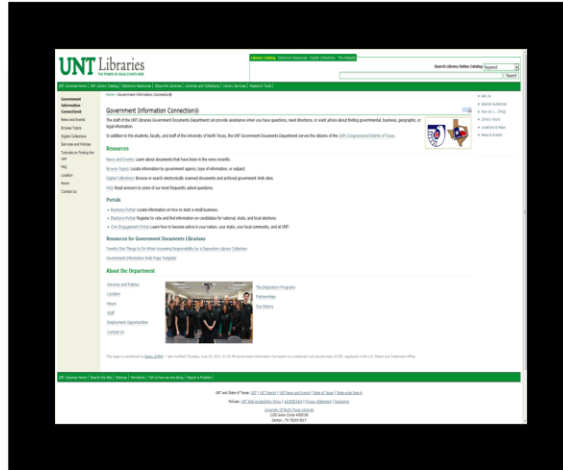
Four steps to becoming a destination: Passionate Pro-Active Promotions and Presentations

Passionate



Be excited about what you do and others will want in on what you've got. Enthusiasm is contagious. Create excitement over your collection and services. Love what you do and excellent customer service will be the result. As documents librarians, we face the challenge that most people try to avoid our collections. Difficulty of access and use are two main reasons. There are no built-in bells and whistles. You have to create them. If you do not think you have the most important collection in the library then no one else will either. I feel that I am the liaison between the public and government information. Our nation is built on the right to access government information and hold our government accountable. Knowing what our government is doing is the cornerstone of our republic. We get to play a part in that. How cool is that!

Pro-Active



Network with area librarians. Invite them to lunch or go to them to meet with them. Be prepared with a list of things that you can provide them for free to increase services to their users. Become active in community organizations. Meet with community leaders and get your name out there as the go to person for answers. Stay up-to-date on current events and hot topics. Anticipate questions and have resources available ahead of time. Maintain an email group, collect emails whenever possible.

Promotions



Best promotion technique is to give quality internal and external customer service. Word of mouth is the most cost efficient way to promote the collection. Keep the collection clean and relevant. Borrow ideas from other departments or libraries. Capitalize on ready made days for documents activities like Constitution Day, Presidents Day, Election Day, Veterans Day, etc. Give library tours, create displays throughout the library and community, newspaper articles, flyers, business cards while traveling or at the grocery store. Gather free materials to hand out (FTC offers consumer publications). Keep formal publicity at a 6th grade literacy level for community publications. Web pages can be great promotional tools and pro-active reference tools.

Presentations

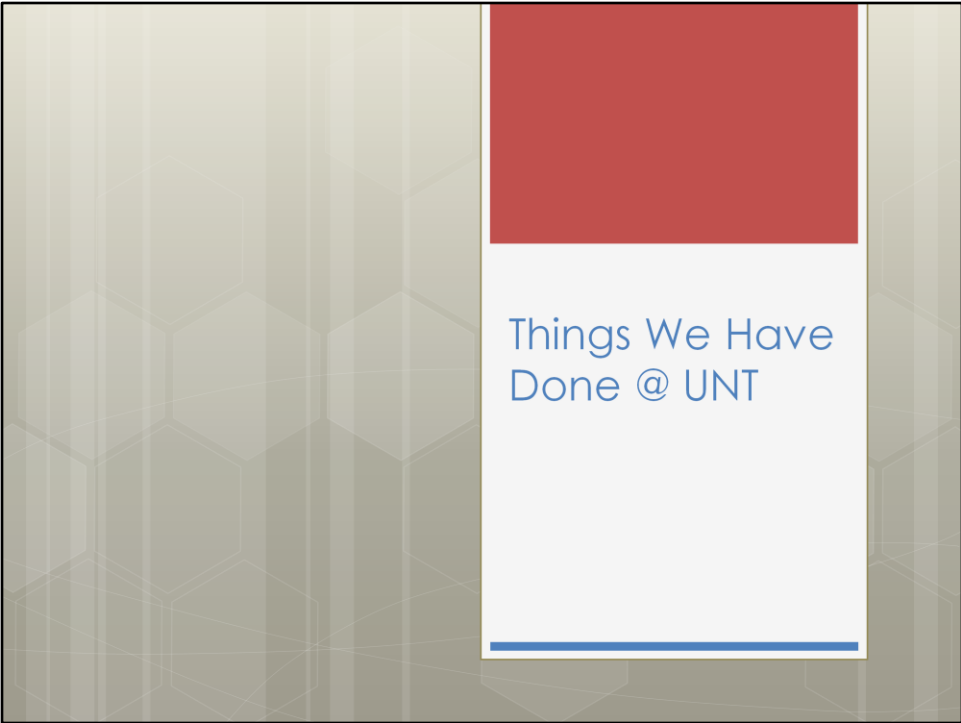


Provide training for internal and external customers. Volunteer to speak about the collection and services anywhere and everywhere. Take your show on the road. Librarianship has changed. Don't sit in your office and expect people to come to you. Create presentations that can be used again and again even by other presenters. You do not have to present the programs. Use local resources such as PTDL's, Local Federal Agencies (Census, IRS, SBA)

Take Control of What You Can and Don't Sweat the Rest



Your level of knowledge, your level of enthusiasm, your positive focus. Be proud.
Become an integral part of your library and your community.



Faculty Open House



Beginning of the long semesters invite faculty to come into the library for light refreshments and library information.

Benjamin Franklin Exhibit @ the Public Library



Benjamin Franklin exhibit with public library. Worked with the public library on a program around the ALA Benjamin Franklin exhibit.

Constitution Day

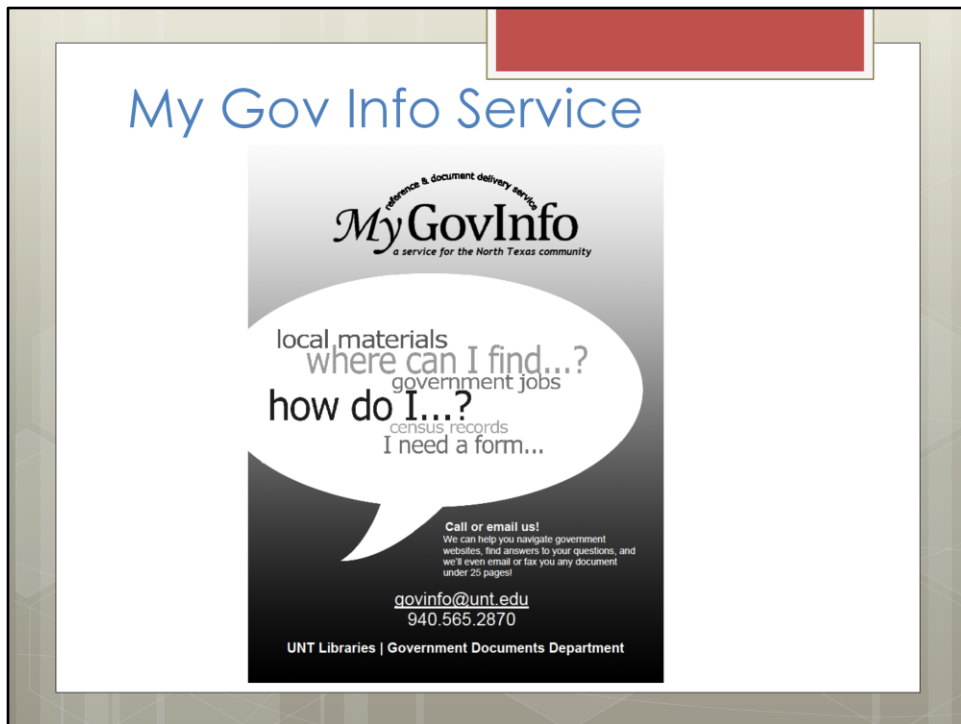


Constitution Day handout pocket constitutions on campus and at the local Barnes and Noble. Create a program for 5th and 6th graders at the local Barnes and Noble. Also partnered with Barnes & Noble for Teacher Appreciation Day with handouts aimed at documents for teachers and homeschoolers.



Constitution Day Displays



A poster for the My Gov Info Service. At the top, the title "My Gov Info Service" is written in blue. Below it, the logo for "MyGovInfo" is displayed, with the tagline "a service for the North Texas community" and "reference & document delivery service" written in a small arc above the name. A large white speech bubble is centered on a dark background, containing the text "local materials", "where can I find...?", "government jobs", "how do I...?", "census records", and "I need a form...". Below the speech bubble, the text "Call or email us!" is followed by "We can help you navigate government websites, find answers to your questions, and we'll even email or fax you any document under 25 pages!". The contact information "govinfo@unt.edu" and "940.565.2870" is listed, along with "UNT Libraries | Government Documents Department" at the bottom. A red rectangular box is visible in the top right corner of the poster's frame.

My Gov Info Service

reference & document delivery service

MyGovInfo
a service for the North Texas community

local materials
where can I find...?
government jobs
how do I...?
census records
I need a form...

Call or email us!
We can help you navigate government websites, find answers to your questions, and we'll even email or fax you any document under 25 pages!

govinfo@unt.edu
940.565.2870

UNT Libraries | Government Documents Department

Work with Denton Public and Ft. Worth Public to train staff and offer satellite services through phone and scanned pdfs sent by email.



Pencils, pocket constitutions, constitution day coloring books, albino squirrel buttons, agency information. Not including labor, the materials for buttons are about 9 cents each. Purchased small patriotic items from Oriental Trading Company to put in bags with the Pocket Constitutions from Oak Hill Publishing. Created Constitution Day coloring books from Ben's Guide online and the GPO document *Symbols of the U.S. Government: Ben's Activity Book*.

Presidential Inauguration



Inauguration Watch
2009 Presidential Inauguration

Tuesday,
January 20th,
10:00am CST

Watch from any of these locations!
find maps at: <http://www.library.unf.edu/about/locations-and-maps>

- ★ Willis Library, Lower Level (basement), Room 035
- ★ Media Library, Chilton Hall
- ★ Discovery Park Library

Watch streaming video of the ceremony while you enjoy:

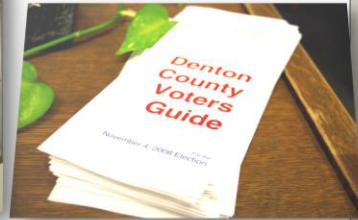
- ★ free coffee
- ★ commemorative bookmarks
- ★ albino squirrel buttons (at right)

Join us in watching this historic event!

The poster features a cartoon albino squirrel wearing a red, white, and blue Uncle Sam hat. The background shows the U.S. Capitol building. A small circular logo in the bottom left corner reads "Willis Library CyberCafe Inauguration 2009".

Presidential elections were a great opportunity for promotions. Had displays and held an Inauguration Watch Party in the library. Handed out Albino Squirrel commemorative buttons and had light refreshments. Our library mascot “Alby” the albino squirrel is very popular with the students.

Displays





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<http://www.library.unt.edu/govinfo/>