



Best Faces Forward Campaign: Library Marketing Efforts Trading Headshots for Testimonials

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About National University



Founded in 1971, National University is among the largest private, nonprofit institutions of higher education in California. The University is headquartered in San Diego, with 27 additional locations throughout California.

There are 30,000 students in the University system. Almost 25% of students are active duty or have previously served in the military. The University educates students across all 50 states and from 65 countries, offering over 100 on-campus and online programs through a four-week class format.

The Challenge

The University and the Library's strategic plan aligns towards the same goals for 2020 and involves a heavy role in marketing and outreach.

How do we increase a sense of community and foster student success as we support them throughout their academic experience?

How do we increase our visibility and provide sustainable use of the Library's offerings through increased marketing of these resources and services?

How do we do this on a limited budget?

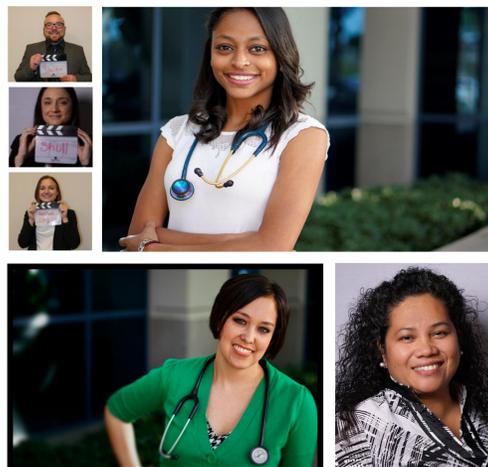


The Opportunity



In 2015, the School of Health & Human Services decided to hold their Nursing Career Fair in the Library space.

The library's media team captured student headshots for use in professional spaces like LinkedIn or Job Portfolios in exchange for a few words about the value the library was providing the students which was captured on film.



Photography Gear

2015



- Sony A6000 Mirrorless Interchangeable Camera with Sony 50 f1.8 lens - \$750
- LED light kit - \$250
- **Total kit cost approx. \$1000**

Software: Adobe Photoshop CC (Creative Cloud)

2016



- Sony A7rII Camera - \$2500
- Sony 85mm Lens F1.4 - \$1800
- One Softbox and Speedlight Flash Unit - \$500
- **Total kit cost approx. \$4800**



Growth & Development

Several years ago the library decided to support a group of students holding a career fair in the University Library. Fast forward a few years, the library now makes regular appearances at career-fairs, student orientations, capstone presentations, and promotions throughout the University.

To date, the library has captured over 500 headshots and has cataloged media for photo stills and video for participation in events throughout the University.



The initial project led to several other shoots/events/requests including:

- NUSNA (National University Student Nursing Association) Career Fairs (nursing portfolio headshots in 2016 and 2017) 70 headshots total
- NU Career Fair LinkedIn Photos for students and alumni - 2016, 2017, and 2018 - 137 total
- Faculty headshots for Innovation Grant Project
- Photos of Student Services Award Events in 2017 and one upcoming in May 2018
- National University all Staff "President's Player" Awards photos - 2017
- Faculty dinner and group gathering photos - Fall Academic Assembly 2017 and Spring Faculty events
- Student Scholarship events and award ceremonies in 2017 and 2018
- Photos of library staff used on NU Social Media channels (Facebook and Instagram)
- Nursing White Coat ceremonies (photos and video requests)
- NU Veteran Student Family holiday portrait project started in 2016 with 5 families; continued into 2017 with 40+ families/individuals

And That's a Wrap....

Library multimedia services have established a reputation for producing quality image content for many departments and schools through the University. Our students are diverse and come from all walks and challenges of life. We capture their stories and in their stories, we see the true value of our commissions in our *Campaign to Put Our Best Faces Forward*.

