

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

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Good outreach librarians are always selling something. One University's strategic plan looking forward to 2020 involved a heavy role in marketing and outreach with the keyword "increase\*" in almost every goal. What do we sell when our information is meant to be free to our patrons and students? We sell our collections to increase our article/book requests and circulation statistics. We sell our library spaces to increase our gate counts promoting our quiet and collaborative spaces. We sell our librarians and our staff to increase our library instruction, reference transactions and research opportunities.

As far back as libraries collected so others could share in the information we curate and develop, there has always been a drive to invite users inside. Yet, in this age of digital media and free resources, we are forced to respond to the change in demand for our resources as we struggle to advocate our value and remain relevant in the eyes of our students, faculty, and communities.

One university leveraged the resources available in its library's multimedia department to trade headshots of students for use in professional spaces like LinkedIn or Job Portfolios with a few words about the value the library was providing the students. Armed with a DSLR and a video camera, the library embarked on a mission to showcase our best and brightest in the span of a few shutter clicks, some quick clean-up in photo editing software and some video rendering for some good words about the librarians and the library.

What began as an idea a year ago to support students holding a career fair in the Library has grown into a regular appearance at career-fairs, student orientations, capstone presentations, and promotions throughout the University. To date, the library has captured over 800 headshots and has cataloged media for photo stills and video for participation in events throughout the University.

Student and faculty library advocates talk about what they love best about the library providing us with media support communicating, in our students and faculty's own words, the library's value. In return, our participants have beautifully rendered photos and video that they've shared out proudly on multiple platforms on social media, job boards, and electronic portfolios.

Our poster will be a collage of the different forms of media we've collected during our "Putting Our Best Faces Forward" campaign. Presenters will discuss and showcase the many ways in which we've been able to use this material for the library's benefit. 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: meaningful experiences.