

“Given that life includes a boatload of disappointment, risk, discomfort, and even failure, we need to develop an ironic *comfort* with discomfort if we are to truly build strength and find ease. We need to make sure every setback doesn’t send us headlong into a massive fight-or-flight response. This means we need to be able to do three things. First, we need to tolerate the discomfort that comes from difficulty and challenge inherent in *pursuing mastery*, because mastery ultimately makes hard things easy. Second, we need to be able to cope with the discomfort inherent in our own vulnerability by *becoming brave* enough to follow our passion and purpose instead of the crowd. Finally, we need a plan for *bouncing back* when the going gets rough - which it inevitably will!”

--- Christine Carter
The Sweet Spot

Organizing a Series of Events for an Academic Library

Pitfalls & Silver Linings

Lewis J. Ort Library @ Frostburg State University

Mission Statement

The Lewis J. Ort Library supports the mission of Frostburg State University by developing, selecting, and organizing resources appropriate to the University's academic programs. The Library recognizes the varied information needs of its students, faculty, staff, alumni, and community users, and suitably addresses those needs. The Library further promotes information literacy education for its clientele by utilizing current technology and by providing an instructional program that teaches Library users how to access, evaluate, and utilize information for research purposes.

Vision Statement

The Lewis J. Ort Library aspires to provide information resources and services that advance student-centered learning and research. It supports the University's commitment to prepare future leaders to be critical thinkers who are information literate and technologically-competent global citizens. The Library will collaborate with partners to increase access to information resources and foster scholarly communication.

National Library Week April 11-15, 2016

Planning Timeline

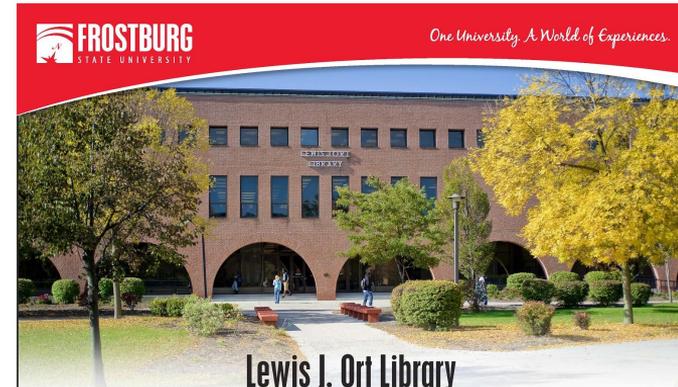
- November 2015 - Emily Zumbrun approaches Amber Harrison to ask about co-planning an event for National Library Week 2016.
 - December 2015 - Meeting between Amber and Emily to compare event ideas. From this a list of about 17 were selected as potentials.
 - December 2015 - Meeting with Dr. Lea Messman-Mandicott, the Library Director, to propose events.
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Final Event List

- “Dress Like a Librarian” Costume Contest
- Scavenger Hunt
- National Library Workers Day Potluck Lunch for Staff
- Art Night
- Food-for Fines Day
- “I Love My Library” Interactive Display
- Photo Slideshow Display
- Formal Reception for Current and Former Library Staff

Planning Continued...

- March 1 - Meeting with any staff interested in volunteering to help with events.
- March 9 - Contacted University Publications Department to design/order a poster
- March 9 - Submitted events to online University calendar
- April 5 - Sent invitations to former staff for reception
- April 5 - Finalized Menu for Reception



FROSTBURG
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Lewis J. Ort Library

40th Birthday Celebration

National Library Week, April 11-15, 2016

MONDAY, APRIL 11, 10AM – 2PM • LIBRARY, 3RD FLOOR

Dress Like a Librarian Costume Contest
Dress as an old-timey librarian and get your picture taken at our photo booth.

TUESDAY, APRIL 12, 9AM – 2PM • LIBRARY, 3RD FLOOR

Scavenger Hunt
Hunt for hidden bobcat paws throughout the library and redeem for a prize!

THURSDAY, APRIL 14, 6PM – 8PM • LIBRARY, 3RD FLOOR

Art Night
Indulge your creative side! Enjoy adult coloring pages, cartoon drawing, blackout poetry, and make-your-own bookmarks.

FRIDAY, APRIL 15, ALL DAY, LIBRARY

Food-for-Fines Day
Donate non-perishable items in exchange for fine forgiveness.
1 item = \$1, maximum of \$10*

*Does not apply to bills submitted to the billing office or to items that are not the property of FSU.

For more information: 301.687.4395

FSU is committed to making all of its programs, services and activities accessible to persons with disabilities. To request accommodation through the ADA Compliance Office, call 301.687.4102 or email TitleII@fsu.edu. Frostburg State University is a smoke-free campus.

It's Here!

**National Library
Week 2016**



Monday-Thursday: I Love my Library Display

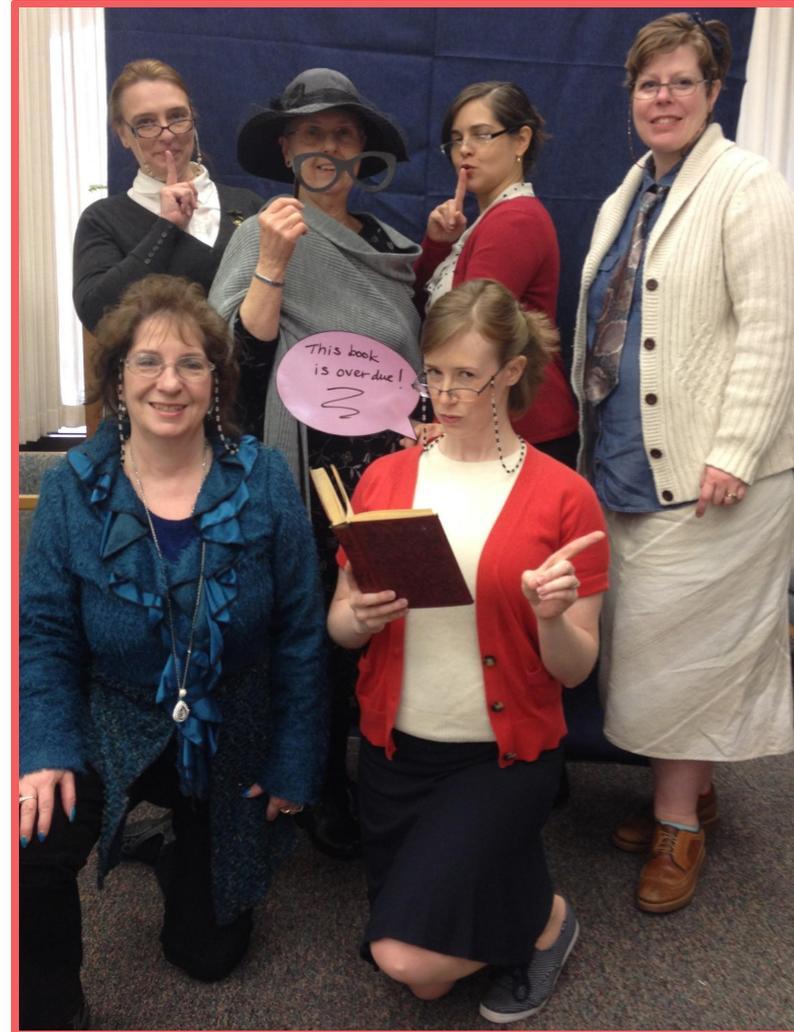
- Invited students to add to a display of notes explaining why they loved the library
- To encourage students to participate we offered a prize drawing
- Dual purpose
 - Improve the approachability of the library and its staff
 - Use as an assessment tool
- **Would we do it again? YES!**





Monday: Dress Like a Librarian

- Encouraged students to dress like Old-timey Librarians, take selfies, tag them on social media (#ILoveOrr), and compete for a prize
- Purchased a Polaroid-style photo printing device so students could print their photos and take it with them (\$\$\$)
- Created Photobooth-style cutouts and word bubbles to create more interesting photos
- **Would we do it again? Probably Not.**



Tuesday: Scavenger Hunt

- Set up a whiteboard at entrance with instructions for the scavenger hunt
- Offered clues for the location of each paw - facilitates learning different areas of the library
- Encouraged participation by awarding prizes for each Bobcat paw found
- **Would we do it again? Yes!**



Wednesday: National Library Workers Day (Delayed)



Thursday: Formal Reception

- Hosted 20 former Ort Library Faculty and staff at a reception to celebrate “40 Years Under the Arches”
- Set up the digital display on a monitor
- Served hors d’oeuvres and beverages
- **Would we do it again? YES, but maybe less formal and invite former student employees.**





Students moving books from Old Main to Lowndes Hall Library



Dr. Reese and students moving the books from Old Main to Lowndes



Librarians at the Reference Desk in our current location



Lewis J. Ort and David Gillespie at Lewis J. Ort Library dedication, 1990

Thursday: Art Night

- Set up a table with art supplies
 - Adult coloring pages
 - Make-your-own bookmark
 - Blackout poetry
- A relaxed activity with no incentives offered
- Attendance low
- **Would we do it again? Maybe?**



Friday: Food for Fines

- Offered fine forgiveness in exchange for donations of food items
- 1 can = \$1 fine waived
- Printed flyers and slipped them into books checked out in the weeks leading up to the day.
- Exactly zero cans of food were collected
- **Would we do this again? Maybe?**

Food-for-Fines Day

Friday, April 15, 2016

Donate non-perishable items in exchange for fine forgiveness. For each item you donate for the Frostburg Food Pantry or A Shelter of Hope Animal Shelter, \$1 will be waived from your account,

maximum of \$10*

*Does not apply to items not owned by FSU



In Summary...

Pros

- Achieved great results from the assessment event
- Hosted several activities with little to no budget
- Improved staff morale
- Provided opportunity for students to see librarians in a more casual setting

Cons

- Spread ourselves too thin
- Did not create buy-in among all staff
- “Wasted” money on technology that likely won’t be used again

Resources we recommend:

- The Library as Incubator Project - <http://www.libraryasincubatorproject.org/?cat=17>
- TimelineJS - <https://timeline.knightlab.com/>
- Pinterest - <https://www.pinterest.com/>
 - ALA Magazine
 - Central Mississippi Regional Library System
 - UFV LIBIT (University of the Frazier Valley, Abbotsford, BC)
- Canva - <https://www.canva.com/>
- Piktochart - <https://piktochart.com/>
- Ad/Lib - <http://adlib.info>
- Librarian Design Share - <https://librariandesignshare.org>
- Moodboard - <http://www.gomoodboard.com/>
- Facebook Groups -
 - ALAThinkTank
 - Library Marketing and Outreach
 - Library Employee Support Network

Questions?

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