Shoestring Budgets, Cross-Disciplinary Collaboration, and Corporate Sponsorship: Programming & Marketing the library in the 21st century
by Megan Lotts, Art Librarian, Rutgers the State University of New Jersey

Marketing on Shoestring Budgets:

- Using campus lists-servs and creating discipline
  Specifc list-servs to digitally spread a message.
- Using social media websites such as Facebook, Twitter, Pinterest, etc...to create a following and to spread a message.
- Free publicity through local news sources via coverage of events.
- Placing event on campus or local community calendars.
- News & Events blurbs on Library homepage

References:


Rutgers Scarlet Knight Days 2012 – Navigating Rutgers 101: mapping your way around campus

Navigating Rutgers 101: mapping your way around campus
September 7th, 2012 at the Rutgers Art Library

Cross-disciplinary Collaboration & Corporate Sponsorship in the library

- Create partnerships with departments and services across the campus community and find common goals.
- Look outward when creating connections. In times of financial crunches resources can be shared to work towards a common goal or message.
- Consider corporate and community partners for cost sharing when planning events.
- Be creative and consider ALL possibilities of collaboration in and outside of the library.

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