#MavLib

- Memorial Library
  - Serve ≈ 17,000 Students
  - Serves community members too!
  - Library has 4 floors
  - Many resources
    - Educational Resource Center
#MavCommonRead

- Annual campus-wide community-building public reading initiative
- One book is chosen
  - Service
  - Citizenship
  - Cultural Diversity
- Program’s seventh year on campus and Library-run second year
  - First full year that Library Services managed the University Common Read Program
#MaverickMigration

- Reading as Solitary Endeavor
- Hands-On Component
- Japanese Legend
- Art Installations
  - Memorial Library
  - Centennial Student Union
  - Earley Center for Performing Arts
Collaborative Connections

• Library Involvement
  • EXPLOSION of Outreach Activities
    • Student Crane Making
    • Attendance to Campus Fairs
    • Team Building: library/campus/community
    • Social Media
    • Videos
    • 3D Printer Cross-Promotion
    • Finals Week Activities
    • Homecoming Parade and Presence at other events
    • Thank you cards
Campus Collaborative Connections

- Campus Partnerships (16)
  - Library Services
  - Academic Affairs
  - **Art Department**
  - Barnes and Noble Bookstore
  - Honors Program
  - Institutional Diversity
  - IT Solutions Media Production
  - Learning Communities

- New Student & Family Programs
- Printing Services
- Strategic Partnerships
- **Student Activities** (our community link)
- **Stomper Cinema**
- Student Affairs
- University Fellowships
- **Women’s Center**

4 additional connections!
Community Collaborators

• Community Partnerships (6)
  • Blue Earth County Historical Society
  • Japanese American Citizen League
  • Student Activities (our campus link)
  • Emy Frentz Arts Guild
    • Dr. Gina Wenger – Art Professor at MNSU
  • Vine Faith in Action Book Discussion
  • Fillin’ Station Coffee House

Dr. Gina Wenger – Art Professor at MNSU – did this installation in the art gallery in the Student Union. Visit us - it’s now in the Memorial Library!
Peace Cranes

• Up-Cycled Paper
  • Withdrawn Maps from Maps Collection
  • Antique Paper
  • Campus Event Posters
• Bought Origami Paper
  • 6 x 6 (traditional size)
  • 8 x 8
Creating Videos

• Instructional
• Promotional
• YouTube
• mnsu.edu/commonread
• Post, tag, summary, CC, Sharing
Creating Videos

• Resources (Library-Owned)
  • Video Camera
  • Tripod

• Other Technology Resources
  • Camtasia Software (free version available)
    • Added Text - be inclusive
  • Music Files (Creative Commons Licensed)
    • Freemusicarchive.org
    • Creativecommons.org
Creating Videos

• Location
  • Showed campus locations

• People
  • Administration, students

• Challenges
  • Schedule of participants
  • "I want to do it too!"
  • Locations not available
  • Camera Angles
    • We're not professionals...and it’s OK!
Social Media

• Channels
  • Common Read
  • Library Services
  • University
  • Art Department

• Posting
  • Videos
  • Memes
  • Use hashtags!

#MaverickMigration
#CommonRead
#Meme
#Hashtag
Cross Promotions

• Retro Technology (Print Ads)
  • Student Newspaper – Reporter
  • Community Education (mankatocer.com)
  • Mankato Free Press Story
  • Library Newsletter Story
• In Real Life
  • TV Screens in Library and CSU (video and stills)
  • 3D Printer Cross-Promotion
  • Open Crane Assembly Workshops (Library, Job Fair, Tabling in CSU)
  • Team Building (10 sessions!)
    • Res halls, departments, co-workers, community groups
Creatively Connected Cranes

- Art Installation Classes
  - 2/3/4/5 & 600 level students
- Installations in 3 Campus Buildings
  - Memorial Library – Library Services
  - Earley Center for Performing Arts
  - Centennial Student Union
- Art Show in Student Union Art Gallery
  - Dr. Gina Wenger
All cranes are still up!
Come see them for yourself!
Lessons Learned

• Communication
  • Start closer to home

• Level of Difficulty
  • Advanced origami design

• Time
  • Plethora of ideas
  • Lack of time to implement

• Resources
  • Lack of personnel
Celebrating Success

• Team building
  • Campus and community
• Administration by-in
  • Event promoted at convocation
• Keynote event
  • Had a full house!
• Art class installations
Thank you!

Jamie Dalbey
Preservation/Gov Docs Technician

Caroline McGowan
Outreach Graduate Assistant