Background

Two library staff positions eliminated, Spr ’15
Clarke pet friendly culture
- Bring your pet to work day – summer
- Pet Therapy 1-2 x per week
- Idea for Stanley library video is formed

Pet Therapy, 2014
Pet Therapy, 2016
Bring Your Pet to Work day, 2018
Summer 2015

• Applied for ILA/ACRL PR/Marketing Award
  • Outcome: Teach patrons how to use various library systems in a fun and entertaining way.
  • Description: Use Hardware (GoPro camera, and dog harness) to capture footage of a dog, Stanley (a pug) utilizing different library services... Students will be recruited to serve as Stanley's "voice".
• Jenny's pregnancy is confirmed, due Feb. 2016
Fall 2015

- Receive award
- Decide to hire student intern and start process
- Collaborate:
  - Communications Chair
  - Career Center
  - Hire U.G. student, Megan Kane
  - Comm. & Phil. Major
- Received extension on projected timeline
- Good Press!

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**FUN FACT friday**

Jenny Parker’s pug, Stanley, has helped the Nicholas J. Schrup Library earn a $500 Public Relations/Marketing Grant from the Iowa Chapter of the Association of College and Research Libraries. Jenny, Clarke’s reference and instruction librarian, will purchase a GoPro camera and a Camtasia license with the grant money to create humorous library videos with Stanley. The videos will teach patrons how to use various library systems in a fun and entertaining way.

We can’t wait to see the videos!

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Telegraph-Herald
(local newspaper)

Nov. 2015

Stanley the pug helps Clarke University net $500 grant

The pet of a Clarke University librarian soon could become a star thanks to a $500 public relations/marketing grant.

Stanley the pug will be featured in a series of videos teaching library patrons how to use various systems and services. Stanley is owned by Jenny Parker, Clarke’s reference and instruction librarian.

The funding was awarded by the Iowa Chapter of the Association of College and Research Libraries. The money will be used to purchase a GoPro camera and licensing for video-editing software.

Parker and Stanley will record humorous videos showcasing the library’s book catalog, interlibrary loan program, databases and other services.

Using Stanley as a “vehicle” for humor will make it easier to teach students to use the physical and electronic collections in the library. Parker said in a press release.
Spring 2016

• Temporary Librarian
• Megan starts internship (1 cr.)
• Baby Henry arrives!
• Megan writes storyline

OPENING:

***Some sort of theme song plays, while montage/time lapse of outside of Clarke, street view, feet of students walking through halls, books being taken from shelves, talking, classes starting/ending, then start from doors of Atrium zoom into Stanley looking up at the big school about to walk in for the first time***

EPISODE 1: NEW IN SCHOOL
INTRODUCING: STANLEY

Clarke University, a school with a variety of students, just got even more unique. The black, wrinkle-faced pug slowly scampers up to the front doors of the atrium and takes a long, deep, puppy-snorting breath. Stanley, the first dog student at any school, ever, begins his first day of Clarke University, today. He’s so nervous as he walks in the doors of the University, and feels all eyes from the bustling, talking, huge college students stop doing what they were doing to all stare at Stanley as he tries to make his way into his first class, cornerstone. His little body dashes between the crowds of distracted texting students so he doesn’t get stomped on! The looks he receives range from shocked, to delight, to very, very concerned. He heard plenty of laughs, sensed eye

***Teacher writes on board “RESEARCH PAPER” and scene fades with Stanley’s puppy howl/whine***

A huge puppy howl is heard throughout the halls. Students pause to look at the door because of the dramatic sounds heard. “A research paper, already?” Stanley think to himself as he mopes through the halls. Stanley is shocked to find out he has already been assigned a research paper to work on throughout the semester, choosing a topic of his choice within different cultures. He wasn’t sure if he was ready for this whole college thing after all! He daydreams of his comfy dog bed and a nice big bone to chew. He snaps out of it when he runs into Max, a student here at Clarke who happens to be on his way to work his shift at the Clarke Library. Max notices that Stanley seems a bit lost and distressed and asks what he can do to help! They shake paws/hands and introduce each other. Max explains he is a sophomore at Clarke and how he is headed to work in the library. As Stanley walks with him he realizes Max might be able to help guide him on this project! For Stanley did not know how to write a research paper! Where does he begin? He begins to explain the situation to Max as they walk and Max seems happy to help. They reach the library and Stanley looks up at the big doors and knows he’s found the right place. The library seemed illuminated and like it was calling his name! He walks
Fall 2016

- Request 2nd extension
  - Univ. webpage & LMS migration
- Megan switches from 2 cr. to 1 cr.
- Drama Faculty helped enlist actors
  - Challenges
- Stanley in for filming 4 times
- Megan completes 1st episode

Episode 1: A Pug in School (2:56)
Spring 2017

- Megan 1 cr. internship (final)
- Regroup & reassess expectations and communication
  - Video length, 2 min or less on videos 2-5
- Rework video 1 (shorten and improve audio – if time)
- University webpage redesign delayed, live mid-February
- Alliance database discussion continues
- Stanley in for filming 5 times
Summer 2017

- Go live with new catalog
- Switch from EBSCO to Gale databases
- Megan completes editing videos Aug 1 (volunteered time)

Episode 2: The Great Book Search
Episode 3: Puppy vs. Technology
Fall 2017

Release Party!

Episode 4:
Everybody Makes Mistakes

Episode 5:
A Grade "A" Pup
Collaborations

- Career Services – Internship Credit
- Communications Faculty
- Intern, Megan Kane
- Drama Faculty
- Grants Office
- Student Life Office – Stanley's I.D.
- Marketing: publicize & use of GoPro
- Closed Captioning
Lessons Learned

- Continuously communicate specific expectations
- Build videos into a class to ensure viewership
- Be flexible

http://libguides.clarke.edu/Stanley
Megan Kane, Library Marketing Intern

"I've learned time management skills through this process, and if I were to do this project all over again, that is something I'd be more efficient about. Balancing school, a job, and an internship was no easy task, but I'm proud of the work that was completed."

"... I learned how to adapt to any situation that may come up. There were plenty of bumps along the way on this journey, but with the help of Jenny, Sue and the Communication Program at Clarke University, we made a successful 5 episode series starring the oh-so-lovable Stanley."
Think - Pair - Share

- If you were to undertake a similar project at your library, what kinds of ideas do you have?
- What campus connections could you make?
- What lessons would you take from our experience?

Questions?

http://libguides.clarke.edu/Stanley
Connected Campus
Completes Stanley the Pug Library Videos
http://libguides.clarke.edu/Stanley
Jenny Parker & Sue Leibold
Clarke University