BUILDING BRIDGES: CREATING DISPLAYS THAT GET RESULTS

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INSPIRATION SOURCES

QUESTIONS FOR YOUR CONSIDERATION

NUTS & BOLTS FRAMEWORK

ASSESING YOUR SUCCESS
All of these considerations impact each other. Don't know one of them? Start with what you do know! The rest will fall into place based on that.
WHO? - AUDIENCE

Faculty
Staff
Students
Board of Trustees
Parents
Public
Daycare
WHEN? - TIMING

Permanent
Pre-event
Seasonal
"Month"
Short v. Long Term
Realistic Timelines
WHERE? - LOCATION

High Traffic
Low Traffic
Who is the traffic?
Size of Space
Dedicated Space
Mobile
Outside the Building
WHAT?-MATERIALS

Books
Magazines
Movies
Games
Non-print
Non-circulating
Crafts/DIY
WHY?- Purpose

Increase Circulation
Marketing
Highlight Collection
Visual Decor
Engagement
Informative
Be realistic in your planning. Start small. Your team might just be you, but then make sure you plan accordingly! Or every one is on board, but you don't have a budget.
LOGISTICS

ILS
Shelving Location or Status
Checkout Period
Multiple Locations

SIGNS
Name the display
Include your library name
Save the signs for reuse
Graphic design student
Canva/Gimp
Digital signage

MATERIALS
Look in ALL your collections
Props
Sign holders
Pull more than you think
LOGISTICS

DESIGN

Grab materials with visual appeal
Across format & genre & reading level
Think about height, build up!
Use boring covers as building blocks
Think about how you will restock
Add labels or notecards
Think about color too
Use book stands
Circulation

Engagement

Feedback

Pick an assessment strategy that fits both your purpose and your (and your system's) ability!
SHARE IT

Displays: A Year in Review 2015-2016

The library will serve the University of Dubuque community as a common space, a catalyst for lifelong learning, and a place for creating and sharing.

Black History Month
February

Charles C. Myers Library
University of Dubuque

African-American Lives
First Floor Display

- All 3 floors
- 6 different locations
- Books, movies, audiobooks, & games
- Legos, blocks, superheroes, & archives activities

30 themed displays

Goal: How many items have checked out from displays?
Actual: 275

679

Looking for a good book?

Staff picks have checked out 111 times!

Staff Picks are located directly behind this screen

Maggie Stiefvater
The Raven Boys

Superheroes Assemble

Check out our superhero movies, comics, & books on the 3rd floor!

139 books have staff reviews
INTERNAL INSPIRATION SOURCES

Events/Programs
- speakers
- theatre productions
- awareness weeks
- holidays
- homecoming
- history months

MKETING!

Collections
- unique
- new format
- sub-collections
- physical objects

Collaborations
- athletics
- student organizations
- career services
- student life advancement
IDEAS!

Picture is worth a thousand words:
Display of folios, graphic novels, and children's picture books

Black History Month:
Curated by campus Black Student Union

#TBT Throwback Thursday:
Collaboration with Alumni Office to display popular titles/items from reunion years
THANK YOU

QUESTIONS?

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