Promoting the UConn Library through student advocacy

Samantha Mairson, Inaugural President, Homies Student Friends of the Homer Babbidge Library
Jean Nelson, Head of Communications & Engagement, UConn Library
Early Focus on Marketing to Increase Membership
IGNITE - UConn Foundation student crowd-funding competition

Supported by 34 Donations:

- Anna D.
  - I gave $50

- Shabaz K.
  - I gave $10
  - Library is home

- Anonymous
  - I gave $5

- Jason N. 13
  - I gave $50
  - <3 HBL

Events + Solicitation =
Role of the Library

#balancebookschallenge
Challenges
Looking Ahead