

Library on Display: Using Newsletters and Online Exhibits for Connecting Communities and Resources

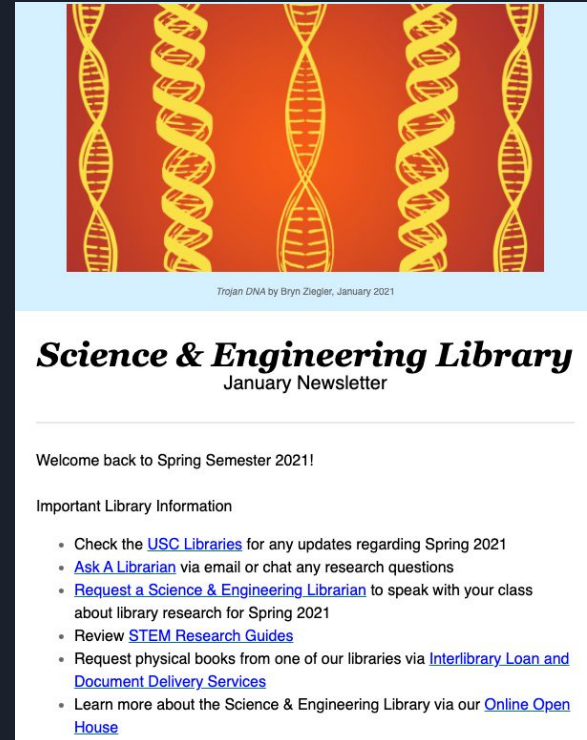
Cari Kaurloto
cari.kaurloto@usc.edu

Alvaro Quezada
aquezada@usc.edu

Library Newsletter - Goals

- Objectives
 - connect with STEM communities regularly
 - demonstrate our availability, despite not having a physical space
 - Highlight resources and services

- Mailchimp - free marketing and email marketing platform



Library Newsletter - Outcomes

- Successes
 - Collaborate effort from both libraries and library staff
 - Usage stats confirm subscribers are opening email, reading, and clicking links
- Failures
 - How to grow subscriber base?
 - How to get feedback from subscribers?

Audience

Science & Engineering Library

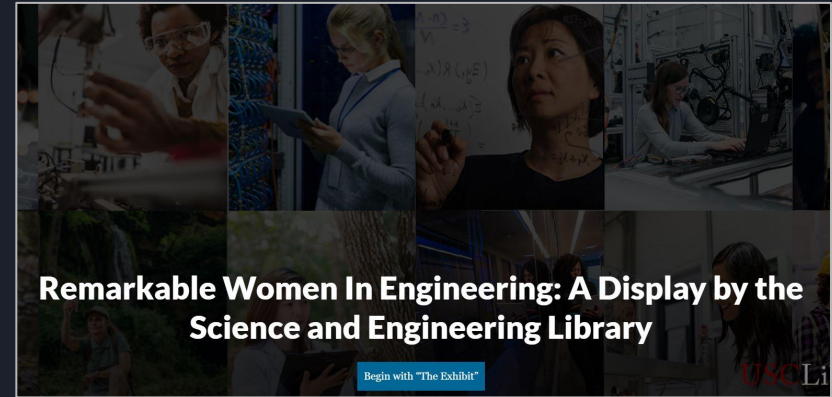
This audience has **222** contacts. **217** of them are subscribers.

<input type="checkbox"/>	<input type="text" value="Find a campaign by name or type"/>	Download All Reports
<input type="checkbox"/>	<p>Science & Engineering Library Sent Newsletter - January 2021 Regular - Science & Engineering Library Sent Mon, January 4th 9:14 AM to 218 recipients by you</p>	<p>46.3% 4.6% Opens Clicks</p> <p>View Report ▼</p>
<input type="checkbox"/>	<p>Science & Engineering Library Sent Newsletter - December 2020 Regular - Science & Engineering Library Sent Tue, December 1st, 2020 9:09 AM to 218 recipients by you</p>	<p>47.7% 5.5% Opens Clicks</p> <p>View Report ▼</p>
<input type="checkbox"/>	<p>Science & Engineering Library Sent Newsletter - November 2020 Regular - Science & Engineering Library Sent Mon, November 2nd, 2020 9:03 AM to 216 recipients by you</p>	<p>46.8% 5.1% Opens Clicks</p> <p>View Report ▼</p>
<input type="checkbox"/>	<p>Science & Engineering Library Sent - October 2020 Newsletter Regular - Science & Engineering Library Sent Thu, October 1st, 2020 10:04 AM to 215 recipients by you</p>	<p>48.4% 7.0% Opens Clicks</p> <p>View Report ▼</p>


Online Exhibits

- Objectives
 - Provide ongoing outreach opportunities.
 - Highlight STEM resources
 - Easy-to-use presentation tools

- Scalar - Publishing platform tool that allows you to create pages of content through a text editor, then publish, and present to your audience.



Stayce D. Harris



Stayce D. Harris
Stayce D. Harris Air Force bio portrait
Source: Sgt. Chad Trajilo

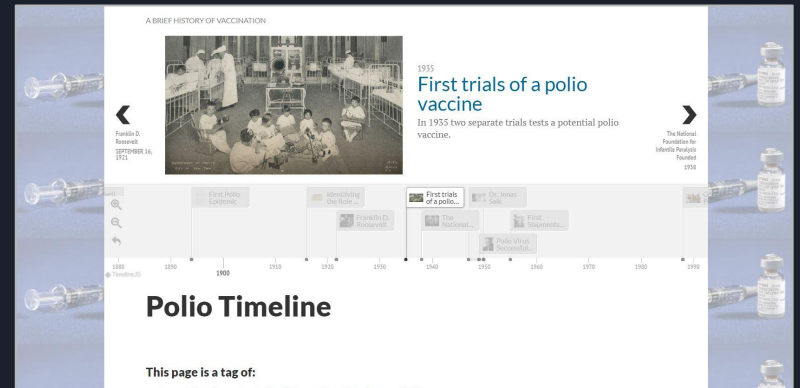
Stayce D. Harris is a heavily decorated Air Force General. She is the first African American woman to hold a three-star General rank in the Air Force and the first African American woman to serve as Inspector General of the Air Force, Office of the Secretary of the Air Force in Washington, D.C. At the end of her decorative career she commanded more than 13,000 citizen airmen, 105 aircrafts, and missions that include specialized hurricane hunter, fire suppression, and aerial spraying. In addition, Stayce has logged more than 2,500 hours in military aircraft.


Stayce was born in Los Angeles, California in 1970. Her mother, a banker, and her father a career airman in the U.S Air Force was a huge inspiration on her joining the Air Force. Stayce graduated from the 71st High School in Fayetteville, North Carolina in 1977 where she started in Junior ROTC. It is this experience that also had a profound impact on her decision to join the Air Force. This is how she describes this experience, "I really found out what it is to, No. 1, be a good citizen because that's what Junior ROTC programs are



Online Exhibits - Outcomes

- Successes
 - Connect with our patrons
 - Collaborate effort from Science and Engineering staff and faculty.
 -
- Challenges
 - Scalar does not have views tracking data.
 - No opportunity for feedback.





Cari Kaurloto
cari.kaurloto@usc.edu

Alvaro Quezada
aquezada@usc.edu

- View Our Newsletter Here:
 - <https://tinyurl.com/uscselnewsletter>
- View Our Displays Here:
 - <https://scalar.usc.edu/works/jonassalk/index>
 - <https://scalar.usc.edu/works/international-women-in-engineering/index>
 - <https://scalar.usc.edu/works/science--engineering-library/index>