

**LONG ISLAND SECTION
and
ADELPHI UNIVERSITY LIBRARIES**

**MARKETING LIBRARY RESOURCES AND SERVICES:
LET THEM KNOW WHAT YOU'VE GOT!**

A Workshop for Academic Librarians

Friday, May 9, 2008

**Adelphi University, Garden City, NY
University Center, Room 213**

Join us for a workshop with speakers who can offer practical suggestions for promoting your library by sharing their experiences with programs at their own institutions. Come away with innovative ways you can market your own resources and services.

You've developed targeted collections and digital resources, you have strong instruction and information literacy programs – now make sure your faculty, students and administration know you have what they need!

SPEAKERS:

Darren Chase, Informatics Librarian, Health Sciences Library, Stony Brook University

How to promote and encourage the use of your library's information literacy and instructional programs to faculty.

Karen Gisonny, Helen B. Bernstein Librarian for Periodicals & Journals, New York Public Library

How to showcase your collections by organizing reading programs and events such as NYPL's **Periodically Speaking**.

Debbi Smith, Collection Development and Management Librarian, Adelphi University

How to create a marketing campaign to promote awareness of library resources and services.

Andrew White, Associate Dean for Technical and Automated Services, Adelphi University

How to use statistics of virtual library collections to adjust services to targeted audiences.

8:30 AM – 12 PM (8:30-9:00 AM: Registration and Continental Breakfast)

Fee: \$5.00 for ACRL/NY members and \$10.00 for Non-Members

See ACRL/NY website www.acrlny.org for more details

Registration deadline is May 1, 2008

Registration Form for MARKETING LIBRARY RESOURCES AND SERVICES

May 9, 2008, 8:30 AM – 12:00 PM, Adelphi University, UC 213

Name: _____ Phone: _____

Library: _____ Fax: _____ Email: _____

My check for \$5.00 (ACRL/NY members) or \$10.00 (Non-ACRL/NY member) payable to **ACRL/NY** is enclosed.
Send form and payment to: Prof. Eloise Bellard, Adelphi University, Swirbul Library, One South Avenue,
Garden City, NY 11530. Visit the **Adelphi University** website www.adelphi.edu for directions.