Cultivation

Claremont Colleges Library Button Templates
http://www.slideshare.net/charbooth/documents
Downloadable library, book-themed, and other button templates for a 1” pin press, various styles including “love your library” and book heart designs in multiple colors.

Mount Holyoke College Study Break Events
Spring 2012: http://flic.kr/s/aHsjzhBzcZ4
Fall 2012: http://flic.kr/s/aHsjDbGtap
A new tradition, end-of-semester study break teas feature snacks, crafts, and (in the springtime) baby bunnies.

NCSU Libraries My #HuntLibrary
http://d.lib.ncsu.edu/myhuntlibrary
A project that encouraged visitors to photograph the new Hunt Library through the social media platform Instagram. This fostered a sense of community ownership of the new building, and selected images will become part of the University Archives’ permanent digital collections.

UCSD Library Zine Workshops
https://libraries.ucsd.edu/blogs/arts/july-is-international-zine-month/
Using personal collections combined with staff expertise and local organizations to teach new skills and coincide with a large local annual event, Comic Con.

Communication

Claremont Colleges (Love Your) Library Workshops Announcement
http://news.libraries.claremont.edu/2012/10/october-love-your-library-work.html
Example of a cross-purposed (Love Your) Library Workshops marketing strategy with calendar embed and flyer screenshot featuring CGU MFA art.

Mount Holyoke College Ask LITS Board
http://flic.kr/s/aHsjweT6M3
http://tinyurl.com/askLITSexample
We turned an interior window into a Q&A board, and we create a positive feedback loop by extending the conversation through social media.

Dropbox for Outreach
https://www.dropbox.com/sh/zz2uj7o2n4oefps/fki4tssRM-
Crowdsourcing at its finest, this Dropbox folder was created by Ben Bizzle to be used and added to. There are potential copyright questions here.
**Collaboration**

**Mount Holyoke College exCITING Food**
http://flic.kr/s/aHsjD29i6D
Handing out citation help and RefWorks info with (properly cited) snacks. A collaboration between the library and the Speaking, Arguing, and Writing Center.

**UCSD Library Annual Toy Piano Festival**
https://libraries.ucsd.edu/blogs/arts/12th-annual-toy-piano-festival/
Our Toy Piano Festival (in its 12th year!) is an example of how one can use staff expertise in partnership with departments and students (in this case, our music department.)

**Context**

**Claremont Colleges Library Google Outreach Map**
Custom Google Map that pinpoints locations at the Claremont Colleges where the Library can flyer and promote things, good cart locations, as well as key contacts.

**NCSU Libraries Special Collections Pop-Up Library**
http://news.lib.ncsu.edu/design/2011/01/26/special-collections-visit/
A recurring event where a selection of Special Collections materials was transported over to the branch library at the College of Design for students to stumble upon and browse through.

**Tales from the Mothership: The UCSD Geisel Library, Past, Present, and Future**
https://libraries.ucsd.edu/blogs/arts/12th-annual-toy-piano-festival/
Our Toy Piano Festival (in its 12th year!) is an example of how one can use staff expertise in partnership with departments and students (in this case, our music department.)

**Camogogy (Camouflage + Pedagogy!**

**Claremont Colleges RE:BOOK 2013 Libguide**
http://libguides.libraries.claremont.edu/rebook
2nd annual repurposed book art contest at the Claremont Colleges Library, explains contest rules and links out to photos of the approx. thirty 2012 submissions and winners.

**Mount Holyoke College Women's History Month Edit-a-thon**
https://news.lib.mcphee.edu/design/2012/03/26/mhc-women's-history-month-edit-a-thon/ (Video by MHC Communications Office.)
An edit-a-thon hosted by archivists and reference librarians that has led to ongoing editing events and a new initiative to get MHC archives images into Wikimedia Commons.

**NCSU Libraries Mobile Scavenger Hunt**
http://www.lib.ncsu.edu/instruction/scavenger.html
http://www.lib.ncsu.edu/ris/projects/scavenger.php (for implementation info)
A game that uses iPods with free cloud-based apps to orient students to library spaces, collections, and technologies by inviting them to explore and interact with staff.

**Harry Potter’s World: Renaissance Science, Magic, and Medicine UCSD Libguide**
http://libguides.ucsd.edu/content.php?pid=318704&sid=2607849
The UCSD Library displayed the Traveling National Library of Medicine Display, building in speaking events, button making, science of food and other events.