

Becoming a Brand

{ Southwest Baptist University Libraries
{ Embraces User-Driven Initiatives



Logo Redesign

Pre-2011 Logo



9/11/2011-
12/31/12 Logo



1/1/2013-Present
Logo



Career Services is partnering with University Libraries to provide a Resume Workshop.

Resume Madness

Stop by our table for resume/cover letter help! Bring your own resume/cover letter to be reviewed or come by for help with getting started!


November 4th
Student Union **3-5pm**

University Libraries
Southwest Baptist University

University Libraries
Southwest Baptist University

MEET THE AUTHOR SERIES

Dr. Kathy H. Brown



Harriett K. Hutchens Library
October 24th @ 7:00 PM

FREE REFRESHMENTS • CLW CREDIT

ARE YOU IN NEED OF A LITTLE STRESS RELIEF?

With thanks to Pet Therapy of the Ozarks
COME PLAY WITH THERAPY DOGS TO RELIEVE SOME END-OF-SEMESTER STRESS!

December 11
10am-12pm



University Libraries
Southwest Baptist University

Help the Library improve its service to YOU.

USE YOUR VOICE AND

VOTE

October 14 - November 4

5 MINUTE SURVEY

FIND THE LIBRARY SURVEY IN YOUR SBU EMAIL

PRIZES: SBU T-SHIRTS & STARBUCKS, AMAZON, ITUNES GIFT CARDS

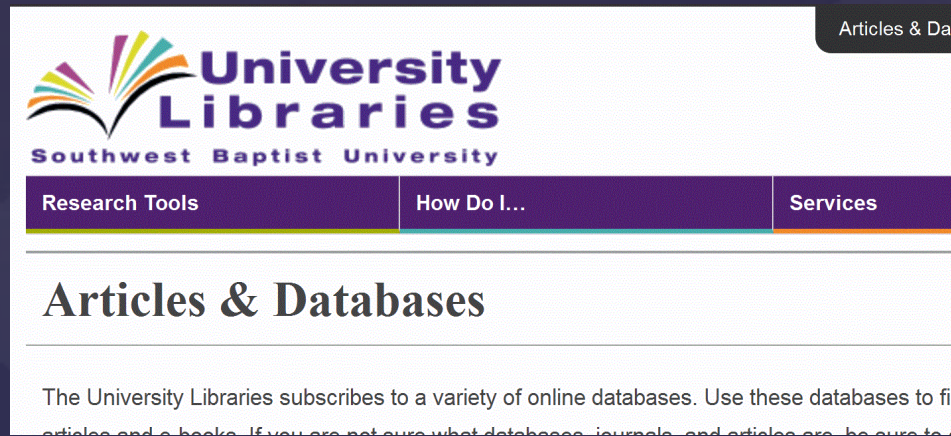
University Libraries
Southwest Baptist University

Marketing Consistently with Logo Embellished Posters



Library Staff Polos & Student T-Shirts

Embracing the Logo on Facebook & the Libraries' Website



The screenshot shows the top portion of the University Libraries website. At the top right, there is a dark grey button labeled "Articles & Databases". Below this is the University Libraries logo, which consists of a stylized book icon with colorful pages (red, orange, yellow, green, blue) and the text "University Libraries" in a bold, dark blue font, with "Southwest Baptist University" in a smaller, lighter blue font underneath. Below the logo is a navigation bar with three items: "Research Tools", "How Do I...", and "Services", each in white text on a dark purple background. Below the navigation bar is a white section with the heading "Articles & Databases" in a bold, black serif font. Underneath this heading is a paragraph of text: "The University Libraries subscribes to a variety of online databases. Use these databases to find articles and e-books. If you are not sure what databases, journals, and articles are, be sure to..."



**HAPPY
THANKSGIVING**

Holiday Operating Hours:
Nov. 23-24 Closed
Nov. 25-27 8am-5pm
Nov. 28-Dec. 1 Closed



University Libraries
Southwest Baptist University



Winterfest
January 6-24

Monday-Thursday	8am-7pm
Friday	8am-5pm
Saturday	9am-5pm
Sunday	Closed





University Libraries
Southwest Baptist University

new
FICTION
—◆&◆—
NONFICTION
bestseller collection

NEW TITLES ADDED MONTHLY | CHECK OUT TWO TITLES FOR 3 WEEKS | VARIOUS GENRES

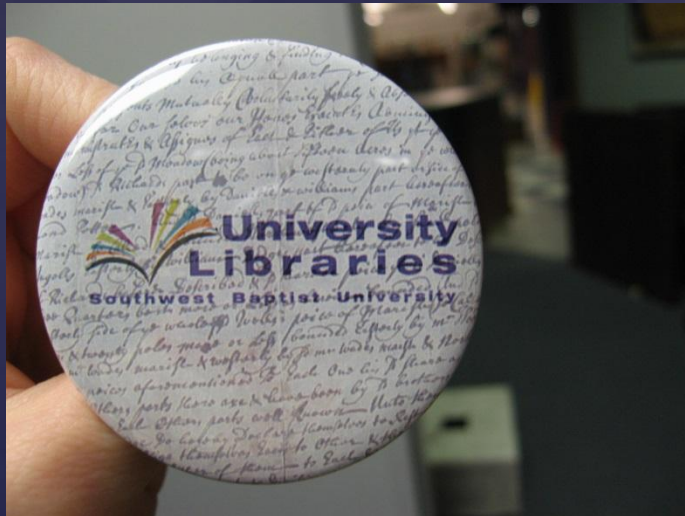
To Request a Purchase
text:
417-222-0397

 **University Libraries**
Southwest Baptist University

 Southwest Baptist University Libraries

Chapel Slide & Monitor Image

Spreading Logo Love with Buttons





new
FICTION
— ◆ — & — ◆ —
NONFICTION
bestseller collection

NEW TITLES ADDED MONTHLY

CHECK OUT TWO TITLES FOR 3 WEEKS

VARIOUS GENRES

To Request a Purchase
text:
417-222-0397
or

f Southwest Baptist University Libraries **f** SBU Mercy College of Nursing & Health Sciences Library

University Libraries
Southwest Baptist University

Bestseller Collection Display & LibGuide

Bestsellers Collection

Check It Out

2013-09-06



SBU University Libraries is unveiling a new collection this fall - **bestseller fiction and nonfiction!** Over the past several years students have periodically asked us for popular titles, which were not purchased due to a predominantly academic collection development policy. As a result of SBU University Libraries' new vision to "bring the library to you" and an evolving collection development policy, we believe that this collection will further enhance the services made available to SBU faculty and students.

Genres We're Collecting:

- **mystery/suspense**
- **literary/science/historical fiction**
- **biography**
- **cooking/crafts**
- **pop culture**

Bestseller fiction and nonfiction will be housed on the Springfield and Bolivar campuses. These books will be available for request by SBU faculty/students from all four SBU campuses and may not be requested by people from outside the SBU network, such as SWAN and MOBIUS patrons. **Checkout loan periods will be three weeks and a maximum of two titles may be borrowed by individual faculty and students at a time.** If you would like to request a bestseller book for the Bolivar collection, please contact Bethany or Kenette. To request a book for the Springfield collection, please contact [Rebecca](#).

Help for Research

- [Ask a Librarian](#)
- [Your Personal Librarian](#)
- [Research Guides](#)
- [Order Inaccessible Articles](#)
- [Video Tutorials](#)

Contact Us

- [Chat](#)
- [Email](#)
- [Phone - 417-328-1620](#)
- [Text - 417-222-0397](#)

Library Information

- [Library Hours](#)
- [Due Dates, Fines, and Fees](#)
- [Directions and Maps](#)
- [Faculty and Staff](#)

Faculty Newsletters

Tags: [faculty newsletter](#)

Last Updated: Jan 13, 2014 | URL: <http://libguides.sbuniv.edu/facultynewsletters> | [Print Guide](#) | [RSS Updates](#)

[Spring 2012 Edition](#)

[Fall 2012 Edition](#)

[Spring 2013 Edition](#)

[Fall 2013 Edition](#)

[Spring 2014 Edition](#)

Fall 2013 Edition

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New Bestseller Fiction/Nonfiction Collection

SBU University Libraries is unveiling a new collection this fall - **bestseller fiction and nonfiction!** Over the past several years students have periodically asked us for popular titles, which were not purchased due to a predominantly academic collection development policy. As a result of SBU University Libraries' new vision to "bring the library to you" and an evolving collection development policy, we believe that this collection will further enhance the services made available to SBU faculty and students. Books will be selected in the **genres of mystery/suspense, literary/science/historical fiction, biography, cooking/crafts, as well as other pop culture areas.** Sometime during the first few weeks of the Fall 2013 semester, **45 titles** will become available to checkout. New titles will be added to the collection monthly and will be displayed at the front of the library.

Bestseller fiction and nonfiction will be housed on the Springfield and Bolivar campuses. These books will be available for request by SBU faculty/students from all four SBU campuses and may not be requested by people from outside the SBU network, such as SWAN and MOBIUS patrons. Checkout loan periods will be three weeks and a maximum of two titles may be borrowed by individual faculty and students at a time. If you would like to request a bestseller book for the collection, please contact [Bethany](#) or [Kenette](#).

Advertising New Bestseller Collection to
Faculty in Newsletter, So They Will
Promote it to Students!

THE OMNIBUS ONLINE

Serving the Southwest Baptist University community since 1958

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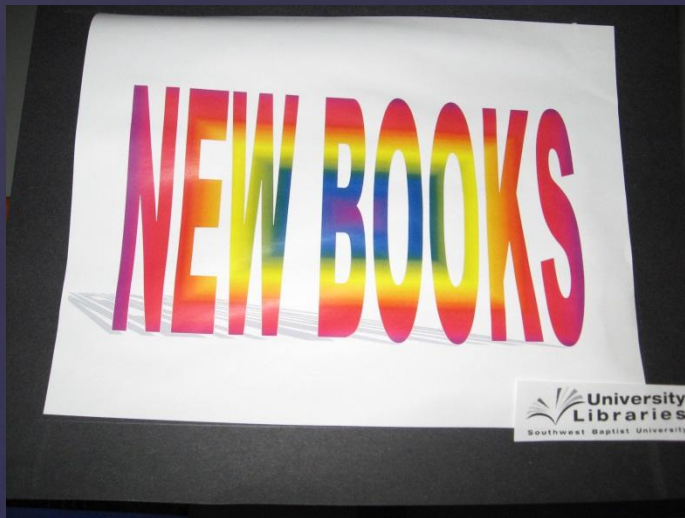
Hutchens Library purchases best-seller collection

"Happy, Happy, Happy" by Phil Robertson along with 27 other bestsellers have arrived at the Hutchens Library. Some of those books include, "The Best of Me" by Nicholas Sparks, "The Boys in the Boat" by Daniel James Brown and "Life of Pi" by Yann Martel. This new program has been started by Collection Development Librarian [...]

September 17, 2013 · [Comments Off](#) · [Read More](#)

Promoting the Bestseller
Collection in the Student
Newspaper

Running Feed of New Books on Website



New Arrivals Display by Academic Department

ARE YOU
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END-OF-SEMESTER STRESS!**



December 11
10am-12pm

 University
Libraries
Southwest Baptist University

Advertising for Pet Therapy



Petting Dogs to Relieve Stress



A Day to Remember