

Marketing to First-Year Students: A Multi-Tiered Approach

Bethany Messersmith



Orientations for Prospective First-Year Students

- Campus Tours



Club Expo



Welcome Week Orientations

- Handouts
- Presentation

 Southwest Baptist University New Student Enrollment

 UNIVERSITY LIBRARIES

Welcome to SBU! We are so excited that you are here! We know that starting college can be both exciting and overwhelming, but we want you to know that SBU University Libraries is here to help! We offer a user-friendly, welcoming library experience by providing convenient, reliable, and proactive services in a positive learning environment. Below are some resources and services that you will want to take advantage of while attending SBU:

- **Personal Librarians:** There's a librarian for each college on campus! If you have problems locating information for a specific class assignment, contact your personal librarian.
- **Research Assistance:** (Chat & Text) - Not sure how to locate a library resource or who your personal librarian is? Chat with or text a librarian from the convenience of your own dorm via our website.
- **Study Spaces:** SBU University Libraries offers study rooms, comfy lounging spaces, and study carrels to facilitate a positive learning environment.
- **Computer Labs and Computer Equipment:** There are two labs available in the library, along with a printer, which you can use to print class assignments.
- **MOBIUS:** If SBU University Libraries doesn't own a book that you're looking for, borrow a book through MOBIUS (a statewide consortium of about 60 libraries) for free.

If you have additional questions for us that are not answered here, please do not hesitate to ask! Feel free to connect with us on the website at www.sbuniv.edu/library or stop by in-person or like us on Facebook @ [Southwest Baptist University Libraries](https://www.facebook.com/SouthwestBaptistUniversityLibraries).



Information Literacy

- University Seminar
- English Composition I & II
- Fundamentals of Speech Communication



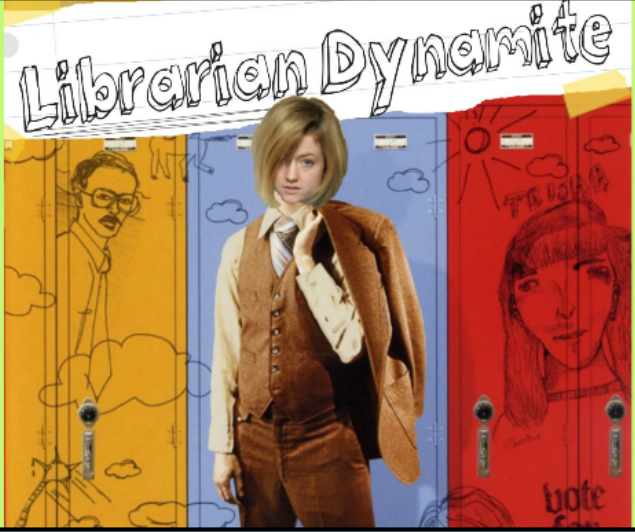
Personal Librarians



Personal Librarian Trading Cards

FLIPPIN' SWEET Bethany Messersmith SERIES 1 #4

Librarian Dynamite



Information Literacy Librarian
Casebolt College Personal Librarian

Liger Tamer

✔✔★ **Source Finding Skills**
Ten sources? She could find that many in like five seconds!
The student gets all of the sources needed for a paper.

✔★ **Research Guide Making Skills**
She's already made like infinity of those at Teacher's Camp.
The student can help themselves and is immune to frustration for the next three turns.

TYPE ✔ ARTIST WEAKNESS ☹ MUSTACHE GROWING

bmessersmith@sbuniv.edu 417-328-1626 (call)
library.sbuniv.edu/chat?bmessersmith 417-222-0397 (text)

Internal Marketers - Student Workers



Traveling Bestseller Collection



Advertising Via Student-Preferred Mediums

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

new
FICTION & NONFICTION
bestseller collection


NEW TITLES ADDED MONTHLY

CHECK OUT TWO TITLES FOR 2 WEEKS

VARIOUS GENRES

To Request a Purchase
text:
417.222.0397
or

 Southwest Baptist University Libraries

 SBU Mercy College of Nursing & Health Sciences Library

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

Therapy Dogs!



Partnering with Student Activities

- Food
- Harlem Shake
- Origami & Puzzles



Bearcat & Bearkitten Mini-Golf Event



Traveling Bestseller Collection

