

1 University, 10 Campuses: Sharing Marketing Materials Across the UNIVERSITY OF CALIFORNIA

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2017 Fall Seminar SLA San Diego Chapter





UNIVERSITY OF CALIFORNIA
SANTA CRUZ

UC San Diego

UNIVERSITY OF CALIFORNIA
UC RIVERSIDE

UCSF



Berkeley
UNIVERSITY OF CALIFORNIA

UCI University of
California, Irvine

UCLA

UC SANTA BARBARA

UC DAVIS

UNIVERSITY OF CALIFORNIA
MERCED



VIDEO

Short “commercials”

PRINT

Flyers, bookmarks, etc.

DIGITAL SIGNS

Images that can be used on Digital Signs (video monitors), or online spaces like social media

Sharing Marketing Materials

Advantages

More content, less work!

Access to professional design staff

You get more use out of your content

UCs already share a lot of services/collections

Challenges

Getting work done via committee spread across campuses

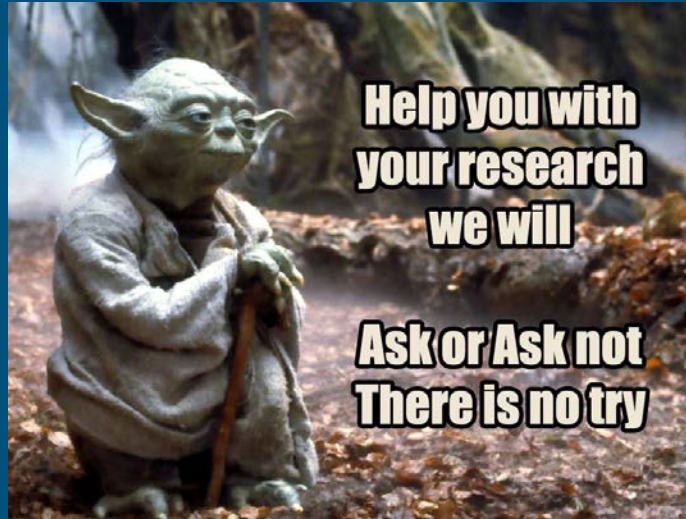
Assessment

Fixed design standards

Video



Digital Signs



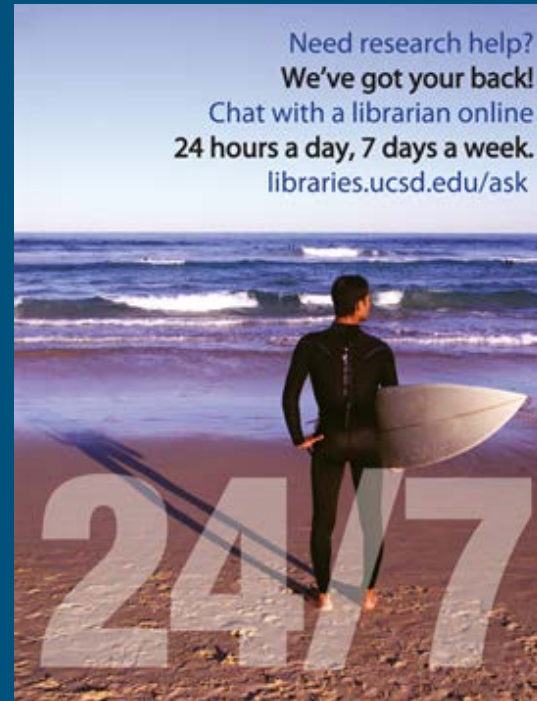
THE STAGES OF RESEARCH

Like Love Haha Yay Wow Sad Angry

The good news is you don't have to go it alone!

Ask a Librarian!

Print Signs



Sharing is Caring

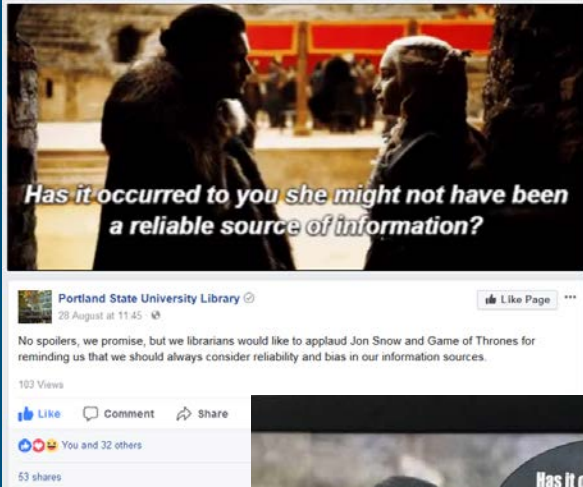
Librarian Design Share

<https://librariandesignshare.org/>

ACRL Library Marketing & Outreach
Interest Group

[https://www.facebook.com/groups
/acrl.lmao/](https://www.facebook.com/groups/acrl.lmao/)

Get Inspired

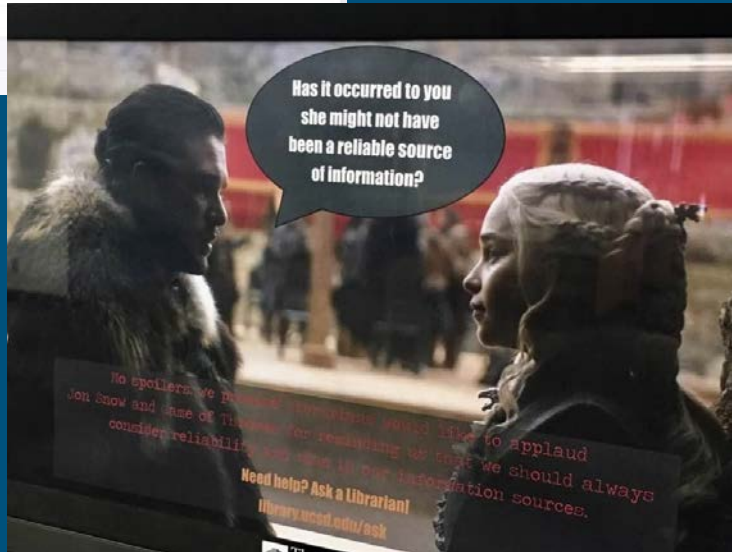


Has it occurred to you she might not have been a reliable source of information?

Portland State University Library
28 August at 11:45

No spoilers, we promise, but we librarians would like to applaud Jon Snow and Game of Thrones for reminding us that we should always consider reliability and bias in our information sources.

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Need help? Ask a Librarian!
library.ucsd.edu/ask

Start Here

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 <p>CALL! 806-742-7155</p>	 <p>LIBGUIDES! libguides.law.ttu.edu</p>
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THANK YOU

Sharing is caring

