

“Celebrating Our Future in Work Diversity”



Beverly Murphy, Assistant Director, Marketing and Publications; Virginia Carden, Administrative Research Librarian; and Hattie Vines, Information and Education Services Librarian, Duke University Medical Center Library, Durham, NC



Objective: The Library is part of an academic health center that supports research, education, and patient care and is located within the geographic heart of the Medical Center community. The objective of this poster is to describe the use of a display to showcase Library staff during National Library Week.

Methods: Each year, the Library implements a marketing campaign in April during National Library Week to highlight the staff. This year’s campaign focused on showcasing individual roles of staff members. The theme, *Value of Libraries & Librarians in the 21st Century: Find Your Fortune@Your Library,*” was graphically represented by the use of images of the individual faces of our staff, set within the framework of coins. Above each picture was a “sound bite” describing the role of the staff member @ your Library. The overarching message, *The Future is @ Your Library So Make Sure Your Library Has a Future,* rounded out the display. One of the primary objectives was to implant in the minds of patrons that without staff there is no library, and ultimately no future for the various facets of information. To further highlight staff, lanyards, personalized with staff members’ departments, were given out at a Library luncheon held in honor of the week.

Results: The display, which was located right inside the Library entrance door, attracted interest from patrons and visitors to the Library, as evidenced by their attempts to match display faces with staff they interacted with while in the Library. To insure greater exposure to the Medical Center community, the display was left up through August.

Conclusions: The Library hopes through its marketing efforts that patrons will be more familiar with the diversity of staff and their contributions to the overall library experience.

National Library Week

Each April, the Library highlights the staff!

2004 Campaign

Showcased the diversity of individual roles of Medical Center Library staff members

Theme

Value of Libraries and Librarians in the 21st Century

Find Your Fortune @ Your Library

Message

The Future is @ Your Library So Make Sure Your Library Has a Future

Objective

Remind patrons that without staff, there is no library, and ultimately no future for the facets of information

Showcasing Staff

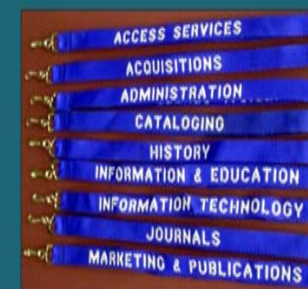
Ensuring access to the collection @ your Library Lara Mitchell Access Services	Training staff in the new library system @ your Library Aria Smith Access Services	Ensuring materials can be found @ your Library George Stephens Access Services	Providing services to low-sight users @ your Library Lee Everett Access Services	Ensuring the safety & security of our most users @ your Library Lynn Smith Access Services	Supporting the acquisition of materials @ your Library Marisa France Access Services	Scanning the articles @ your Library Michael Campbell Access Services	Filling the photocopy requests @ your Library Fandy March Access Services
Filing requests from other libraries @ your Library Robey Hader Access Services	Helping patients find information @ your Library Suzanne Arisop Access Services	Implementing the new library system @ your Library Charles Lindsay Cataloging	Providing access to unique materials @ your Library Julie Walker Cataloging	Creating online catalog records @ your Library Mary Dean-Nelson Cataloging	Planning for the future @ your Library Pat Thibodeau Administration	Managing daily operations @ your Library Pik Peterson Administration	Keeping people organized @ your Library Michael Caudron Administration
Relating with services @ your Library Tasha Hiers Administration	Making the news flow @ your Library Vanessa Sellers Administration	Supporting the human resources @ your Library Ulana Morris Administration	Working the Web @ your Library Evelyn Murphy Marketing & Publications	Tracking the e-journals @ your Library Judy W. Jordan Marketing & Publications	Tracking the print journals @ your Library Mary Jones Marketing & Publications	Integrating technology into the services @ your Library Sally W. Hill Information Technology	Supporting Web services @ your Library Agneta Barthelemy Information Technology
Managing the public relations @ your Library Dana Liles Information Technology	Keeping the systems running @ your Library Eugene Liffen Information Technology	Developing an archives program @ your Library Patty Knutson Archives	Retrieving information from the Archives @ your Library Charles Poff Archives	Making archival records accessible @ your Library Emily Green Archives	Supporting Duke's oral history @ your Library Jessica Froehner Archives	Providing direction to the public services @ your Library Robert Jones Public Services	Reaching out to the LGBT community @ your Library Anne Powers Information & Education
Coordinating LGBT initiatives @ your Library Cecilia Leland Information & Education	Meeting patient information needs @ your Library Ginger Carden Information & Education	Identifying medical Web resources @ your Library Hellen Vines Information & Education	Training at the point of need @ your Library Melyne MacCormick Information & Education	Preserving the history of medicine @ your Library Suzanne Purdie History of Medicine	Researching the past @ your Library Barbara Borne History of Medicine	Writing DMC's 75th history @ your Library Walter Campbell History of Medicine	Developing a special collection @ your Library Dorothy Lu National Postcard Center
Selecting the books @ your Library Mary Ann Bryan Collection Development	Buying books and journals @ your Library Janette Glasser Acquisitions	Keeping things running @ your Library Deanna Stone Engineering & Operations	Maintaining a clean and pleasant facility @ your Library Cheryl Carrasco Environmental Services	Ensuring the safety & security of our most users @ your Library Eric Holmes Environmental Services	Supporting the acquisition of materials @ your Library Robert Wagner Environmental Services	Scanning the articles @ your Library Sara Pofford Environmental Services	Filling the photocopy requests @ your Library Susan Davis Environmental Services

Value Recognition

Matching Staff Faces



From Diverse Places



Staff Appreciation Luncheon

