

\$1 Million Milestone 2022 Project Report

Summary

Library staff engaged community members in reaching and celebrating the milestone of surpassing \$1 million in student savings as a result of no-cost textbook initiatives. The project team submitted an award application related to these efforts resulting in international recognition as a finalist for the 2023 IFLA PressReader International Library Marketing Award.

Overview



Scenes from the library's Textbook \$marts event held on August 25, 2022.

The project team designed and implemented promotional efforts celebrating \$1 million in student textbook savings. An award application connected to these efforts resulted in the Marydean Martin Library being recognized as a Top 10 Finalist for the IFLA PressReader International Library Marketing Award in 2023. The library gained international recognition for “strategic, innovative and successful approaches to library marketing” for promotional efforts celebrating student textbook savings.

Project Highlights

- Hosted the No-Cost Textbook Grants Finale on May 25, 2022.
 - Marketing implementation included custom dollar bills for participants displayed on a whiteboard backdrop and million dollar chocolate bars given to participants.
- Nathaniel coordinated recognition of library team members for their contributions to textbook affordability initiatives.
 - Team members were surprised with lunch and office door decoration with customized \$100 bills that featured their headshot while they were away.
- Hosted Textbook \$marts event on August 25, 2022 during Welcome Weeks.
 - Utilized creative décor and memorable incentives (Textbook Justice League buttons, million dollar chocolate bars) to highlight student savings.
 - Increased student awareness of our textbook affordability program, with 100+ students participating in activities including a Textbook Search Help station, where library staff explained how we support textbook affordability and helped students check whether their textbook was available as a library ebook.
- Drafted press release and submitted content for the Library Stories section of the State Council on Libraries and Literacy Biennial Report to the Governor and Legislature.
- Submitted IFLA award application in early 2023.
- Nathaniel and Alena presented about this work at two national conferences.

Stakeholders

Alena Manjuck — responsible, accountable

Nathaniel King — responsible

Feedback Highlights

- Student comments from the Textbook \$marts event:
 - **"I appreciate everything the library does for textbooks."**
 - **"This was very helpful, thank you."**
- President DeRionne Pollard acknowledged the no-cost textbook initiative accomplishments in an 8 News Now segment on August 11, 2022 and in the State of the College Address on January 11, 2023.
- From the IFLA finalist announcement: "\$1 Million Journey: The Campaign to Reach a Textbook Affordability Milestone, ranks amongst the top 10 submissions... the Jury was very impressed with your campaign and would like to highlight it as best in library marketing practice."