

The University Libraries' New Video Shares a Student's Testimony

by Susan G. Akers, Marketing Communications Manager

This past summer, **T. Alexander Newman**, a graduate student in Ball State's organizational communication program, told me he loved Bracken Library so much that if there were beds at the facility, he'd live here!

The timing of our conversation could not have been better because I was looking for a student to help with a promotional video that could be shown over the television network in campus residence halls and on the Libraries' Web site.



I asked Alexander to think about how he would sum up his view of the University Libraries in 30 seconds or so, and since he was captain of Ball State's award-winning debate team, I knew he had excellent communication skills and could do this.

We asked Alex Amira, the University Libraries' Part-time Temporary Desktop Computer Technician, to videotape the public service announcement. See this 50-second production at www.bsu.edu/library/librarynews/videos.

Alexander's presentation engages the viewer and shares his enthusiasm for the University Libraries' resources and services through his words and testimony.

Using Testimonials in Marketing

Letting satisfied library users share their stories helps the library to "tell the tale" and builds credibility and trust within a promotional message. Alexander Newman's video is an example of a *testimonial* or *endorsement* and consists of a written or spoken statement, sometimes from a public figure and sometimes from a private citizen. The value of a testimonial is that it "grabs" the listener or encourages the person to listen.

Adding a testimonial to your library's Web site is an economical, powerful way to inform others about the value of the academic library's services, programs, and collections.

While your library may already have developed a tagline or catchy slogan to promote services, it is worthwhile to think of creative ways to use a satisfied user's personal recommendation. It is an excellent way to promote the library to that person's peer group.

Some helpful tips for developing a testimonial video spot are the following:

- Rehearse the comments several times and be sure the volunteer is relaxed in front of the camera. There can be several takes before you capture the essence of the message, so practice beforehand. (Of course, editing can be done afterward for a polished production).
- The best comments are in the customer's voice, so it is best to tweak *their* script instead of handing them *your* script.
- Having your volunteer's full name on the screen even momentarily adds credibility to the production.
- Be sure to obtain a signed video or photograph release form for your files.

For more information, contact Susan G. Akers, Marketing Communications Manager, SAkers@bsu.edu, 765-285-5031. ■

Library 2.0: Free and Useful Web Tools for Librarians

by Roy "Todd" Vandenbark, Part-time Temporary Special Project Developer, Library Information Technology Services

Ball State University's Bracken Library is a great place for conducting research, working on assignments and papers, or finding a quiet place to study.

While many people are familiar with the most popular "Web 2.0" tools – self-publication through blogs and RSS feeds, social networking through Facebook and MySpace, and the collaborative environments in the wiki-space – there are several free and less well-known tools available to help students and librarians create professional-looking products. One such tool is Gliffy, an online drawing and diagramming tool, which is available at www.gliffy.com.

Gliffy allows users to create all types of diagrams, including flow charts, network diagrams, floor plans, organizational charts, SWOT diagrams, wireframes, Unified Modeling Language (UML), and others. It is also a great utility to quickly create Web site maps, diagram entity relationships, design prototype user interfaces, and diagram processes and procedures. Users can share, print, or export any diagram for use elsewhere. If you can click-and-drag using your computer's mouse and type a few letters, you can successfully use Gliffy.



Gliffy offers online support in a variety of forms – FAQs, tips and tutorials, a searchable support database, and user forums – although the software is so intuitive and easy to use that you will probably not need them.

Gliffy also offers monthly subscriptions for organizations and academic groups that include additional features such as user management and team collaboration. Their Web site, www.gliffy.com/demo.shtml, offers a YouTube video demonstration of the Gliffy software as well as numerous examples of the types of diagrams anyone can create using this simple yet powerful software. A basic account allows the user to save up to five diagrams at a time. ■

Fellow Students and Others Say, "Get Well Soon, Dante!"

Frank R. Hood, Student Government Association (SGA) president, asks a friend to add her signature to a get well card before he delivers it to Dante Love.



Love, senior wide receiver, was injured in a recent Ball State football game and is in physical therapy.

The University Libraries and SGA teamed up to create a large get well card, consisting of seven pages that measure 24" x 36". More than 600 students signed the card, pouring out their best wishes to Dante for a speedy recovery. ■

