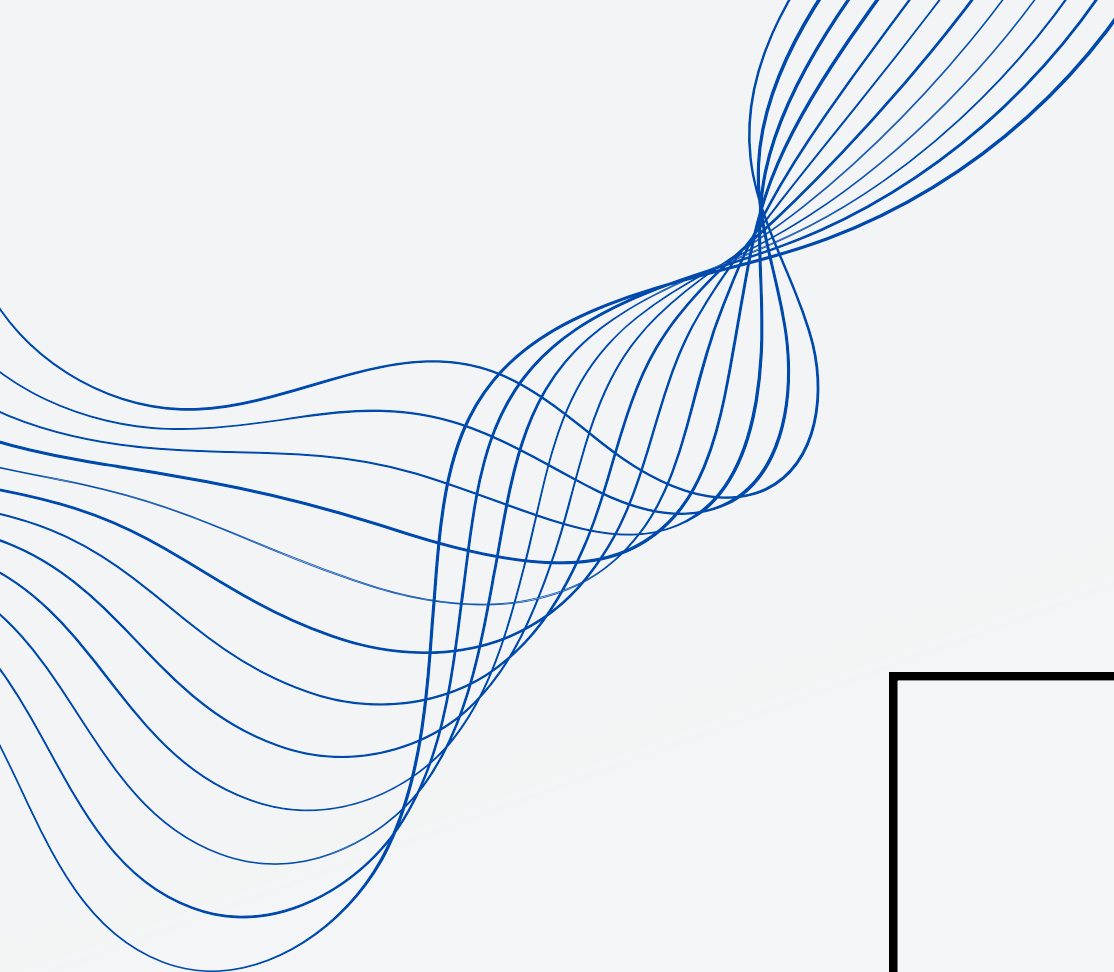
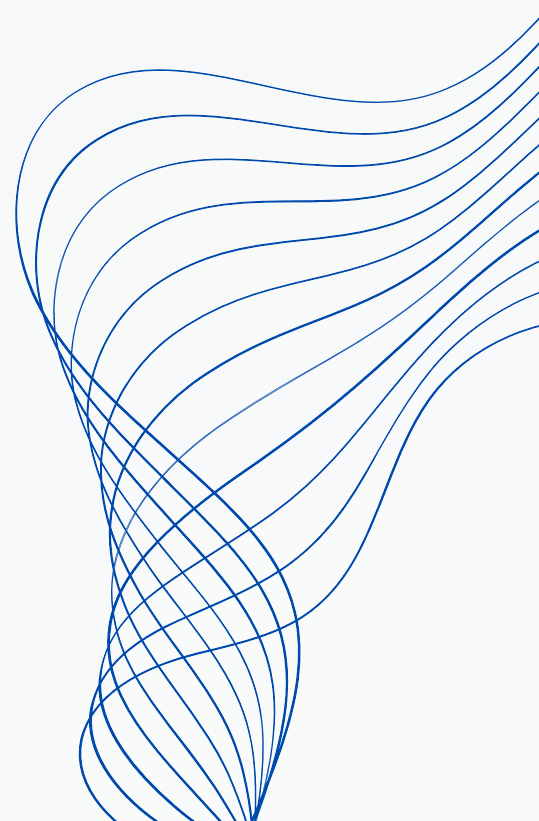




GVSU

LIBRARY

**Brooke Butler, Audree Steel,
Ashley Stapleton, and Amira Wilson**



ABOUT US

Over the course of this semester, we conducted research to help the GVSU Library find ways to raise more awareness for their resources and support services to better aid students and foster their success.

Our campaign goal was to increase student awareness and interaction with the various on campus resources provided by Grand Valley State University Library, like:

- Replenish Center
- Student Academic Success Center (SASC)
- Student Ombuds
- Recreation and Wellness
- Student Organizations
- Tutoring Center
- Student Success Network
- Milton E. Ford LGBT Resouce Center



CONTENT

- 01** RESEARCH
- 02** ACTION PLAN
- 03** TIMELINE
- 04** BUDGET
- 05** EVALUATION



RESEARCH

PRIMARY AND SECONDARY

PRIMARY

SURVEY

- On a scale of 1-10, GVSU students ranked how relevant the GVSU library resources were to them. The average response was 6.86
- When asked what resources students have utilized, the majority had used none. After that, the Tutoring Center and Recreation & Wellness were used the most
- Most students identified needing support with classwork and mental health
- On average, Freshman students had the least knowledge about available resources
- Majority of students prefer receiving information via email, followed by Instagram, and then word of mouth

- After conducting interviews, we found that Student Organizations was the most known GVSU Library resource followed by the Tutoring Center and the Student Academic Success Center
- The individuals we interviewed identified struggling most with class work, mental health, and finances
- Similarly to our survey, the individuals prefer to be reached with information by email or social media.

INTERVIEW

SECONDARY

GVSU DEMOGRAPHICS

- 82.2% of students identify as white, followed by Hispanic students who make up 5.9% of the student body
- 60.5% of students are women, and 39.5% are male
- 33.7% of students are ages 20–21
- 31.6% of students are ages 18–19
- 19.5% of students are ages 22–24

Grand Valley State University Diversity: Racial Demographics & Other Stats. n.d.)

- 98% of college students are on social media
- College aged individuals are motivated by social status, peer recognition, and political consciousness
- General traits of college aged students are impulsive, indulgent, and status conscious
- College aged individuals spend around 8 hours/mo on Instagram

PSYCOGRAPHIC

(Dossett, 2020) (Dixon, 2023) (The Psychographics of Gen Z: What Really Drives Them?, 2023)



ACTION PLAN

OBJECTIVES, STRATEGIES, AND TACTICS

OBJECTIVE #1

Increase GVSU's library Instagram engagement by 20% (1,522 to 1,826 followers) by Fall 2024.



Utilize GVSU's library Instagram page to share information regarding the different resources and organizations associated with the library.

STRATEGY 01



Make weekly posts as a "Did You Know" and give the students facts about the different resources that are available for GVSU students to foster their success.

TATIC 01

DID YOU KNOW?

Student OMBUDS can help coach you on how to have difficult conversations!





Increase students knowledge on the resources provided by the GVSU Library

STRATEGY 02



Do a GVSU Library takeover on the main GVSU Instagram account. We will use this to share useful information about the GVSU Library and what resources they provide. Each resource/organization will have its own takeover with student success stories.

TATIC 02

 Laker Takeovers January 27  

LAKER TAKEOVER

NAME:

HOMETOWN:

MAJOR:

FAVORITE SPOT ON CAMPUS:



Increase awareness of GVSU Library resources by increasing followers on the GVSU Library Instagram account.

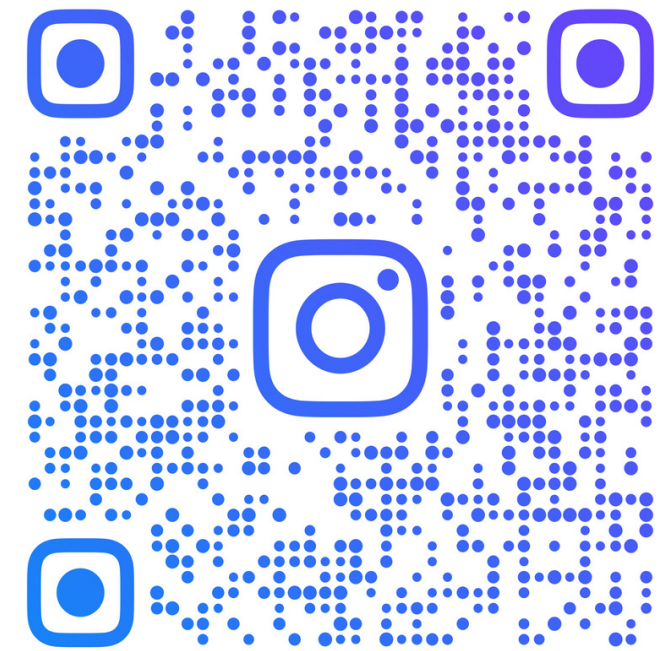
STRATEGY 03



Make QR codes for the GVSU Library Instagram account and place them on tables throughout the library and in other areas around campus.

TATIC 03

**Follow the GVSU Library's
Instagram account!**



GVSULIB

OBJECTIVE #2

Increase GVSU Library's outreach to students by
end of April 2024.



Reaching more GVSU students through different channels of communication

STRATEGY 01



Creating a monthly newsletter and sending them out as emails and posting Newsletter around campus to GVSU students about each resources that the GVSU Library provides

TATIC 01

NEWSLETTER

week of Dec. 10

616-331-3500



OUR GOALS THIS WEEK

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WHAT IS GOING ON WITH THE GVSU LIBRARY RESOURCES

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DID YOU KNOW?

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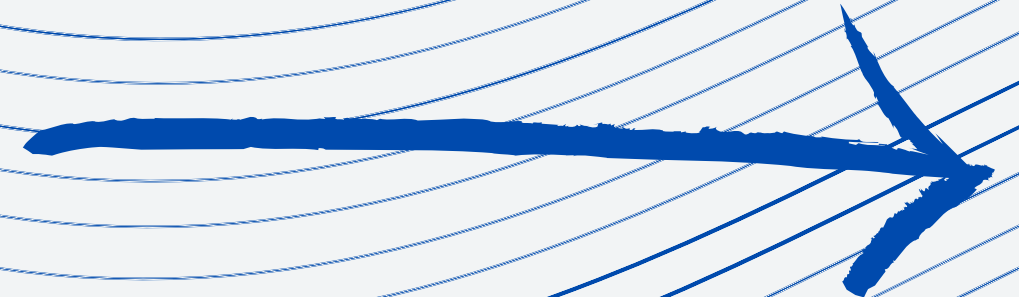
Send emails from the Library directly to mass amounts of GVSU students about service information that can be used to their benefit

STRATEGY 02



Making the emails more attention grabbing while being informative to peak students interests in actually reading about the information (making them funny, relatable.. etc.)

TATIC 02



GVSU Students

 Dive into a Semester of Success with GVSU Library Resources! 

Hey Lakers!

Hope this email finds you fueled with caffeine and ready to conquer another semester at GVSU! 🎉 We know you're busy juggling classes, assignments, and the occasional Netflix binge, but we're here to remind you that the GVSU Library is your secret weapon for academic awesomeness. 📚✨

☀️ **Tutoring Center:** Feeling a bit lost in the jungle of calculus or drowning in a sea of essays? Fear not! Our Tutoring Center is packed with academic superheroes ready to rescue you from the clutches of confusion. Whether it's math, science, or the mysteries of Shakespeare, they've got your back!

👉 **Student Ombuds:** Stuck in a pickle and need some expert advice? The Student Ombuds is here to navigate the twists and turns of university life. They're like your personal GPS for all things campus-related.

🏠 **Student Academic Success Center:** Imagine a place where academic success is not just a goal but a lifestyle. That's our Student Academic Success Center for you! They offer workshops, study groups, and tips that will turn you into the academic rockstar you were meant to be.

🌐 **Student Success Network:** Connect the dots of your academic journey with the Student Success Network. It's like social media for your success story, linking you to resources, support, and a community of fellow Lakers cheering you on!

🏳️‍🌈 **LGBTQ Resource Center:** Need a safe space to study or just unwind? Our LGBTQ Resource Center is your home away from home. They provide support, resources, and a welcoming environment for everyone.

♿️ **Disability Support Resources:** We believe in leveling the playing field. If you need a little extra support, our Disability Support Resources are here to make sure you have everything you need to succeed.

🏋️ **Recreation and Wellness:** Healthy body, healthy mind! Dive into fitness classes, wellness programs, and more at our Recreation and Wellness Center. Because nothing says "I aced that exam" like a post-workout glow.

🎨 **Student Organizations:** Want to join a club for underwater basket weaving enthusiasts or find like-minded Lakers who share your love for 17th-century poetry? Look no further! Our Student Organizations are as diverse as your playlist.

So, Lakers, whether you're diving into the world of academia or just trying to figure out which end of the textbook is up, remember that the GVSU Library is your go-to [haven](#) for success. Stay awesome, stay curious, and most importantly, stay connected with us!

Happy studying and here's to an epic semester!

Cheers,
Your GVSU Library Team  ✨

Send





Interact and engage with students to them informed and excited about services provided on campus

STRATEGY 03



Set up a table in Kirkhof with giveaways and games that deal with different resources. Use this to share information about GVSU Library resources and how students can get involved.

TATIC 03

STUDENT OBMUDS

Start college off right

About Us

- Listen impartially and provide unbiased feedback
- Provide a private place to discuss complaints/consider options
- Refer students to appropriate campus services and resources
- Assist with problem-solving to minimize the escalation of conflict
- Assist students in conflict to develop mutually acceptable outcomes
- Encourage and empower students and to find their own solutions to problems and concerns
- Coach students on how to have difficult conversations (non-defensive conversations)
- Explain university policies/procedures
- Observe any trends and share them with university administration

Best Services

Academic Dishonesty Concerns
Grade Disputes
Financial Concerns
Student Employments
Conflict Resolution



gvsu.edu/ombuds

OBJECTIVE #3

Increase participation by 20% within the GVSU library resources by Winter 2025.



Encourage students to utilize each different support services by offering incentives.

STRATEGY 01



Every student that visits the 'Resource center of the month' receives their name put into a raffle for a gift card to the Laker Store.

TATIC 01

HERE IS
a gift
FOR YOU

(name)

Thank you for visiting the Tutoring Center
hope to see you again soon!

Tutoring Center



Create events that generate traffic to the centers.

STRATEGY 02



Each different resource can host events at their center that get people in the door and connecting with the community.

TATIC 02

Join Us!

Candle Making
Party



January 16, 2024 | 6 PM



Create foot traffic in the resource centers.

STRATEGY 03



"Open house" concept. Offer snacks and introduction tours to each center. Include this information monthly newsletter and Instagram.

TATIC 03



VISIT US

FOOD, FUN, AND FRIENDS

GVSU Tutoring Center
September 25, 2024 | 5 PM

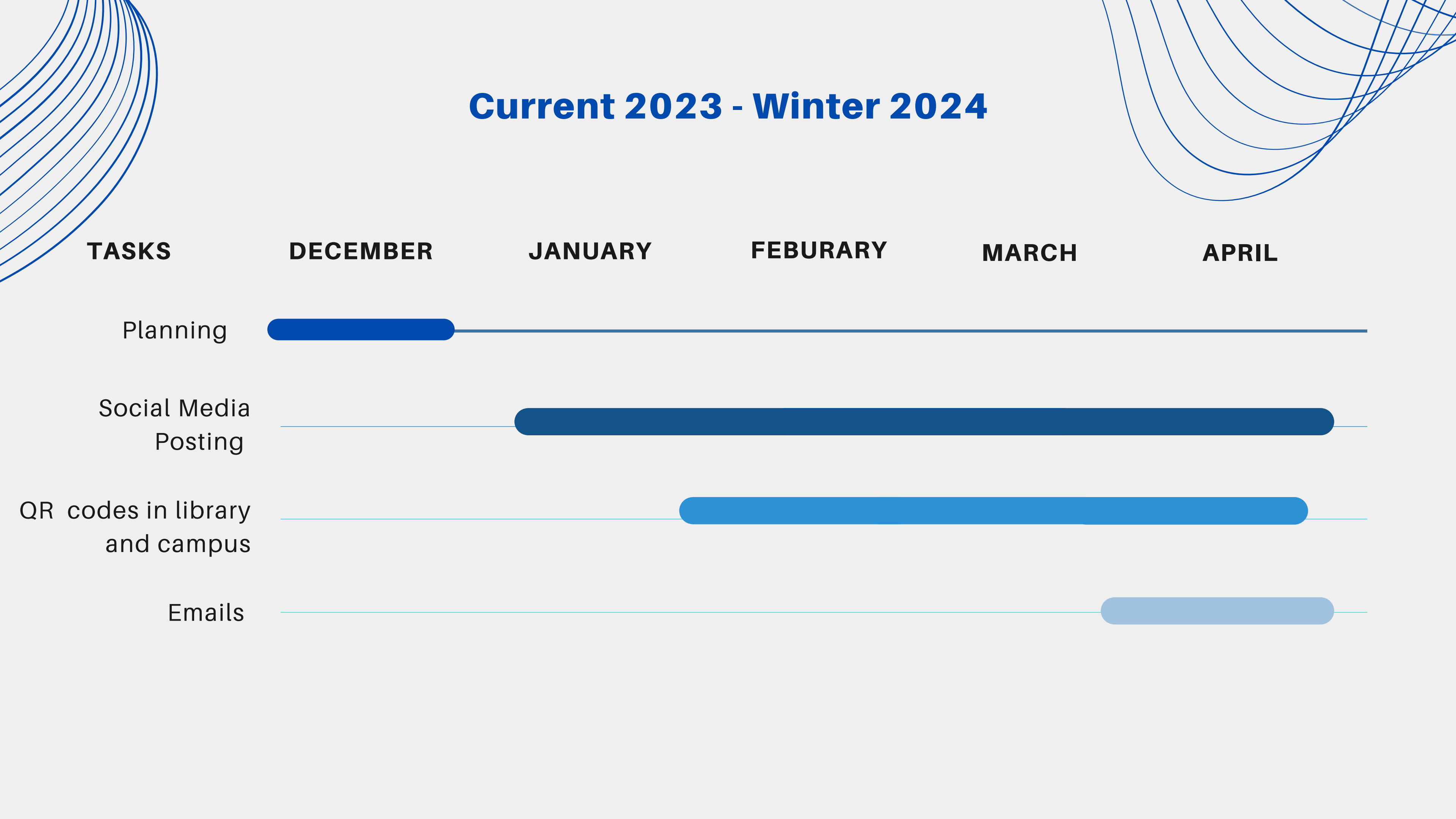


TIMELINE

GANTT CHART



Current 2023 - Winter 2024



TASKS

DECEMBER

JANUARY

FEBURARY

MARCH

APRIL

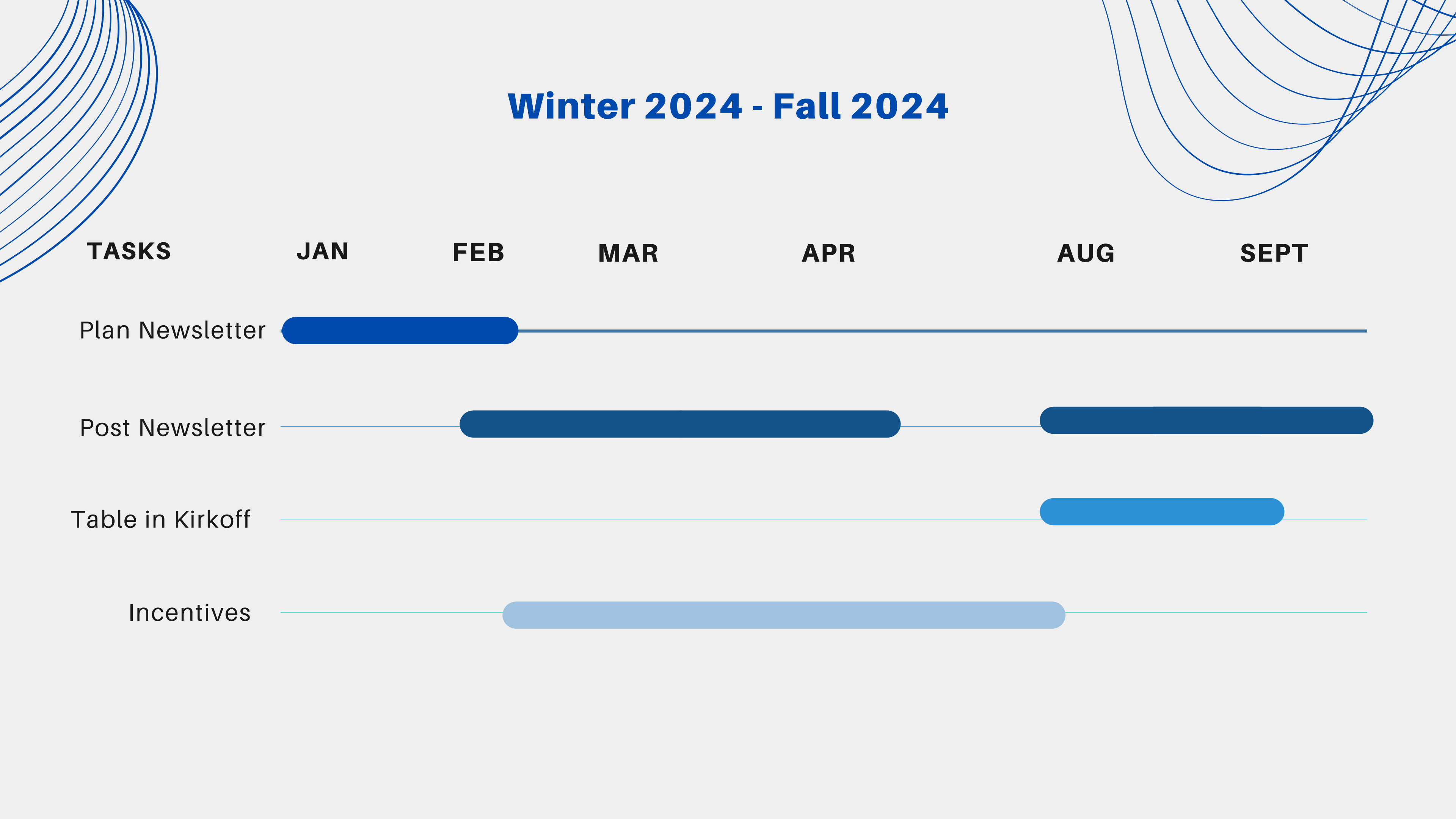
Planning

Social Media
Posting

QR codes in library
and campus

Emails

Winter 2024 - Fall 2024



TASKS

JAN

FEB

MAR

APR

AUG

SEPT

Plan Newsletter

Post Newsletter

Table in Kirkoff

Incentives



BUDGET

BUDGET

SOCIAL MEDIA/EMAIL



FREE

Laker Store Gift Card – **\$50**
Resources per Event – **Varies by Event**
Kirkhof Table – **\$100**
Open House Food – **Maximum of approx. \$300 to cater an event**
Approximate Total – \$450 + event resources cost

INCENTIVES



EVALUATION

THE AFTERMATH

Check analytic tools on Instagram after Fall 2024 to see how engagement has improved (followers, likes, comments, shares)

1

Resend original survey after one full year that students took before this campaign to gauge how awareness and participation has changed

2

Compare monthly traffic in each library resource prior to the campaign to monthly traffic after the campaign

3

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THANK YOU!
ANY QUESTIONS?