eCampus Motivation section

Brainstorm a list of WIIFM from a student perspective.

Library promotions WIIFM:

* Relevance is to your future role in the library, you may be directly involved in library promotions through the responsibility of creating the promotional material or you may be indirectly involved through support the staff member responsible for this content. Often staff need pictures of staff for a variety of reasons and even your participation in these will help them build the promotional material. You also want to be provided the same consistent message to your patrons for promotional events, there is nothing worse than providing incorrection information
* Libraries use a variety of methods to promote their collections, services and programs, so this content you will be able to apply in your role in the library. You will gain experience about what goes into setting up displays, exhibits, print promotional material as well as electronic, the website creation and planning is also a key part.
* Through participating in the coursework you will gain hands on experience with a variety of promotional methods so when you go for an interview you can showcase the work you have completed in this course that would apply to the role you may be interviewing for