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READ IT AND EAT IT 2018 EDIBLE BOOK FEST

POSTED ON MARCH 31, 2018 BY HEIDI HERR

Now is the time to grab a spatula and let out a primal scream for [Read It and Eat It](#), our fourth annual edible book festival, is nigh! Our promotion of literacy and gluttony and whimsy will occur in the **Glass Pavilion on Friday, April 6th from 12:00 – 1:30 p.m.** Did I mention eating cake? Because you get to eat cake!



Last year's festival featured journeys to [mystical places](#), a [taco that wasn't quite what it seemed](#), and [very wrathful grapes](#). Who knows what culinary mischief lies in the hearts of this year's baking champions?



As is tradition, prizes will be awarded by popular vote in the following categories: most delicious dessert, funniest dessert, best effort, best literary theme, and overall best in show. Golly gumdrops, [do we have prizes!](#) Remember: you have to bake to win!

[Ready to register?](#) Then do so quickly. **The deadline to enter a cake is 10am on Wednesday, April 4.** Need some inspiration? Follow our sugary crumbs to [tumblr](#) or [flickr](#) to gain inspiration from desserts of years past!

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Southeastern Atlantic Region

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Reach of Training and Outreach Programs: Participants | Southeastern Atlantic Region
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UNIVERSITY OF NEBRASKA-LINCOLN LIBRARIES

Big Red Ruckus Final Report

Big Red Ruckus Final Report

Sunday, Aug. 28th 5-7 p.m.

Adele Coryell Hall Learning Commons

Gate Counts¹

2017

Branch	Date	Time	IN	OUT
Love Library North	8/27/17	5:00 PM	609	667
Love Library North	8/27/17	6:00 PM	340	493
Love Library North	8/27/17	7:00 PM	182	191

2016

Branch	Date	Time	IN	OUT
Love Library North	8/28/16	5:00 PM	599	671
Love Library North	8/28/16	6:00 PM	372	621
Love Library North	8/28/16	7:00 PM	146	208

Passports²

The activity passport encouraged participants to complete five or more of the #UNLneedtoknow activities for a chance to win gift cards from the University Bookstore, iTunes, Dunkin Donuts, Target and Amazon. Completed activities were checked off the list by the staff member running the station.

2017

202 completed passports

1299 signatures

2016

208 completed passports

1113 signatures

¹ https://libstaff.unl.edu/sites/user_exp/Shared%20Documents/Events/Big%20Red%20Ruckus/Gate%20Counters_08_28_2016-Big%20Red%20Ruckus.xlsx?Web=1
https://libstaff.unl.edu/sites/user_exp/Shared%20Documents/Events/Big%20Red%20Ruckus/2017/Gate%20Counters_2017%20Big%20Red%20Ruckus.xlsx?Web=1 Learning Commons Gate Counts via Regina Flowers retrieved from [LibManager](#).

² [https://libstaff.unl.edu/sites/user_exp/Shared%20Documents/Events/Big%20Red%20Ruckus/2017/BRR%20Passport%20Info%2016-17%20\(1\).xlsx?Web=1](https://libstaff.unl.edu/sites/user_exp/Shared%20Documents/Events/Big%20Red%20Ruckus/2017/BRR%20Passport%20Info%2016-17%20(1).xlsx?Web=1) Compiled by Alex Paun.

UNIVERSITY OF NEBRASKA-LINCOLN LIBRARIES

Big Red Ruckus Final Report

Activity:	Number of Visits 2017:	Number of Visits 2016:
Solve word jumbles	189	168
2017-Master the library quiz 2016-library catalog search	146	122
Reserve a study room	126	187
2017-Play Study Skills Plinko 2016-mini workshops	160	50
Meet & Chat	105	131
Where in the world	140	122
Exam Commons	112	149
Explore Huskertech	202	
Brain Teasers	125	

Giveaways

The first 200 attendees were given a University Libraries and Adele Hall Learning Commons branded reusable coffee cup.

The activity passports encouraged participants to visit the #UNLneedtoknow activities for a chance to win various gift cards. In addition to the large prizes, most #UNLneedtoknow activities had a giveaway item or other incentive to participate. We gave away University Libraries mobile chargers and screen cleaners. Our partners also provided giveaway items: FYE had erasable highlighters, Education Abroad had globe stress balls. The Digital Learning Center gave away headphones. Huskertech provided a variety of tech prizes including: camera covers, INK t-shirts, \$5 printing cards, and USB drives.

Publicity

The goal of the publicity plan for Big Red Ruckus was target the incoming freshmen and their allies with information about the Big Red Ruckus. While new students were the key audience, we knew that RAs, faculty and parents needed to know about this event in order to encourage students to attend.

The following products were put into place to carry out the plan:

- Postcards that were included in packets of every student that attended New Student Enrollment in June/July 2017.
- Information included on the flyer for parents attending New Student Enrollment in June/July 2017.
- Our FYE partners talked up the event at New Student Enrollment.
- Extensive social media was posted including a Snapchat session done by Tyler Thomas/University Communications

- A digital banner was posted in the Union Plaza.
- Digital signage was posted in dining halls, library kiosks and the study room screens in the Adele Hall Learning Commons.
- Announcements were posted in Nebraska Today, Next@Nebraska and the Parents E-Newsletter
- Additional postcards were handed out at the Big Red Welcome (the Sunday, one week before the Ruckus).

To align with the trend towards digital signage, and as a cost saving effort, we did not produce a physical banner for the Union Plaza, table tents for the Union, or posters for the residence halls on campus. Similarly, the Big Red Welcome committee chose not to produce flyers for residence halls listing signature events, choosing to focus on promoting BRW events via the website and NEBRASKA Campus Guides app instead. The reduction of physical signage did not have an adverse effect on Big Red Ruckus attendance numbers.

Social Media Posts

Facebook

Twitter

Instagram

Event Staff

As a cost sharing effort, the Office of Undergraduate Research and First Year Experience provided extra staff to run the welcome tables and assist with the yard games activity. This effort allowed Libraries to reduce the number of student assistants needed to work the event.

Event Staff	2017	2016
Full-time library staff	4	4
Library student assistants and peer guides	8	12
Education Abroad staff	2	3
ITS full-time staff	4	1
Huskertech student assistants	2	2
First Year Experience staff	6	6
Digital Learning Center staff and student assistants	4	5
Office of Undergraduate Research staff and student assistants	6	

Strengths

- Big Red Ruckus continues to be a Big Red Welcome signature event, providing additional exposure for the event.
- There continues to be strong partner involvement in all aspects of the event: planning, promotion and execution. This year's partners included: Information Technology Services, First Year Experience, Office of Undergraduate Research, Education Abroad, UNL PD and Dunkin Donuts.
- Event is well-branded and recognizable to target audience. UNL Libraries participated at the Big Red Welcome Street Festival and students commented that they knew about "the ruckus."
- Crowds were almost identical in size to previous year even though we cut down on paper promotion (posters and table tents) and focused on digital solutions
- Student assistants did a fabulous job running event activities. We have continued to provide a one-hour training session for library students before the event and provide event expectations and activity documentation to our partnering units. Event staff are empowered to make their activity fun and engaging for participants. Each activity supports their own set-up and clean-up which streamlines the process for event organizers.

Challenges

- Finding faculty to participate in the meet & greet continues to be a challenge. We would like to let go of the meet & greet and find another activity for library faculty and/or administrators to participate in next year.

Lessons Learned

- Order more cheese and less meat pizza. Request an earlier delivery time, as the first delivery is often late.
- Only print 300-350 activity passports
- Continue to think through crowd control efforts

Ideas for Next Year:

- Encourage students to complete activities by following directed paths. Include way-finding on the passport
- Provide a mobile screen for the UCARE activity
- Enlist peer guides to help develop new puzzles for library activities
- Exam Commons activity needs bigger signage. Add an activity to the corner by Exam Commons to activate the space. This was not an area of congestion and could support another activity.

STONY BROOK UNIVERSITY, SUNY, LIBRARIES

Outreach/Campus Engagement

Outreach/Campus Engagement

Prepared by: Dana Haugh

The **Communications and Outreach Working Group** recommends strategies, policies, and procedures to ensure that events align with and fully support the University Libraries' mission, vision, and goals. The Working Group collaborates closely with Library faculty and staff to plan, promote, and execute cultural, scholarly and advancement events and programs in the Library. Also, the Working Group coordinates and oversees the Library's full-range of publicity and communications strategies for consistent messaging and branding of its resources, services, and programs.

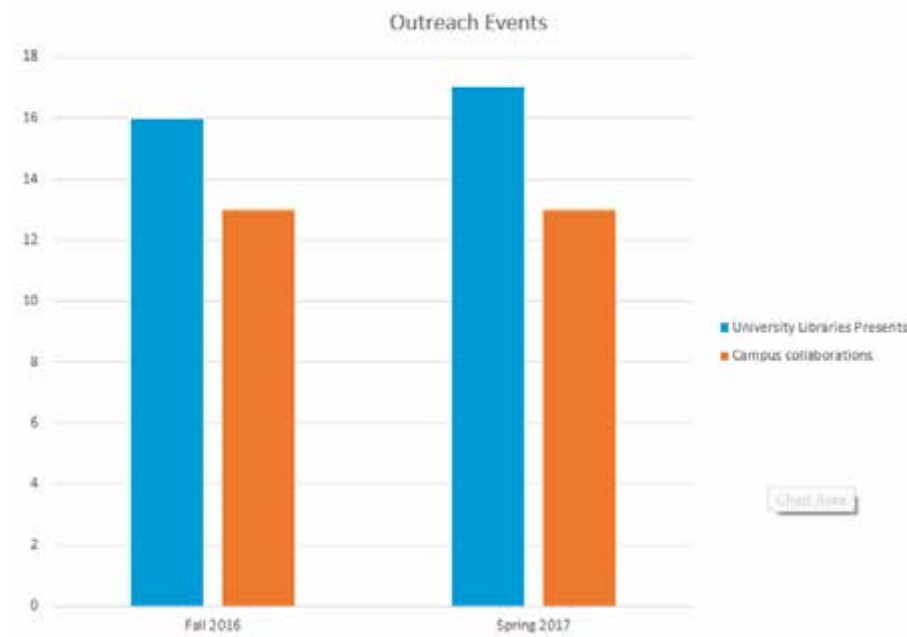
Membership: Dana Haugh (Chair), Will Blydenburgh, Vincent Clark, Janet Clarke, Shafeek Fazal, Lisa Miller, Jamie Saragossi, Chris Sauerwald

2016-2017 Accomplishments

Total of 59 events reaching approximately 4,000 patrons

Fall: 29

Spring: 30



Highlights:

- **Partnered with CAPS**, Counseling and Psychological Services to co-host events (Pet Therapy) on Main Campus and Southampton Campus
- **Partnered with campus groups**, Student Life and Resident Advisors (Southampton), University Art Crawl (campus-wide), URECA CAS Think BIG! Sculpture Competition, George England (Music Department)
- **Created workflow for event submissions**, streamlining submission and approval processes
- **Hosted 18 invited faculty speakers**, from various departments at Stony Brook University

Accomplishments:

- [Updated Event Policies & Guidelines](#)
- [Membership & Roles](#)
- [Social Media Guidelines](#)
- [Event Materials Request Form](#)
- [Updated Colloquium Series Format](#)

2017-2018 Goals

- Establish Communications best practices
- Implement new digital signage in Galleria
- Deepen engagement with Southampton community