

MARKETING THE VIRTUAL LEARNING LAB AT TEXAS A&M UNIVERSITY – COMMERCE LIBRARIES

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THE VIRTUAL LEARNING LAB

In 2015 Texas A&M University-Commerce Libraries decided to create a Virtual Learning Lab on the second floor of James G. Gee Library. The Lab features zSpace virtual reality 3D learning technology. zSpace is ideal for model exploration and the creation of presentation programs that allows users to interact with thousands of 3D models.

NEW TECH/NEW SPACE:

The Virtual Learning Lab includes 10 units, including an Instructor Station, and can accommodate a class of 20 students. Two mobile units are available for Faculty checkout through Media Services to bring the 3D zSpace technology into the classroom.



Library marketing committee was tasked with creating buy-in and launching the brand new library service to both students and faculty in a matter of months.

4 TARGETED EVENTS:

- Open House Demo
 - ➔ All Faculty, Staff and Students
- Academic Council Demo
 - ➔ Provost Academic Council Faculty Members
- Faculty Opening
 - ➔ All Faculty
- Professional Development Session
 - ➔ All Faculty and Staff



LIBRARY TECH DEMO

At the same time that the Library was ready to debut the zSpace technology, several other new services were also in the works. The committee decided to host an open house style demonstration of all the new offerings.

Print Marketing: Fliers, Posters, Table Tents



Twitter Posts

Facebook Posts

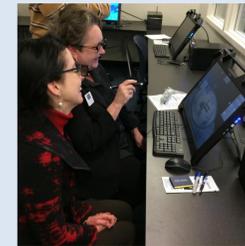
SOCIAL MEDIA AND DIGITAL MARKETING ARE PARTICULARLY EFFECTIVE WITH UNDERGRADUATE STUDENTS



ACADEMIC COUNCIL

This event was a private zSpace demonstration and tour of the Virtual Learning Lab given to the members of the University's Academic Council. The goal of this event was to generate excitement and create buy-in from the council, knowing that it would then filter out to the departments.

A personal invitation to the event was extended from the Library Director to the Provost and the Council.



This event featured face to face marketing, giveaways and refreshments.



Library Swag and Thank You Notes

PERSONALIZED INVITES AND FACE TO FACE INTERACTIONS WORK BEST FOR FACULTY



FACULTY OPENING



The Faculty Opening was a drop-in style reception. Faculty were given personal tours of the lab and a hands-on opportunity to try the zSpace technology.



Brochures, example workbooks and more Library Swag for the taking.



Following the event, all participants were emailed a thank you note that included an invitation to participate in a survey for assessment. The results were overwhelmingly positive.

PROFESSIONAL DEVELOPMENT DAY

The Library participated in the University's Professional Development Day by hosting 2 sessions in the Virtual Learning Lab.

- Open to all Faculty and Staff
- Intimate Sessions = One on One interactions
- All new participants
- Personalized Thank You emails sent as follow up

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**SOCIAL MEDIA
LISTSERVS
PRINT MARKETING**

2

3

**MULTIPRONGED
MARKETING**

4

**PERSONAL INVITATIONS
FACE TO FACE ENGAGEMENT
FOLLOW UP**

5

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