

# Extending the Welcome Mat with a Virtual Open House Program

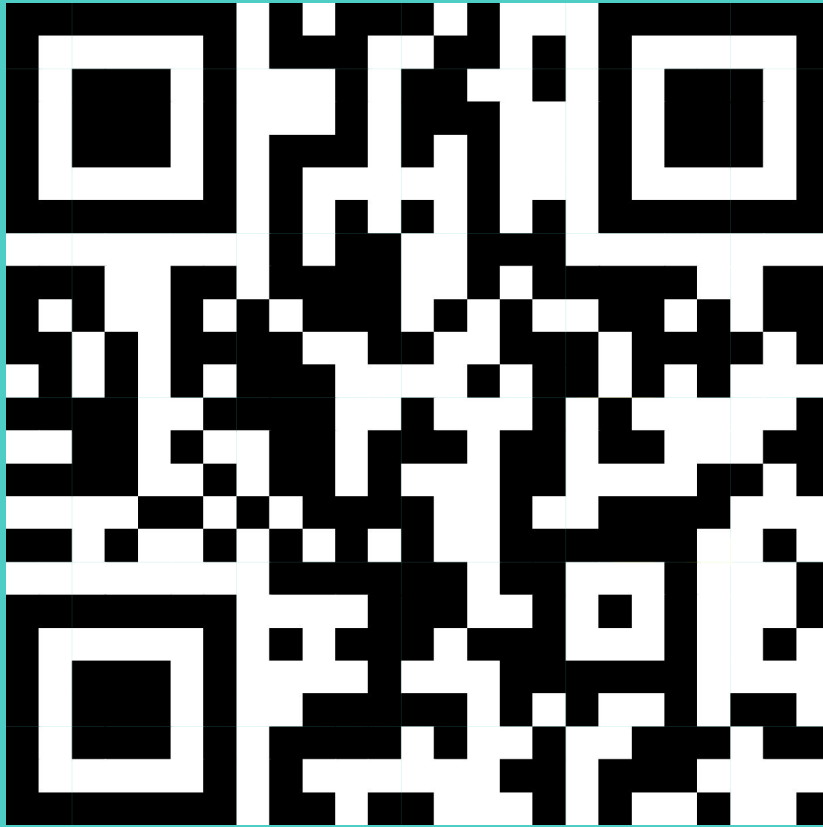
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# Hello!

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**Adrienne Warner**

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adriennew@unm.edu



**Ask questions**

[tinyurl.com/nmlavoh22](https://tinyurl.com/nmlavoh22)

\*Open 1 week\*

# What We'll Cover

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- Setting the stage
- The project
  - Construction
  - Marketing
  - Assessment
- Advice
- Future
- Q&A

1.

# Setting the Stage

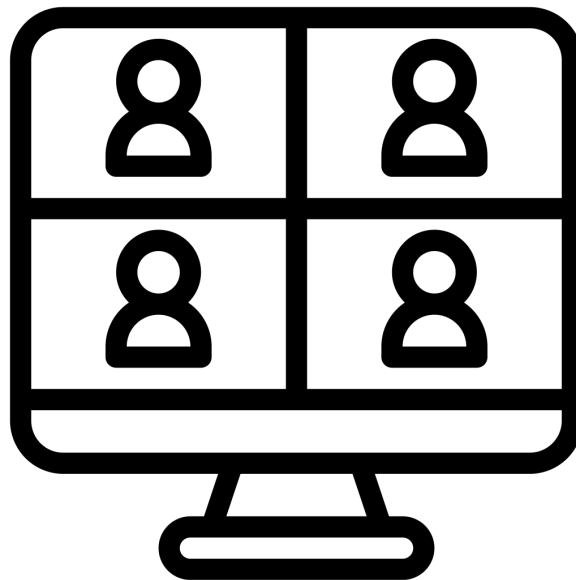






# Pandemic

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**+26%**

First Year Students : 2020-2022

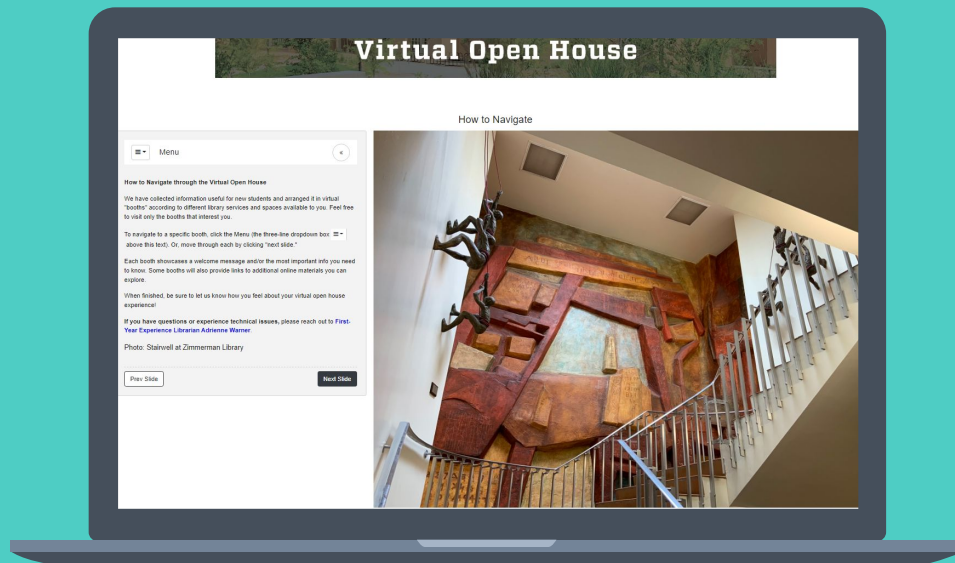
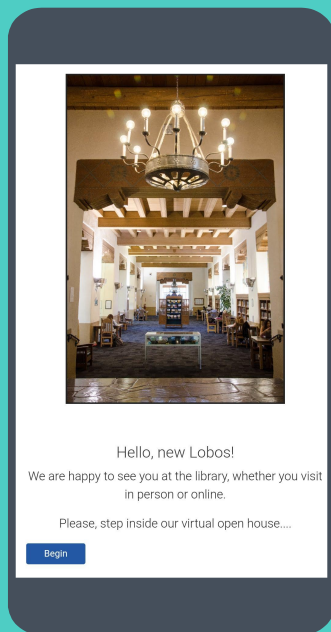
**3,509**

2022 - First Year Students



**3rd largest in history**

2022 First Year Student incoming class



## 2. Project Description

What exactly we did and why




Early Decisions





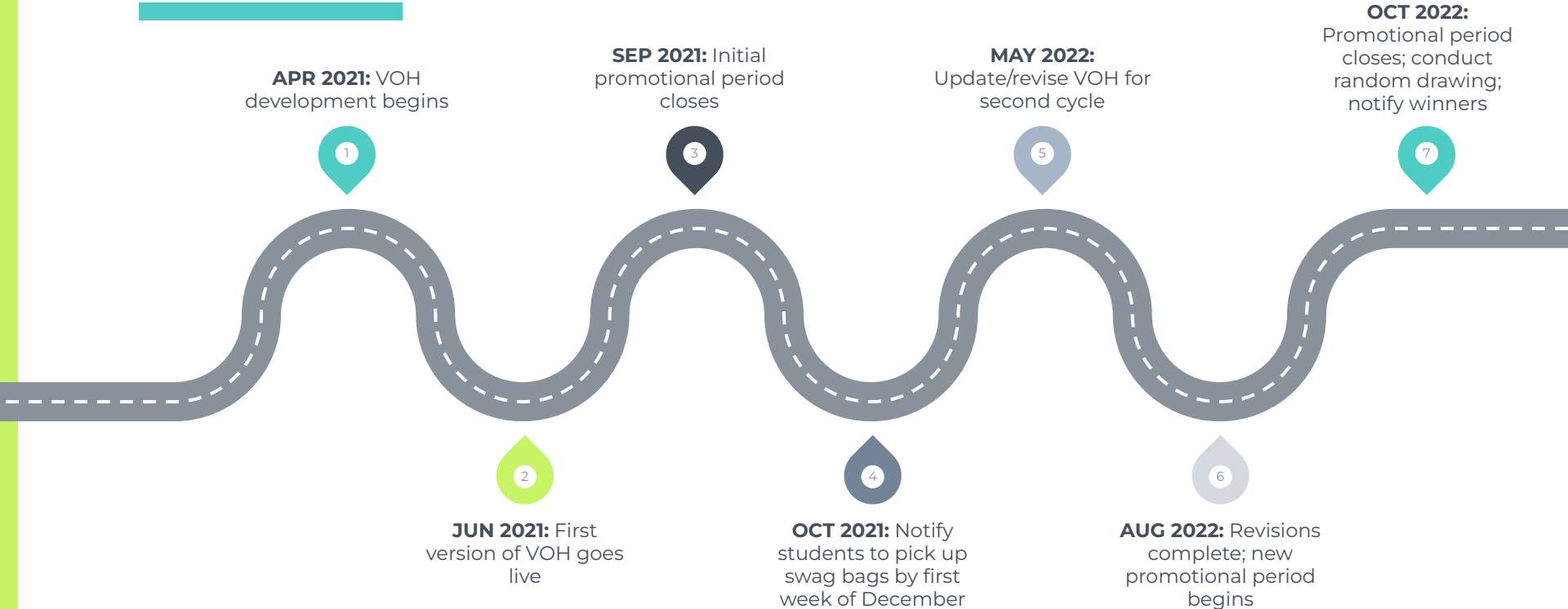
Partners





Technology

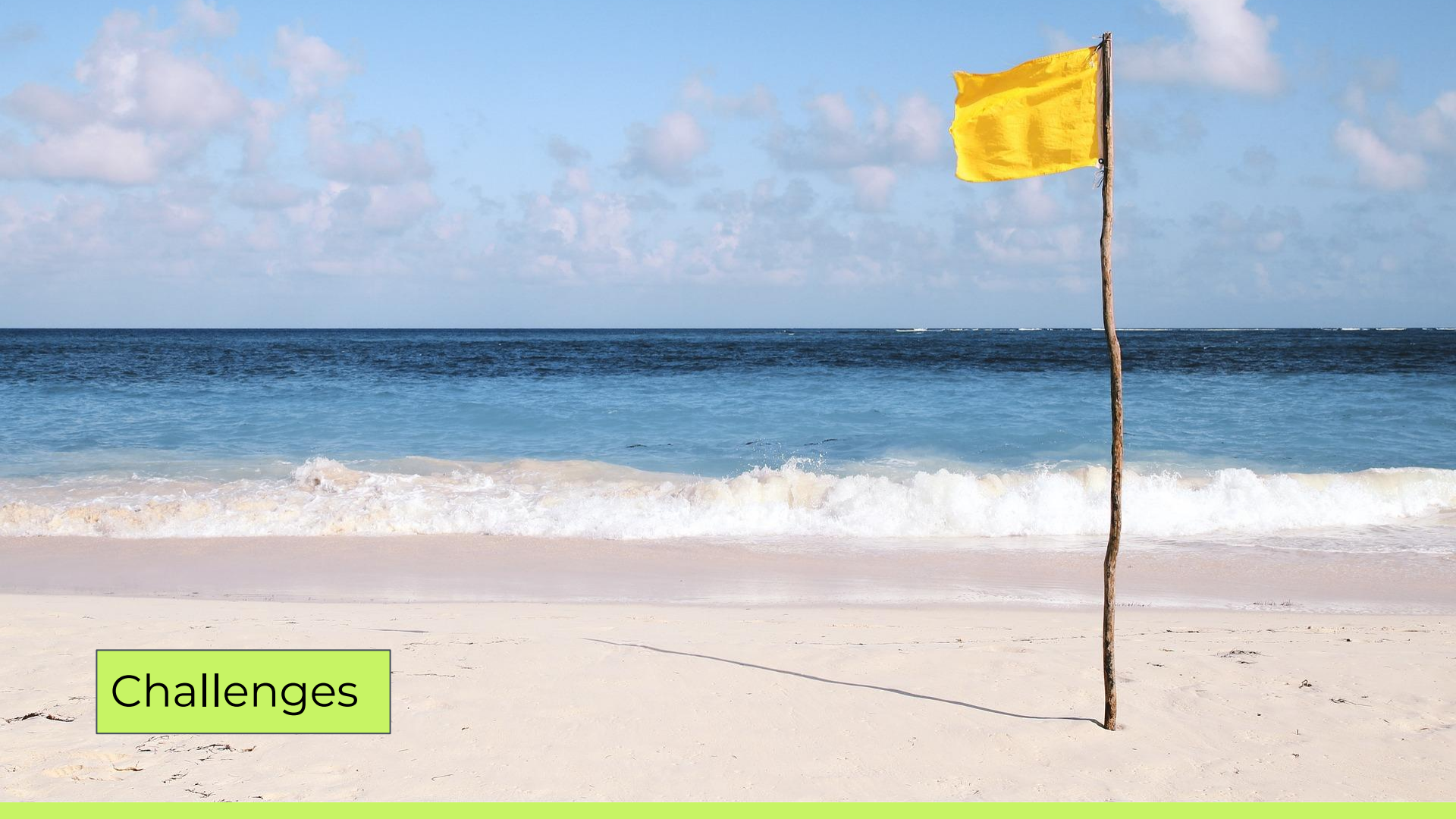
# Project Timeline





Marketing





Challenges



A<sub>1</sub>

S<sub>1</sub>

S<sub>1</sub>

E<sub>1</sub>

S<sub>1</sub>

S<sub>1</sub>

Assessment

# Key Metrics

	2021	2022
Short Link Clicks	913	↑924
Survey Responses	23	↑59
Respondents rating the VOH as “engaging”	87%	↓81%
Respondents rating the VOH as a “valuable use of their time”	91%	↑97%





Refinements for 2022

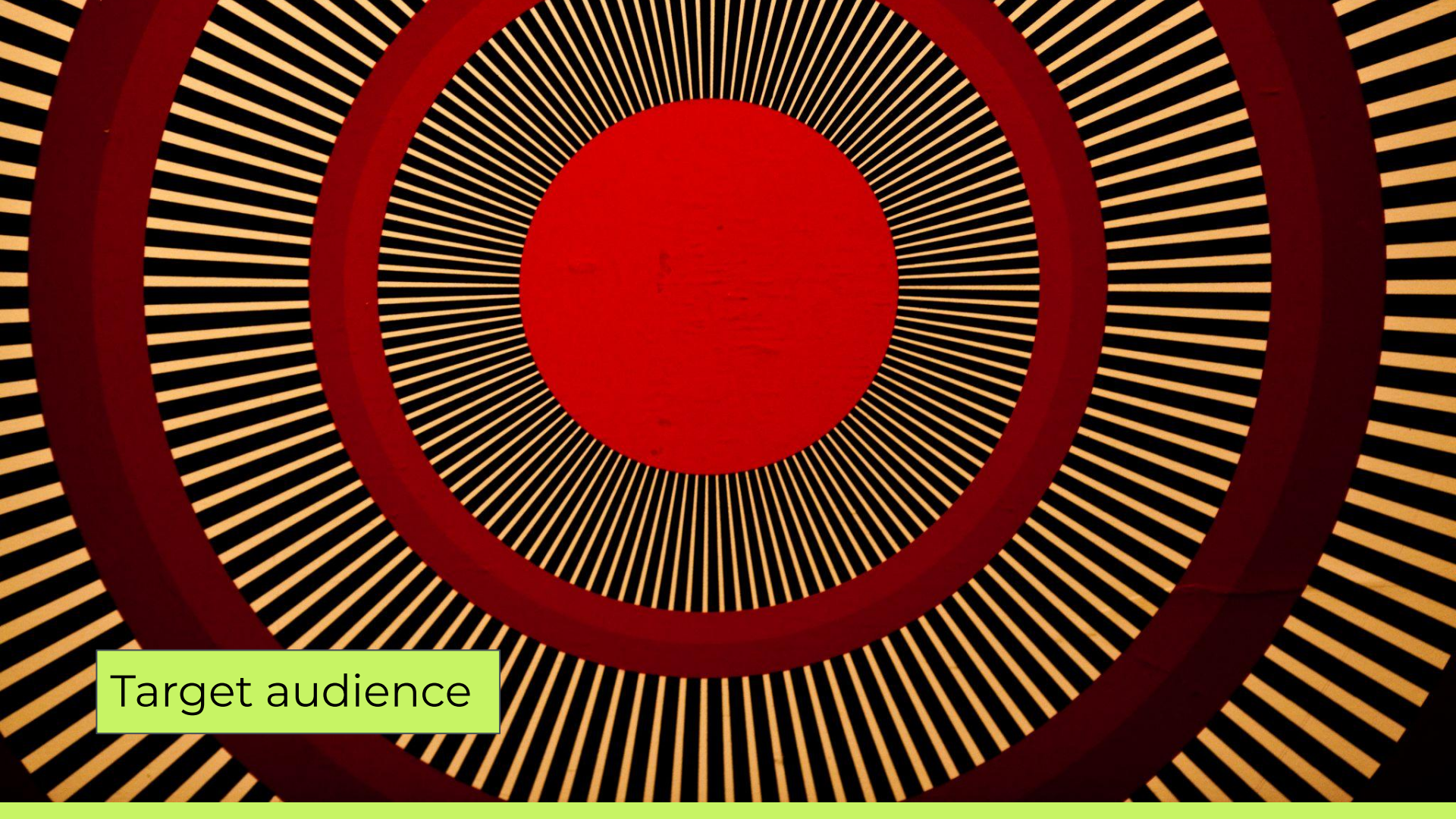
# High-Level Overview

<b>Early Decisions</b>  <ul style="list-style-type: none"> <li>Don't let the perfect be the enemy of the good – create a minimally viable product</li> <li>Involve the entire library to the extent possible; every partner department creates its own content</li> <li>Used vision of user experience to develop a list of requirements for the VOH platform before reviewing options</li> <li>Minimize effort for partners during pilot; potentially ask for more after generating buy-in</li> </ul>	<b>Partners</b>  <ul style="list-style-type: none"> <li>Learning &amp; Outreach Services (instruction/ subject liaisons)</li> <li>Access Services</li> <li>Center for Southwest Research &amp; Special Collections</li> <li>Research Data Services</li> <li>Library Administration (marketing coordinator)</li> <li>Indigenous Nations Library Program</li> </ul>	<b>Timeline</b>  <ul style="list-style-type: none"> <li><b>APR 2021:</b> Development began</li> <li><b>JUN 2021:</b> VOH live</li> <li><b>SEP 2021:</b> Period closed</li> <li><b>OCT 2021:</b> Notified students to pick up swag bags by first week of Dec</li> <li><b>MAY 2022:</b> Update/revise VOH for second cycle</li> <li><b>AUG 2022:</b> Revisions complete, new period begins</li> <li><b>OCT 2022:</b> Period closes; conduct random drawing; notify winners</li> </ul>	<b>Marketing</b>  <ul style="list-style-type: none"> <li>Library blog</li> <li>Social media posts</li> <li>Flyers</li> <li>Digital signage</li> <li>Subject liaisons</li> <li>Canvas Commons</li> </ul>	<b>Assessment</b>  <ul style="list-style-type: none"> <li>Feedback survey with incentives for students               <ul style="list-style-type: none"> <li>2021: Swag bags</li> <li>2022: Random drawing for three door prizes</li> </ul> </li> <li>Tracked clicks on shortened URL/YouTube views</li> <li><b>2021 Key Metrics</b> <ul style="list-style-type: none"> <li># of clicks: 913</li> <li># of survey responses: 23</li> <li># of swag bags distributed: 3</li> <li>Respondents who rated VOH as a valuable use of their time: 91%</li> </ul> </li> </ul>
<b>Refinements for 2022</b> <ul style="list-style-type: none"> <li>Enhanced visual elements, including a 360-degree photo of Fine Arts &amp; Design Library</li> <li>Corrected minor video issues</li> <li>Conversations with new partners, including Map and Geographic Information Center (MAGIC)</li> </ul>			<b>Learn More</b>  <p>Access our project planning and assessment documentation in the UNM Digital Repository:</p> <ul style="list-style-type: none"> <li><b>INSERT URL</b></li> </ul>	



3.

Advice



Target audience



“It’s a beta test!”





Make it interactive





Repurpose  
existing  
content





An aerial photograph of a parking lot and surrounding area. The parking lot is paved with red and grey bricks and contains 18 cars parked in a row. To the right of the parking lot is a green playground with various equipment. A road with a yellow curb is visible at the top of the image. A yellow text box in the bottom left corner contains the text 'Count Use'.

Count Use



Budget





Andrea Sack  
Art  
(0000)  
SANTINA.

Mumukshu



ELVEH

18007

JAN

WOOD

MO

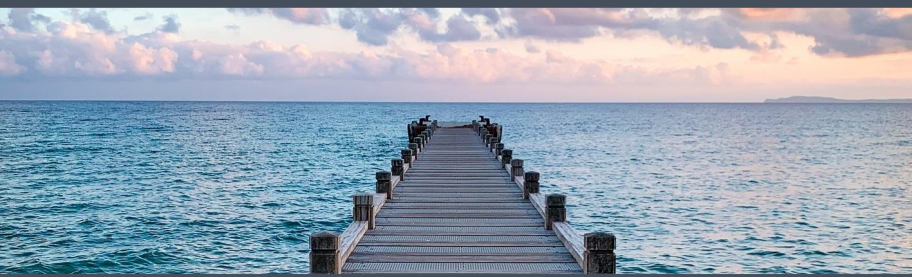
CA



Repackage

4.

Future



*Unleashing Imagination through Partnership*

# Adobe CREATIVE CAMPUS

**NM** UNIVERSITY  
LIBRARIES

**NM** INFORMATION  
TECHNOLOGIES

More:

Collaborators/Participation  
Enhanced Content  
Platform Sophistication  
Robust Data Collection  
Sustainable Workflows



5.

Q & A



## Get Materials

[insert repository link AND  
QR code]

# Thanks!

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adriennew@unm.edu



# Credits

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Special thanks to all the people who made and released these awesome resources for free:

- Presentation template by [SlidesCarnival](#)
- [Welcome mat](#): Andrew Neel, Pexels
- [Library tour](#): Center for Inquiry, Flickr
- [Seedling](#): Anna Waldl, Pixabay
- [Rowers](#): Mabel Amber, Pixabay
- [Software](#): Nejc Soklič, Pixabay
- [Loud Speaker](#): Dean Moriarity, Pixabay
- [Caution Flag](#): Foundry Co, Pixabay
- [Crumpled Paper](#): Conger Design, Pixabay
- [Target](#): Owen Byrne, Flickr

# Credits (continued)

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- Imperfection: エンバルドマン, Flickr
- Touch: Wendy Longo Flickr
- Reduce, recycle, reuse: Danielle Fragassi, Flickr
- Cars: d.n.c. films, Pexels
- Survey Prizes: Adrienne Warner
- Package: pequeniocraft, Flickr

# References

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- UNM Newsroom. (2022). Increased UNM enrollment reflects talent and diversity of student body.  
<https://news.unm.edu/news/increased-unm-enrollment-reflects-talent-and-diversity-of-student-body>