



# OUR STORIES, OUR SHELVES

MLA • DLA Conference 2026

# Don't Miss!



## 50/50 RAFFLE

Tickets are **\$1** each and can be purchased from **Conni Strittmatter** or **David Dahl!** The winner takes home half the pot.



## SILENT AUCTION

Visit the Silent Auction in the exhibitor hall to place your bids **before 10:45 a.m. on Friday, May 8<sup>th</sup>.**




## PUB QUIZ

Thursday, May 7  
8:00 – 10:00 p.m.  
Choptank Ballroom



## KARAOKE

Thursday, May 7  
8:00 – 11:00 p.m.  
Windjammer



**NO CONSULTANT?**



**NO PROBLEM!**



**IN HOUSE LIBRARY  
MARKETING & PROGRAM  
PLANNING**



MALLORY WAREHAM  
HEAD OF BUILDING & ACCESS SERVICES  
LOYOLA NOTRE DAME LIBRARY



# AGENDA

01

**INTRODUCTION TO LNDL &  
OUR PROGRAMMING**

02

**ANNUAL THEMES TASK  
FORCE**

03

**DELIVERABLES & LESSONS  
LEARNED**

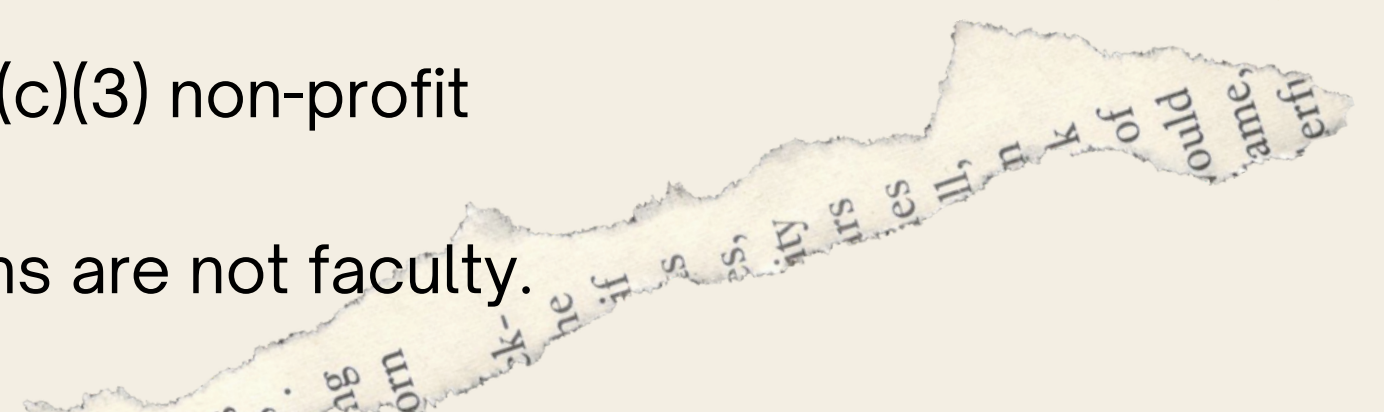
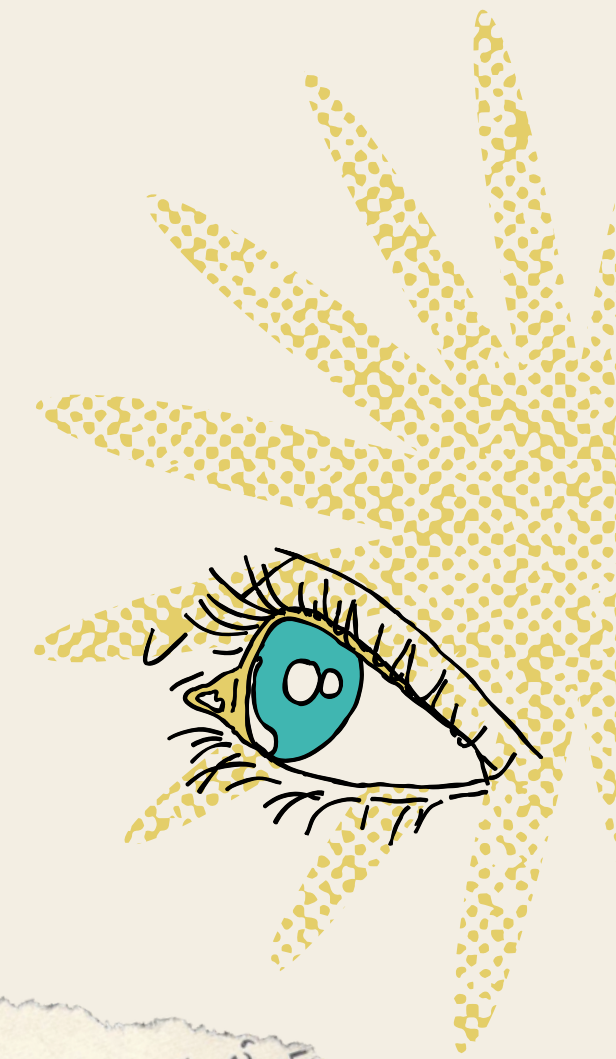
04

**LOOKING AHEAD**



# THE LOYOLA NOTRE DAME LIBRARY

- Founded in 1973 as a shared library between Loyola University Maryland and Notre Dame of Maryland University.
- Established as an independent 501(c)(3) non-profit funded by the two universities.
- 25 full-time staff members; librarians are not faculty.



# LOYOLA UNIVERSITY MARYLAND



- 40+ undergrad and 11 grad programs through its three schools: Arts & Sciences, Sellinger School of Business, School of Education
- Faculty FTE (full-time equivalent) - 385
- Undergraduate enrollment: ~4,000
  - Maryland resident - 33%
  - Living on campus - 77%
  - Women - 56%
  - Men - 44%
  - Students of color - 34%
  - International - 2%
  - 25% first-generation
  - Pell eligible: ~20%
- Graduate enrollment: ~1,000

# NOTRE DAME OF MARYLAND UNIVERSITY



- Awards undergrad and grad degrees in the Schools of Arts, Sciences, and Business; Education; Nursing; and Pharmacy
- Offers programs for adult students fully online
- Faculty: 150 full-time faculty
- Undergraduate enrollment: ~1,000
  - Maryland resident - 81%
  - Living on campus - 44%
  - Women - 79%
  - Men - 21%
  - Students of color - 58%
  - International - 3%
  - 39% first-generation students (FAFSA)
  - Pell eligible - 49%
- Graduate enrollment: ~1,000

# PROGRAMMING AT LNDL

2022

- Low gate count following the pandemic.
- No cohesive LNDL programming .
- Programming focused primarily on makerspace resources, finals events, and copyright.

2023

- Fall Fest introduced as annual anchor event.
- Jack Owen joined LNDL in reimagined Outreach and Community Engagement Librarian role.
- The spotlight series was introduced as a separate initiative from other programming.

2024

- Fall Fest 2024 (“Reading Is...”) served as the launch for a year-long spotlight series, “Read & Roam.”
- Marketing began to feature tie-ins to annual themes, including book recommendations from pop-up class instructors.
- Annual Themes Task Force was charged in late 2024 into early 2025.

2025

- Fall Fest 2025 launched LNDL’s first use of an annual theme “Do It For the Plot” and accompanying spotlight series.
- Introduced incentives to encourage repeat attendance at LNDL programming.

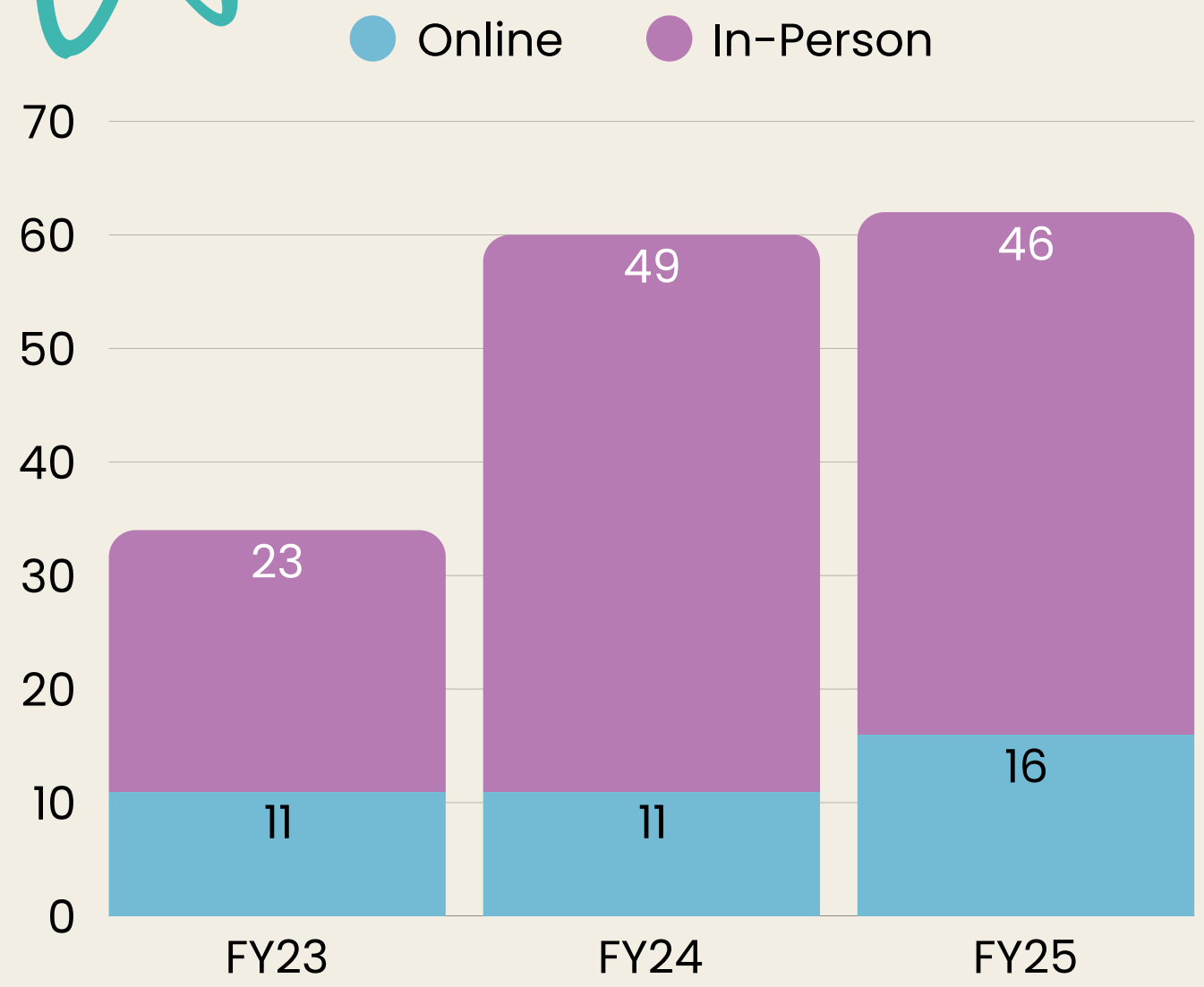
2026

- Fall Fest 2026 is slated for September 3, 2026 with the theme, “Never Too Late.”



# HOW DID WE

# GET HERE?



MOVERS  
& SHAKERS  
2025





# ANNUAL THEMES TASK FORCE

**NOVEMBER 2024 - MARCH 2025**

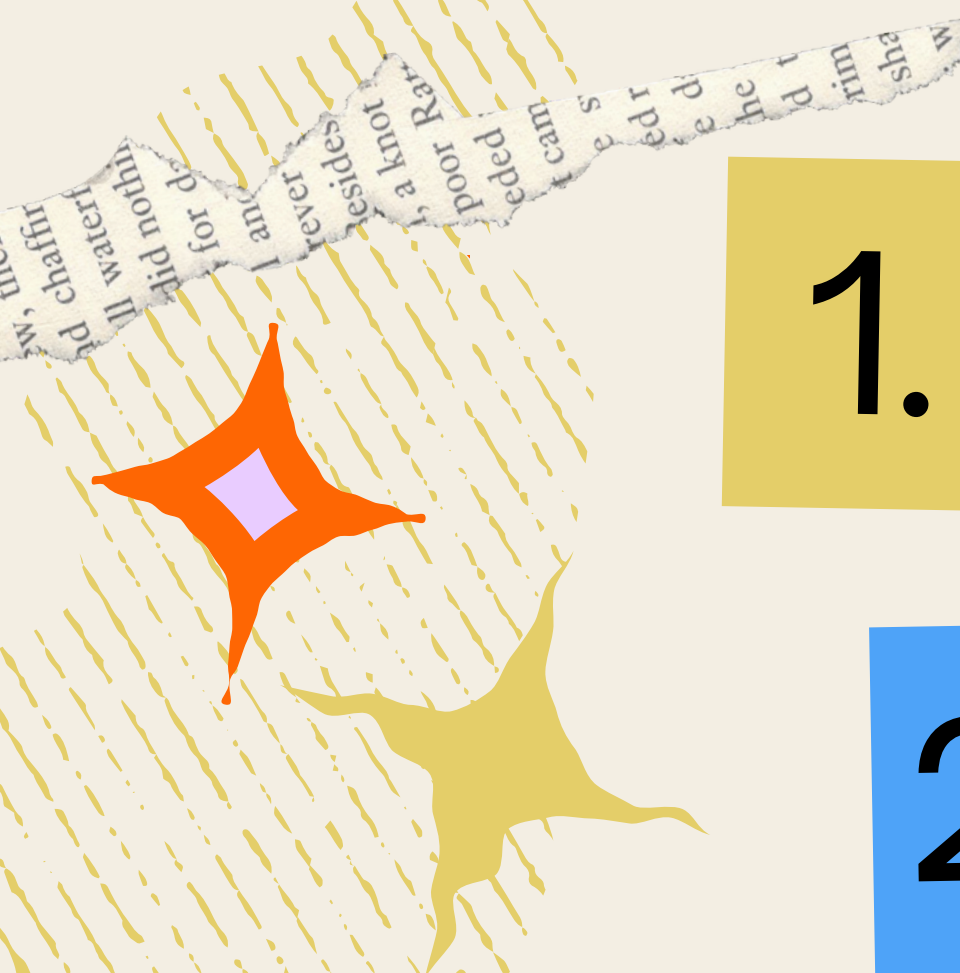
## **MEMBERSHIP**

- Outreach and Community Engagement Librarian\*
- Access Services Librarian\*
- Technology Support Coordinator
- Access Services Supervisor/ILL Assistant
- Technology Resources Assistant
- Archivist for Digital Initiatives

*\*Annual Theme Task Force co-chairs and Fall Fest Task Force co-chairs*

## **OBJECTIVES**

1. Develop library-wide annual themes for FY26-30
2. Develop a framework that can be used year-over-year to integrate annual themes across the library. The framework should:
  - Incorporate the needs of undergraduate students, graduate students, and faculty.
  - Include in-person and virtual touch-points.
3. Develop macro-level operational calendars:
  - That populate pillar events throughout the academic calendar.
  - Suggest planning/implementation timelines.
4. Suggest an organizational support model to support key, high visibility annual events to ensure proactive planning and effective use of staff time and engagement.
5. Provide a final report with the goal of implementation beginning spring 2025 for FY26 events.



1. THEMES (FY26-FY30)

2. FRAMEWORK

3. OPERATIONAL CALENDAR



4. SUPPORT MODEL



# DELIVERABLE 1

# 5 ANNUAL THEMES

## METHODOLOGY

- Environmental scan
- Brainstorming sessions
- User feedback
- Iterate

### Previous Themes

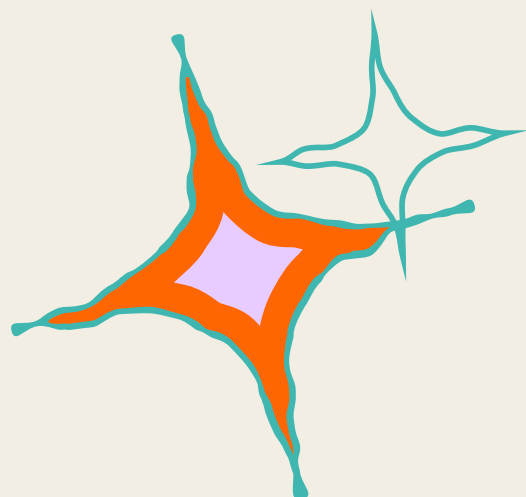
Add Note

Mallory Wareham <b>Spotlight 2022</b> Mass Incarceration	Mallory Wareham <b>Annual Theme FY23</b> Turning the Page	Mallory Wareham <b>Spotlight 2023</b> Sustainability	Mallory Wareham <b>Annual Theme FY24</b> Reading Is...
--	---	--	--

### Themes from other university libraries

Add Note

Jack Owen **"Inspiring ideas, transforming research."** - *University of Queensland Library* (Australia)	Jack Owen **"Your gateway to discovery."** - *University of California, Berkeley Libraries*	Jack Owen **"Connecting people to knowledge."** - *University of Calgary Libraries and Cultural Resources* (Canada)	Jack Owen **"Your library. Your success."** - *University of Michigan Library*
Jack Owen **"Empowering knowledge and discovery."** - *University of Florida Libraries*	Jack Owen **"Where knowledge and inspiration meet."** - *University of Cambridge Libraries* (UK)	Jack Owen **"Discover, learn, grow."** - *University of British Columbia Libraries* (Canada)	Jack Owen, Mallory Wareham **"Discover, learn, grow."** - *University of British Columbia Libraries* (Canada)



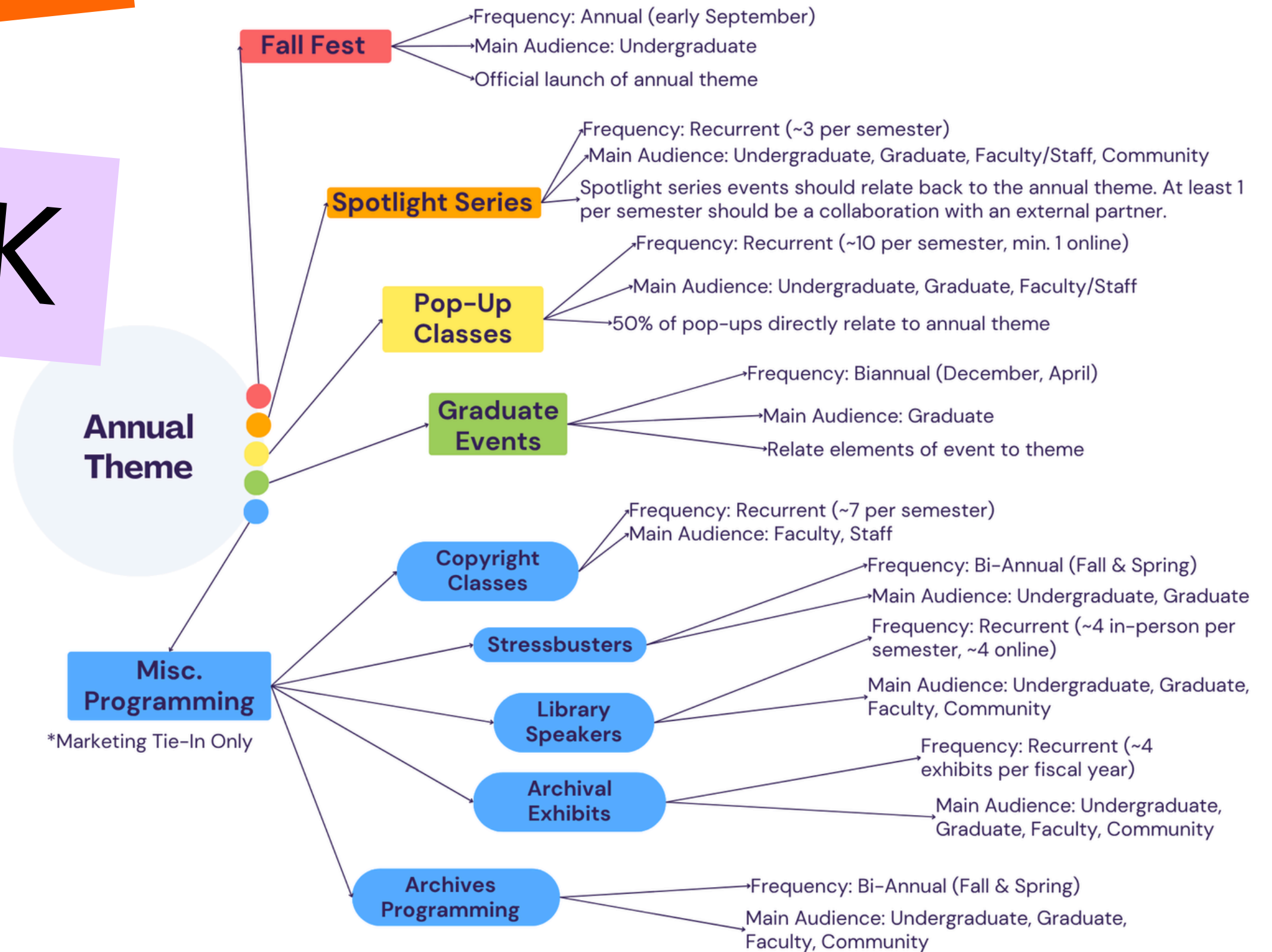
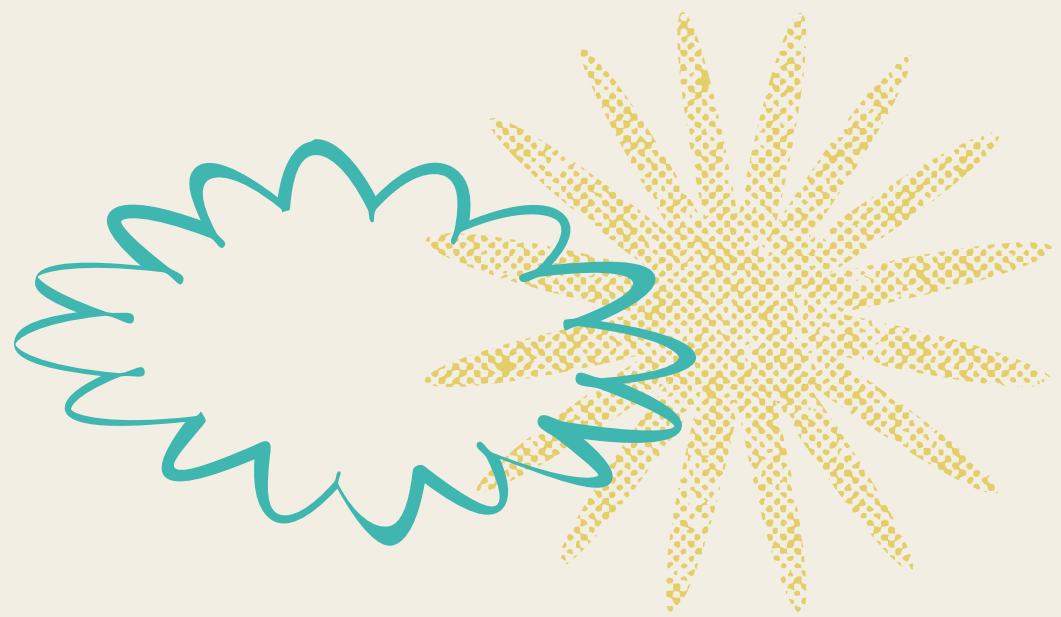


# LESSONS LEARNED

- There are no bad ideas, no dumb questions, and no source of inspiration too high or low brow for consideration.
- Group brainstorming works best when everyone feels as though their ideas are valuable.
- The perfect idea won't be your first idea; start creating something and refine it later.
- Get feedback early and often to avoid getting caught in your own traps.

# DELIVERABLE 2

# FRAMEWORK





# LESSONS LEARNED

- Developing a framework isn't about reinventing the wheel, but finetuning its functionality. Consider what you already do.
- Introducing new programs should be a strategic choice: What need are you meeting? What problem are you solving?
- A cohesive framework should not be overly complicated. The simpler, the easier it is to communicate and integrate.

### Annual Themes Operational Calendar - Calendar View


January	February	March:	April	Key
Start of Spring Semester		Spring Break(s)	Easter Break, Final Exams	Relevant Calendar Info
	Spotlight Event	Spotlight Event	Spotlight Event	Fall Fest
	Pop-Up Series	Pop-Up Series	Pop-Up Series	Spotlight Series
			Grad Student Event	Pop-Up Series
Library Speakers Series	Library Speakers Series	Library Speakers Series	Library Speakers Series	Grad Student Event
	Archival Event		Stressbusters	Misc. Programming
Finalize: Spring pop-ups, copyright workshops, archival exhibits, archives, and spotlight events		Charge: Fall Fest Task Force Finalize: Grad Student Event Finalize: Spring Stressbusters		Programming Team Planning Deadlines
May	June	July	August	
Final Exams (cont.)	End of Current FY	Start of New FY	Start of Fall Semester	
Library Speakers Series	Library Speakers Series	Library Speakers Series	Library Speakers Series	
Stressbusters				
	Finalize: FY plan for Annual Theme	Finalize: Fall Fest plans	Finalize: Fall pop-ups, copyright workshops, archival exhibits, archives, and spotlight events	
September	October	November	December	
Fall Fest	Fall Break(s)	Thanksgiving Break	Final Exams	
Spotlight Event	Spotlight Event	Spotlight Event		
			Grad Student Event	
Pop-Up Series	Pop-Up Series	Pop-Up Series	Pop-Up Series	
Library Speakers Series	Library Speakers Series	Library Speakers Series	Library Speakers Series	
	Archival Event		Stressbusters	
		Finalize: Fall Stressbusters		

**DELIVERABLE 3**

**CALENDAR**



# LESSONS LEARNED

- Work with the ebbs and flows of your workload, not against it. Work with the seasonality of librarian work.
  - Set a high standard but don't expect to always follow up. Deadlines may shift, deliverables may change.
- 

# DELIVERABLE 4

## SUPPORT MODEL

### MEMBERSHIP

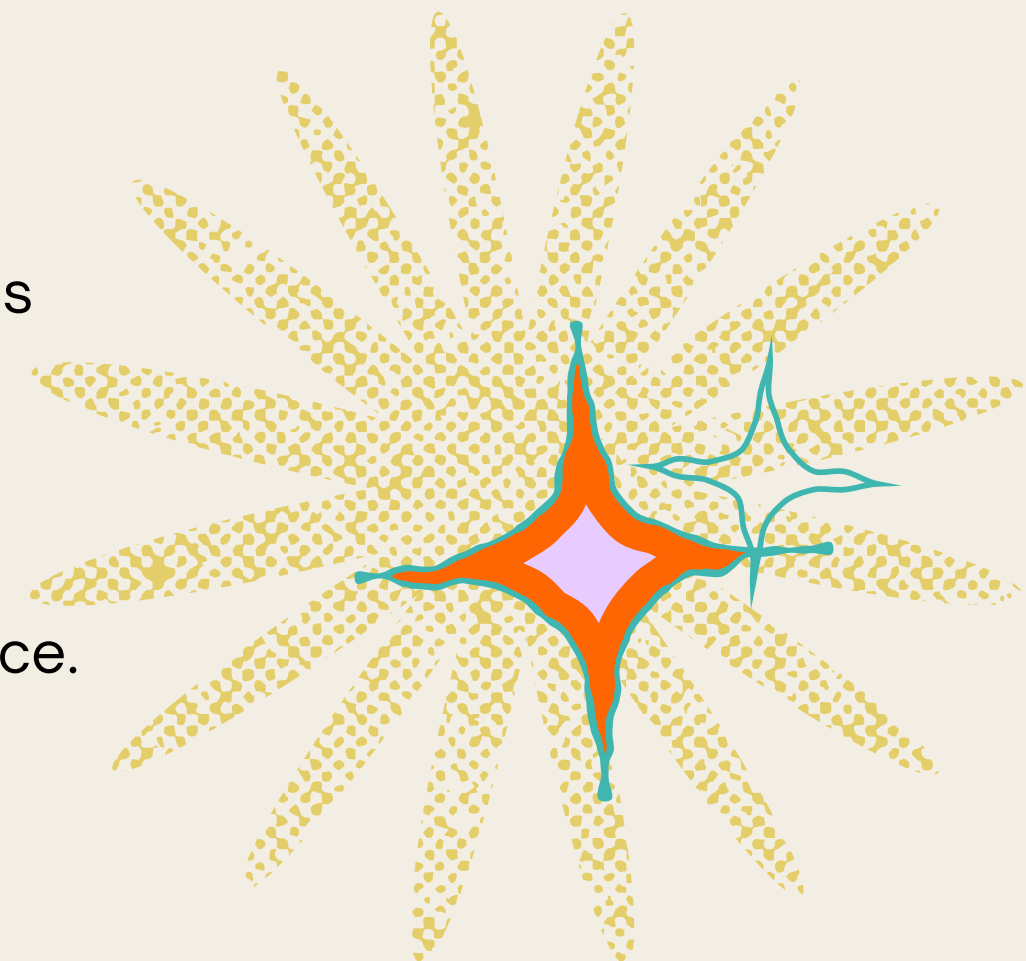
- Outreach and Community Engagement Librarian\*
- Access Services Librarian\*
- Technology Resources Assistant
- Copyright & Scholarly Communications Librarian
- Archivist for Digital Initiatives

\*Co-chairs

### RESPONSIBILITY

Members of the Programming Team will be expected to:

- Review annual themes ahead of fiscal years to ensure alignment with strategic plan, campus climate, etc.
  - Solicit input from Student Advisory Board and the Student Worker Program to ensure annual themes align with student interests.
- Communicate annual themes and programming expectations with library staff, including a particularly high level of collaboration with the Marketing Committee and Fall Fest Task Force.
- Ensure all library programming aligns with the annual theme.





# LESSONS LEARNED

- Not every proposed solution will actually solve the problem.
- Just like when creating a cohesive marketing theme, these tools should work together to guide your library's work, not add additional tasks.
- Build time for assessment and review: Does this work as intended? Can we make it more effective? Should be abandon it altogether?

# DO IT FOR THE PLOT

The Loyola Notre Dame Library presents...

## fall fest 2025: do it for the plot



raffle prizes | raising cane's  
crafts & activities  
campus & library resources

September 4 | 4-7pm  
Loyola Notre Dame Library  
200 Winston Ave, Balt MD 21212



register today!

FALL FEST FLYERS



FY26 ANNUAL THEME



FALL FEST SWAG



fall 2025 pop-up classes:  
do it for the plot!



POP-UP CLASSES

do it for the plot  
**SIDE QUESTS**

attend 5 LNDL side quest events and enter for a chance to win a \$50 ekiben gift card! drop off completed punch card at LNDL help desk. winners will be notified via email.

name: \_\_\_\_\_  
email: \_\_\_\_\_

SIDE QUEST PUNCH CARDS



LNDL 2025-2026 SPOTLIGHT SERIES  
do it for the plot: writing  
your wellness story

SPOTLIGHT SERIES

LOOKING AHEAD...

ANNUAL THEME FY27

NEVER TOO LATE

LNDL FALL FEST 2026

T-SHIRT  
DESIGN  
CONTEST

DEADLINE EXTENDED: APRIL 27

SUBMIT A DESIGN FOR A  
CHANCE TO WIN:

- \$50 GIFT CARD TO EKIBEN
- 15 EXTRA FALL FEST RAFFLE TICKETS
- FIRST DIBS ON A FALL FEST T-SHIRT
- A FEATURE ON LNDL'S SOCIAL MEDIA ACCOUNTS



HOW DO WE BUILD ON LAST YEAR'S MOMENTUM WITHOUT INCREASING COST AND STAFF WORKLOAD?

- Increasing opportunities for student engagement before the fall semester.
- Evaluating programming costs via a "cost per attendee" framework
- Leveraging community and campus relationships



THANK

YOU

EMAIL

[mwalker@loyola.edu](mailto:mwalker@loyola.edu)

[mwarehouse@ndm.edu](mailto:mwarehouse@ndm.edu)

LINKEDIN

[linkedin.com/in/mal-warehouse](https://www.linkedin.com/in/mal-warehouse)

Please take a moment to  
complete the program survey.



**SCAN ME!**



# OUR STORIES, OUR SHELVES

MLA • DLA Conference 2026