

Marketing Josten Library as Destination

Accessibility, Technology & the First Year Experience



WERNER JOSTEN LIBRARY

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NEMLA, Manchester, NH, 10/18/2019
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Presentation Summary

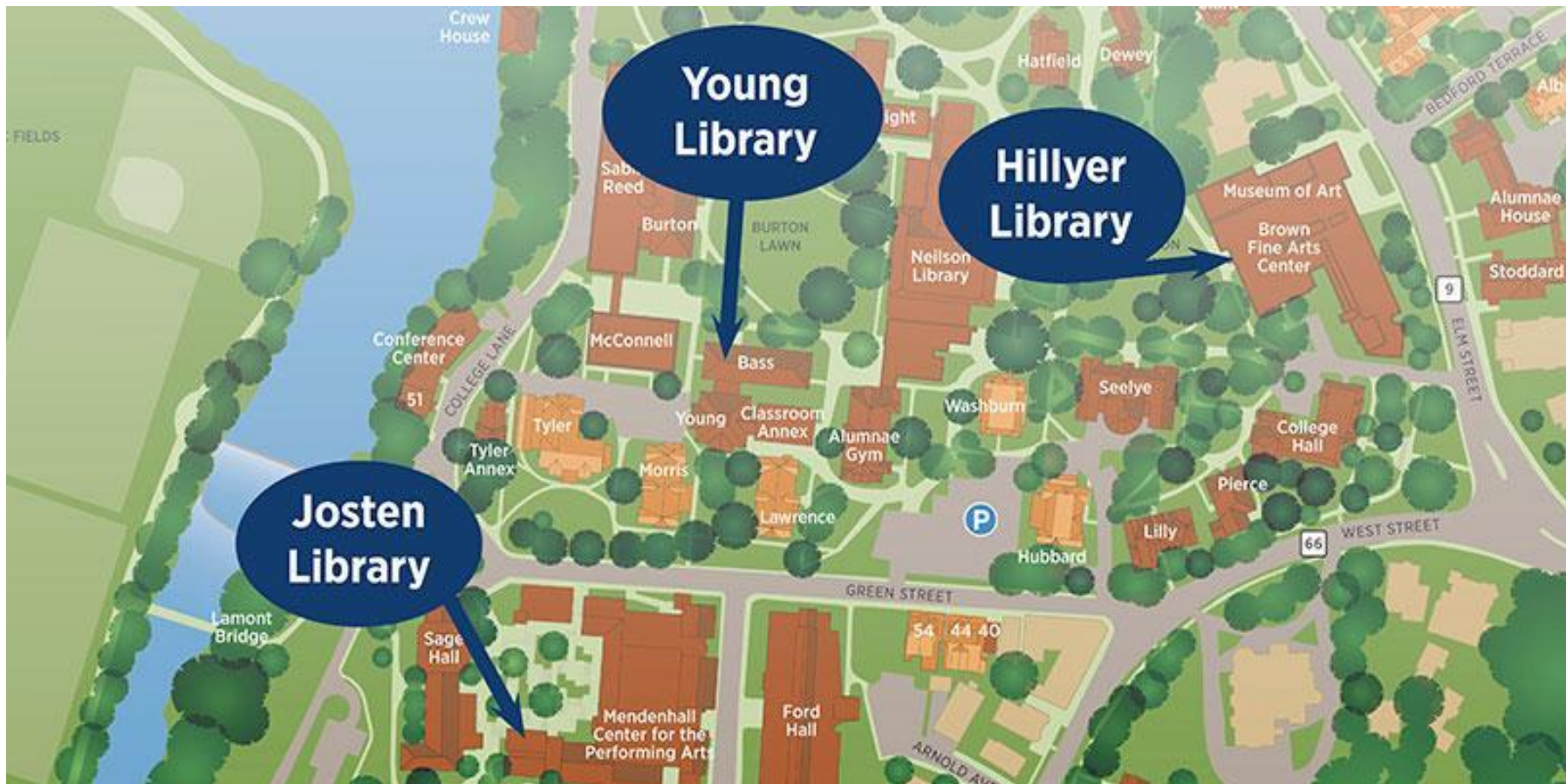
This 15-minute presentation will give an overview of the circumstances leading up to the development of the 360 tour production (one of four 360 tours developed for the Smith College Libraries) and will cover:

- Why market Josten Library, now?
- A revisionist look at ADA-related issues in Josten Library

**Why market Josten Library
NOW?**







Josten Library Services



Study Spaces
Group & individual rooms



**Print, Copy
& Scan**



**Research
Help**



**CDs, DVDs,
& Vinyl**



**Sheet Music
& Playscripts**



**Headphones &
CD/DVD Drives**

Smith College
Libraries



libraries.smith.edu

Josten Library
offers outstanding
resources and services in
music, theatre and dance



Josten Library
promotes grassroots
musical literacy in an
interdisciplinary
environment, i.e., FUN

And→

The Library Dances

Sofia Engelman with
Julia Antinozzi
Dana Duren
Molly Hess
Kelsey Hobbs
Michelle Huber
Maya Laliberte
Sarah Lass
Noli Rosen
Ky Woodward-Sollesnes

Josten Live! Fridays @Five
Josten Library Mezzanine
Friday March 24, 2017 5pm
Free and Open to All



But to be a key player. there are still long standing discovery issues that needed to be addressed...

- Where is Josten Library? [improve signage]
- How can we market Josten as Destination if you don't know it exists? [*SmithScape]
- ⇨Where are the ADA-compliant entrances?⇩
- ⇨Mendenhall (MCPA) is the problem/solution⇩

Mendenhall Center of the Performing Arts (MCPA)

- MCPA was built in 1968 pre-ADA
- Multiple attempts to solve the ADA and wayfinding problems
- Every project manager thinks they have “the” solution
- Fifty years later, it is still a problem

And then, there's the elevators

- Internal Josten Library elevator is internal to staff
- Public elevator is external to Josten Library Mezzanine

↪ What if Mendenhall Center faced Green Street? ↔



- The late addition of Josten turned MCPA 90 degrees to fit the footprint
- Street entry through MCPA “wing” to Josten is confusing with inadequate wayfinding

-2019- A re-designed campus scavenger hunt/tour for 650 entering students identified the need to address the ADA issues of Josten Library and the Mendenhall Center...

An Energized First Years' Experience Librarian

A New Look at an Old Problem

The Strategy and the Options

- Bring groups lead by prepped *HONS
- Point out the front courtyard door
- Lead them to the rear ADA entrance (also first cleared after winter storms)
- Option 1: self-guided tours
- Option 2: View the 360 tour

The Josten Library 360 Tour

<https://sophia.smith.edu/libraries-scamenger-hunt/2019/07/05/josten-library/>

Thank you
Cat, Mario and Dan!

A Technology Solution

The 360 tour is a consumer-friendly technology solution born of a new collaborative group with a new director.

Learning, Research & Technology (LRT)

A Blended Group of Teaching Librarians and Technologists



First Years' Experience and
Engagement Librarian



Instructional Technology
Specialist



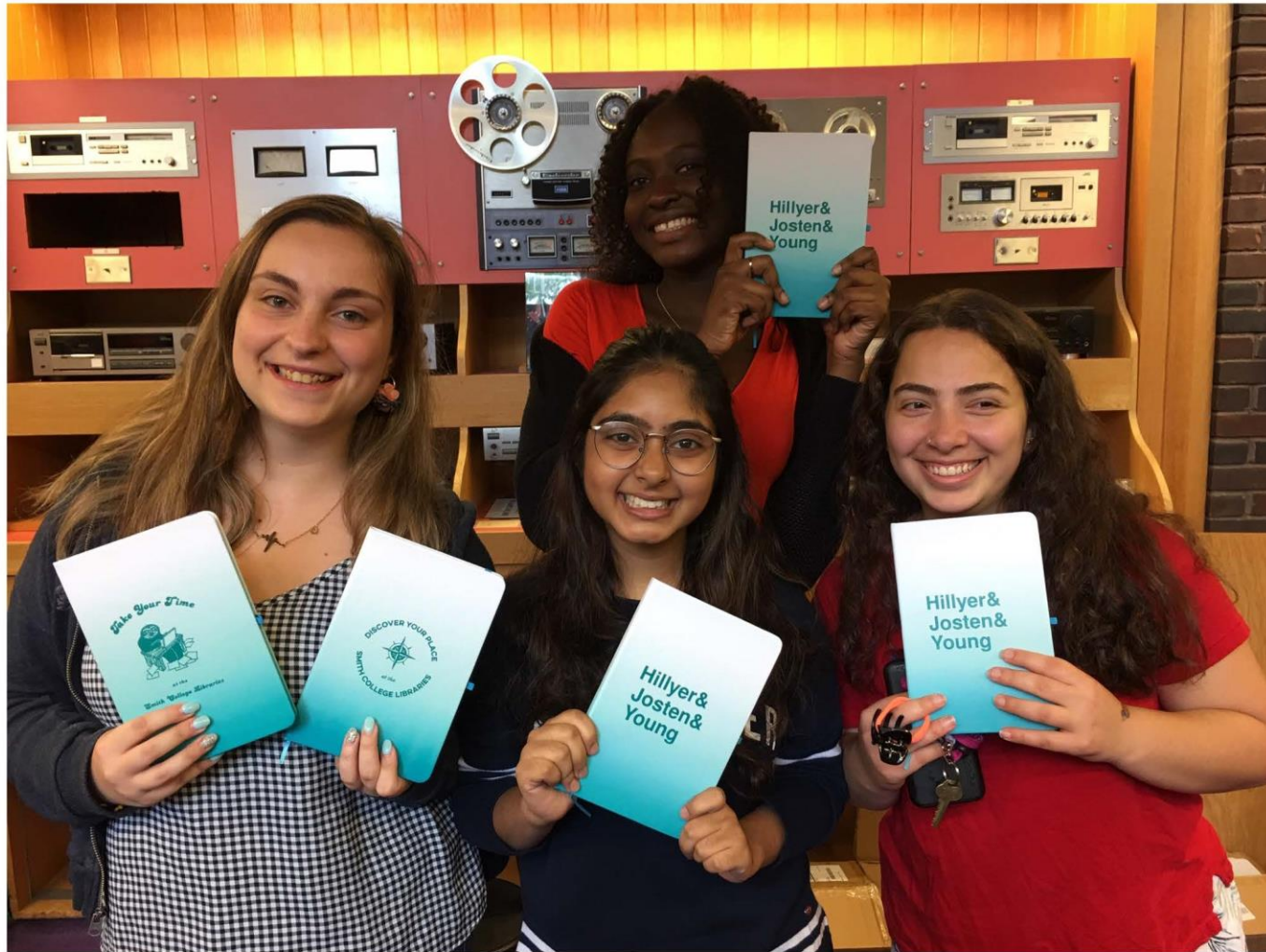
Media Producer

Hardware

- Insta 360 One X (360 camera) - this camera is very user friendly and intuitive and has an excellent mobile app
- Fuji XT-3 - for regular photos for the hot spots

Software

- Insta 360 Studio - for processing 360 Photos - free software to be used specifically for stitching the photos from the Insta 360 One X
- Adobe Photoshop - for editing 360 Photos and regular photos
- Google Slides - for formatting hot spot layouts - this was chosen rather than Photoshop so that others could easily access the document and make changes and updates without needing to send requests to make minor changes.
- H5P - Open source plugin that lets users create interactive content for WordPress and Moodle
- H5P 360 Virtual Tour - simple 360 Virtual tour API built for H5P - again, very easy and intuitive to use.
- WordPress - platform used to build tours and website



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