

ARLIS/NA + VRA 3rd Joint Conference 2016 | Seattle
Poster Session

Magic the (Library) Gathering: Designing and Publicizing a Personal Librarian Program — *Eva Sclipa*, Art Librarian and Coordinator of Instruction, Scholes Library at Alfred University

Gnome Bibliomancer. Undead Espier. Half-Hafling Citation Hunter. These are only a few of the fantasy personas that have been adopted by the Alfred University librarians as part of the publicity for our Personal Librarian Program for first year students. Complete with individualized trading cards inspired by Magic: the Gathering, our "Who's Your Librarian?" campaign has generated plenty of buzz across campus, and creatively ensured that new students know where to get research assistance--and feel more comfortable doing so. This poster addresses both the practical "how to"s of steps like designing and printing trading cards, as well as the large scale planning that goes into creating a successful personal librarian program. Attendees will learn more about what has worked for us, what adjustments we decided to make as a result, and how to bring High Elf Loremasters to their own campus.