

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

Rebranding your library's blog: seeking connections within the arts community — *Beverly Mitchell*, Art and Dance Librarian, Southern Methodist University, *Sara Outhier*, Digital Media Librarian, Hamon Arts Library, Southern Methodist University and *Mariza Morin*, Stacks Manager, Hamon Arts Library, Southern Methodist University

The concept and process behind rebranding an old library blog into one that also invited blog writers from the university and arts community. It will describe the formation of a committee, selection of a branded blog template and the process for sustaining it. The blog serves as a dialog between the library and its immediate art community and beyond. A number of responses from the school and rising stats will serve as an assessment.