A Tale of Two Tailgates: Jacksonville State University Library's 2016 to 2017 Tailgate Transformation

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A TALE OF TWO TAILGATES:
JACKSONVILLE STATE UNIVERSITY LIBRARY’S 2016 TO 2017 TAILGATE TRANSFORMATION

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ABSTRACT
The Houston Cole Library (HCL) welcomed Jacksonville State University students, faculty, and staff during its annual HCL Tailgate with greater success in 2016 than in 2015. This article discusses the positives and negatives of these Tailgate events and immediately started planning for 2017. Gate counts increased dramatically. Debriefing, the Ad hoc Tailgate Planning Committee, discussed the positives and negatives of Tailgate 2016 and immediately started planning for 2017. Many changes were made to marketing, organizational strategies, and timeframe. October 26, 2016 Tailgate was part of Homecoming events. The atmosphere was relaxed and fostered a comfortable environment in which attendees could get to know their Library.

WORST OF TIMES

- Location: Library front porch
- Increased gate count
- Comfortable temperatures
- Increased marketing
- Tailgate was part of Homecoming events
- Attracted first-time visitors
- Attended enjoyed band performance
- Stakeholder donations increased
- Collaboration increased across campus
- Appealed to all student classifications

FUTURE GAME PLANS

- Offer a community event in the spring
- Generate additional outreach efforts using what we learned from the HCL Tailgate
- Invite more campus administration and community leaders

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How did you find out about the Library Open House? (Please select all that apply)
- Instructor
- FaceBook
- Librarian
- Twitter
- Signs
- Mail
- Other

INSTRUCTOR
- FaceBook
- Librarian
- Twitter
- Signs
- Mail
- Other

FACEBOOK
- Librarian
- Twitter
- Signs
- Mail
- Other

LIBRARIAN
- Twitter
- Signs
- Mail
- Other

TWITTER
- Signs
- Mail
- Other

SIGNS
- Mail
- Other

MAIL
- Other

OTHER

Future Game Plans:
- Work more closely with JSU Public Relations
- Increase collaboration with Student Affairs
- Advertise to the greater community
- Involve students in planning

Best of Times
- Planning involved everyone in the Library
- Increased gate counts
- Some attendees were first-time visitors
- Library stakeholders donated prizes and food
- Utilized hidden employee talents
- Appealed to all student classifications
- Boosted employee morale
- Collaboration across campus
- Inspiration from other universities
- 2016 Survey:

Worst of Times
- Reluctance to visit the 11th floor
- Inconvenient time
- No experience
- No budget
- Elevator traffic jams
- Leftover food
- Very hot temperatures
- Surveys given out at the beginning of the event
- Poor locations for special guests

2016

2017