

Award-winning PR supports colleges' missions

By Connie Vinita Dowell

The John Cotton Dana special award winners

The College of William and Mary (Williamsburg, Virginia) and Gustavus Adolphus College (St. Peter, Minnesota) won 1994 John Cotton Dana Public Relations Special Awards for effective PR programs that advanced the libraries' leadership roles in furthering their colleges' missions.

At William and Mary, the library wanted to be a leader in the college's tercentenary celebration and to foster staff involvement in it. "A 300th anniversary comes along but once in the lifetime of an institution. Our college's tercentenary was a year-long, campus-wide celebration of this second oldest institution of higher education in the U.S. Our library had the opportunity to become intimately involved in the planning for the celebration, both with an internal committee and as part of the campuswide steering committee," said Nancy H. Marshall, dean of libraries.

Their John Cotton Dana Special Award recognized the library "for contributing to the educational and cultural enrichment of the college's 300th anniversary by promoting innovative programs throughout the year involving the community and furthering the university's tradition of public service."

With thousands of individuals participating in more than 30 activities, the year-long celebration offered something for everyone: scholars, alumni, students, retired citizens, staff, and the general public. These programs included a monumental exhibit of the college's history, alumna and movie star Glenn Close donating her papers and signing her ALA READ poster, and a seminar on Scholarly Humanities Communication in the Electronic Age. In addition, the library was also the chosen venue for many campuswide events planned by other departments of the college.

The outcome, according to Marshall, was a higher profile on campus for the library and more exposure than usual. Most of the library's ideas, activities, and events were the result of teamwork. The many interesting and multiple initiatives taken by the library and the enthusiasm and extra efforts of the library staff were the most important factors in the program's success. Approximately \$29,000 was raised by the library in connection with the tercentenary celebration.

Gustavus Adolphus College, named after the Swedish king, has close ties to Sweden as does its library, Folke Bernadotte Memorial, named after the Swedish diplomat who was assassinated while on a peace mission to Palestine in 1947. One of the college's major programs is a Nobel Conference, an annual gathering of scientists including Nobel laureates. The library's



The logo used to promote the Royal Affair fundraiser at Gustavus Adolphus College.

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