

goals that could be applied to find an answer. The reader is able to see how a variety of different problems can be answered using statistics.

The final part of the book includes fourteen case studies. These cover a range of topics from e-books to reference staffing. Each one shows how data analytics can be applied to the problem being addressed. Some, like the case study on benchmarking library standards, give more detail on the analytic process, whereas the case study on instruction is so fleeting at just over one page, it is more of a minor commentary on testing. At times these chapters are less case studies and more like examples of problems. They do allow the reader to think about the problem, although they, like so much of the book, are not covered in any particularly great detail. This is a lost opportunity and would have been much better if other authors had been able to submit their own more detailed case studies of how they used data analytics.

Surprisingly, the book ends with no concluding commentary, no recommendations, nothing to pull it all together into a nice little package. The book does provide a bibliography of cited works, which is interesting since at the end of chapters it does list the references used in the chapter. The reason they do this may be because there are problems with some of the chapter references. For example, a 2005 work by Xia is cited on page 118, but the reference is not included at the end of the chapter, although it is included in the bibliography. Also, there is one item listed in the references at the end of chapter 5 but it is never cited within chapter 5. The authors do provide a list of "other useful readings" at the end of the book in case the reader wants to explore further. Note that some of the items in this list are also in the bibliography. For someone just getting started in this area, the book does give a broad overview. The lists, charts, and tables also are excellent resources and can be beneficial. The book could have been more complete; maybe another edition will address some of this edition's problems.—*Mark Shelton, College of the Holy Cross*

Marketing and Outreach for the Academic Library: New Approaches and Initiatives.

Bradford Lee Eden, ed. Lanham, Md.: Rowman & Littlefield, 2016. 153p. Paper, \$45.00 (ISBN 978-1-4422-6254-6). LC 2016000813.

Marketing and outreach are increasingly becoming topics of interest among academic librarians. It seems that conferences, presentations, journal articles, and blog posts are often discussing issues related to social media, programming, and student and faculty engagement in library services. These are a few areas of focus within marketing and outreach that are relevant to nearly all who work in an academic library.

"Marketing and Outreach for the Academic Library" is the seventh volume in the "Creating the 21st Century Academic Library" series published by Rowman & Littlefield. This volume follows titles such as "Rethinking Technical Services: New Frameworks, New Skill Sets, New Tools, New Roles," "Cutting-Edge Research in Developing Libraries of the Future: New Paths for Building Future Services," and "Enhancing Teaching & Learning in the 21st Century Academic Library: Successful Innovations That Make a Difference." This series clearly aims to cover all aspects of current academic librarianship. The editor of the series is Bradford Lee Eden, dean of library services at Valparaiso University and editor of several journals related to library science and musicology.

This particular volume is composed of ten chapters. While there is no clear thematic organization to the content matter, there are three chapters that discuss various aspects of social media in libraries, two chapters related to events and event planning, three chapters related to digital services, one related to library space, and one that proposes a vision for the future of librarians and librarianship. Each chapter ends with cited references, and most include a list of other relevant and useful resources for further

information. The index is brief and not recommended for navigating the contents of the book.

The first chapter is titled "Making Social Media Worth It: Planning and Implementing for a Small Institution." This chapter discusses the process that librarians at California State University Northridge followed to create a social media plan after they inherited several inactive library social media accounts. The timeframe that is discussed in this chapter is 2012 to 2013. While initially this could strike the reader as historical information in the realm of social media strategies and best practices, there is still plenty of information that can be of use to librarians who are still struggling with stagnant or multiple, unwieldy social media accounts. Takeaways from this chapter include advice for content creation in Facebook and Instagram, best practices for developing a social media plan, and recommendations for assessment of social media activity with tools including Facebook Analytics and the free website LikeAnalyzer. The authors of this chapter also include an interesting discussion about their campus-specific social media site called "CampusQuad."

"From Idea to Instagram: How an Academic Library Marketing Committee Created a Character for the YouTube Generation" is the second chapter dedicated to social media topics. This provocative submission from Towson University's Albert S. Cook Library describes the path these librarians took to create engaging video tutorials about the library and related services. Initially, the tutorials were policy and procedure videos that parodied popular commercials. In an attempt to add consistency to their videos, the librarians feature a ventriloquist dummy, which they soon discovered reminded their students of a character from a horror film. Finally, they settled on featuring a muppet in their video tutorials, which they thought would be less frightening. The majority of this chapter discusses the successes and failures of using the muppet named Al. There are lengthy descriptions of fine details about tutorial creation, including selecting the muppet's wardrobe, film technique and equipment, scriptwriting, and the process of branding and marketing the muppet to be a friendly, recognizable face to first-year students. While a muppet mascot may not be feasible for all academic library cultures, this chapter offers quite a few unique ideas and suggestions for creating memorable video tutorials.

The third chapter that focuses on social media is titled "Digital Engagement in Delivering Library Services: A Case Study from the State Library of New South Wales." This Australian research library engaged in a two-year project dedicated to experimenting with various social media platforms including Instagram and Wikipedia. The librarians took each platform through a four-stage process that included accessing, exploring, engaging, and evaluating each platform. They also defined outcomes for successful digital engagement on each of the platforms. Some initiatives that staff members took with the library's social media accounts included geo-tagging photographs of the library that patrons posted to Instagram, answering reference questions on Instagram, and encouraging patron contributions to Wikipedia articles created by librarians. The authors make an intriguing speculation that the future of collection development will involve "a more collaborative function with crowdsourcing, community sourcing, community curation, participatory interpretation" (52).

Librarians from the Cunningham Memorial Library at Indiana State University discuss events and event planning in the chapter titled "Events and Extravaganzas." This chapter details some of the events held in a specific dedicated event space in the library. These events include fundraisers, faculty receptions, and campus fundraisers. One particular event, the "Library Extravaganza," is discussed at length. Readers will be interested to learn that an events coordinator, who is part of the library staff, is in charge of the activities in the events space. Following this chapter is one entitled

“Librarians as Event Coordinators: Building Partnerships and Engagement Through User-Centered Programs.” In this chapter, Joe C. Clark from Kent State University’s Performing Arts Library discusses various events that librarians collaboratively host with other nonlibrary campus offices and organizations. Examples of these shared events include an open mic lunch; a lecture series featuring professional directors, designers, and choreographers; an Excellence in Research Award; and a Jazz Café. While these events may not be relevant to all academic libraries, the author explains several tips for librarians who wish to collaborate with other campus offices for events. Points of advice include how to approach shared funding for events and selecting refreshments, as well as branding and marketing events. The information discussed in these two chapters will be of interest to anyone who seeks fresh ideas for programming in an academic library.

Two chapters in this book are dedicated to various aspects of digital services. Chapter 7 discusses the process that the University of Notre Dame Libraries followed to promote some of the digital services in their Center for Digital Scholarship. These librarians learned that word-of-mouth marketing from workshop attendees proved to be a highly effective method of outreach for their services. The final chapter of this book is titled “Democratizing Digital: The Highway 89 Digital Collection and the Promise of Inclusive Online Collaboration.” This chapter outlines the collaboration of various institutions including the Utah Manuscript Association and Utah State University in creating and promoting a digital collection related to U.S. Highway 89. This information will be sure to inspire any librarian charged with marketing digital collections or anyone who aspires to collaborate with other institutions to build and market a digital collection.

Chapter 9 discusses three different approaches that librarians from Loyola University, New Orleans take to embedded librarianship. These librarians have faculty status and therefore are able to participate in activities such as co-lecturing for an entire course with department faculty, grading research assignments, and teaching students the technical side of creating video presentations. While some activities, such as colecturing for a course, may not be attainable by librarians at all institutions, there are many innovative ideas presented in this chapter that are sure to at least inspire ideas for collaboration with faculty.

The wide scope of topic coverage in this volume makes it invaluable to not only outreach librarians, but any librarian concerned with social media, event planning, and digital collections or services. There are countless unique ideas and practical points of advice to inspire readers with their own marketing and outreach efforts.—*Laura Wilson, College of the Holy Cross*