FINAL PROJECT REPORT

Helmke Reimagined, Faculty & Staff Exclusive Previews, and Discovery Tours

For IPFW Helmke Library's Grand Reopening in January 2017

Presented to the Helmke Marketing Committee on
December 5, 2016

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ENG W462 | Dr. Elizabeth Keller | Fall 2016

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Final Project Report

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Completed for Dr. Elizabeth Keller's ENG W462, Fall 2016

Introduction

This report describes our work in completing our project for Walter E. Helmke Library's Grand Reopening in January 2017. The project includes the following components: Helmke Reimagined, Faculty and Staff Exclusive Previews (previously titled "Preview Events"), and Discovery Tours (previously titled "Public Information Sessions").

Project Summary

The purpose of our project is to to draw IPFW faculty, staff, students, and the IPFW community back into the library, inform them as to what is now offered in the newly remodeled library, and persuade them to continue returning to the library. In order to do so, we created the following objectives:

- Reimagine the exterior of the library to increase interest in the interior
- Acquaint IPFW faculty, staff, students, and community with what the library will now offer by way of spaces and services
- Induce repeated use of Helmke Library by IPFW faculty, staff, students, and community
- Create an informational brochure about library spaces and services

Methodology

The methodology we chose to utilize for our project most closely resembles Lean UX. According to Gothelf in *Lean UX: Applying Lean Principles to Improve User Experience* (2013), Lean UX is "the junction of Lean Startup and User Experience-based (UX) design" (xiii) and has foundations in design thinking and Agile development philosophies.

> Design thinking takes a solution-focused approach to problem solving, working collaboratively to iterate an endless, shifting path toward perfection. It works toward product goals via specific ideation, prototyping, implementation, and learning steps to bring the appropriate solution to light. Agile refocuses software development on value. It seeks to deliver working software to customers quickly and to adjust regularly to new learning along the ways. (xiv)

We chose this methodology because we felt that it would allow us to collaborate most effectively with our stakeholders, and because the principles of Lean UX related to us as a small, cross-functional, problem-focused team using an iterative approach, focusing on outcomes over output.

Because we chose to use Lean UX, we were able to plan and collaborate over several versions of our deliverables, but even more than that, we were able to focus on the goals of the project instead of becoming too focused on the deliverables themselves.

However, while we created deliverables, we kept the stakeholder's ease-of-use in mind. The files given to the marketing committee are editable, well-organized, and tailored to their specifications as closely as could be managed.

The following timeline illustrates our approach.

Date	Part	Task / Deliverable Due
11/07/2016	N/A	Schedule meeting with Committee to discuss project progress and project deliverables, and get Preview Event invitations/RSVP information sent out Progress Report due
11/08/2016	2	Send drafts of information session flyers to the Marketing Committee Send documentation for Preview Event protocol, Public Information Session protocol, and how tours might be run in general to the Committee
11/14/2016	1 2	Follow up with VCD and other graphic design teams for status report Compile information/ideas to be sent to STARS
11/18/2016	2	Submit complete brochures and info event flyers to the Marketing Committee for approval
11/21/2016	1 2	Student submissions for Helmke Reimagined Contest due RSVPs for Preview Events due Committee's approval of finalized brochures and info event flyers needed
11/23/2016	2	Final suggestions for catering service due
11/28/2016	1 2	Send graphic design submissions to Library Marketing Committee Distribute Information Session Flyers around campus
12/05/2016	N/A	Final Presentation to Helmke Library Marketing Committee
1/04/2017	2	Preview Event: IPFW Staff
1/05/2017	2	Preview Event: IPFW Faculty
1/17/2017 - 1/20/2017	N/A 2	Helmke Grand Reopening Week Public Information Sessions
1/23/2017 - 1/27/2017	2	Public Information Sessions

Table 1: Project Timeline (as of Nov. 7 Progress Report)

Objection

With a Lean UX strategy, it is important to schedule stakeholder review on a careful timeline so that revised iterations can be completed and subsequently reviewed for further improvement.

The existing class-stakeholder coordination was not ideal for this strategy but provided a valuable learning experience for future projects.

Helmke Reimagined

The Helmke Reimagined project underwent its share of iterations. In its latest stage, we've prepared visual content and documentation for future projects and collaboration with the Visual Communication and Design (VCD) department.

Visual content we've created includes the Library Loading GIF and Library Location PNG (see *Appendix A*).

During the project's second stage the scale was strongly adjusted, still keeping the clients' goals in mind. Instead, the project attempted to garner student contest submissions in an effort to create visual content that could perhaps be projected, posted, or printed in the future. The Call for Contest Submissions document was created (see *Appendix A*), and we contacted Dr. Steve Amidon, retiring department chair of VCD, about the call for submissions, and he forwarded the information to appropriate professors. Thus, positive connections were made!

Jim Gabbard welcomed the idea of collaborating, and his contact information was shared with Beth Boatright via e-mail. We briefly attended his VCD class to inform students of the opportunity. This network connection will hopefully lead to fruitful, synergistic projects for the Helmke marketing committee in the future.

Collaborative Project Preparation

In an effort to ensure future projects run smoothly, the following steps are provided for your consideration and review.

These six steps assume that a marketing committee representative will schedule to attend a VCD class session at the beginning of the semester. The following will help you collect information to take to your first meeting with the class.

Step 1: Define Parameters

Brainstorm and decide on the message or campaign that students can create visual content for. Is there a marketing theme or slogan that you can share to inspire and direct? Is there an event or service that you would specifically like to promote?

Set your deadlines. When do you want or need to see rough drafts? When do you need to get them 'to print'? Consider how long it will take you to review drafts or judge final submissions and familiarize yourself with the course's syllabus to be sure that your schedules line up.

Step 2: Points of Contact

Who will the student's contact with questions, drafts, or submissions? Is there a general e-mail address that can be used by multiple library stakeholders? We recommend having multiple contacts so that student can stay on schedule and yield the best possible products.

Step 3: Project Placement

Decide where you would like to use the graphic design projects. The media wall? A printed banner? Social media posts? The library website?

Once you've decided where you want to see the students' work, calculate the appropriate dimension(s) and resolution(s) requirements for the project.

Step 4: Review Old Questions

Consider questions that were asked in Fall 2016:

- Would you like vector or raster files?
- Is there a color scheme that you would like to use? (Should they use the official IPFW blue?)
- Is there a logo that you would like somewhere on the image? If so, where can they find it?
- Can they take their own pictures to digitally edit?
- Can they remove or 'paint over' the "Walter E. Helmke" sign?

Step 5: Plan with the Professor

Obviously, some of these decisions can or will be guided by the requirements of the graphic design course syllabus or the class'/professor's preferences, so bring your ideas to the professor to revise or confirm.

Step 6: Create Assignment Sheet

Once you've discussed your ideas with Professor Gabbard, create an assignment sheet for the students to use as their "client's guide" for the project. We recommend reviewing, revising, and including the rubric (see Appendix) to give students clear instruction.

Problems Encountered

First Stage

In September, Helmke Reimagined started as a large-scale proposal to light up the northwest exterior wall of Helmke for its grand reopening week using projectors and student-created visual content. Preliminary research was done on mass-market projector capabilities and purchase prices. Buying projectors for this purpose could cost anywhere from $20,000 to $50,000 dollars, which if purchased by the university could be reused. However, rental from a company like

MeetingTomorrow.com or Markey's stood to cost less with discounts and underwriting possibilities.

For a local rental estimate, Dan Kauffman, the Markey's representative, came out to appraise the building and project scale before calculating a preliminary cost. The following are notes taken during the Markey's meeting on September 29.

Pricing Information

- A la carte: $2000-$3000/day for projector rental
  - (a la carte pricing does not apply to the original scale of Helmke Reimagined, but could work for a shorter, 1-2 night event)
- Weekly price
- 15% discount for non-profit organizations
- Rental discounts for 2nd, 3rd, 4th day etc.
- Welcomes sponsorship underwriting for equipment rental costs
- Media server rental would be separate and optional depending on availability from campus resources
- Content creation is optional
- Video mapping is a separate charge
- Labor costs are also separate and not underwrite-able

Technical Concerns

- Daylight exposure with equipment that they have in stock is not feasible.
- May need 208 volts as opposed to standard 120
  - This is dependent on the visual content that is projected
- May require a generator (something that needs to be discussed and coordinated with Physical Plant) $$$$ *avoid if possible
- For better quality image and saturation, 2-3 projectors may be required
- Markey's needs measurements from Physical Plant of Helmke and LA's parallel walls and uplighting context

Once the Markey's estimate arrived at $30,462.40, we re-evaluated the projector portion of the project and opted to change course. (See *Appendix A* to locate the full estimate sheet.)

Second Stage

For the graphic design student involvement stage, a second class presentation was discussed with Karrine Williams, VCD professor of Digital Imaging. However, collaboration with this class fell through.

Unfortunately, the deadline for contest submissions came and went. Then, the extended deadline followed, and still no student submissions were received.

Faculty & Staff Exclusive Previews

These preview events are an exclusive experience for IPFW faculty and staff, involving guided tours of the library, refreshments, and the opportunity for participants to leave feedback. The idea behind the previews is to inform and excite faculty and staff about the changes, so that they continue to use the library. This will hopefully encourage them to talk about it amongst themselves, with the community, and with their students where applicable.

The events will be held on January 4 and 5, 2017, from 10:00 AM to 2:00 PM. Faculty and staff will be invited by their respective liaison librarian, using our Google Form to RSVP, but drop-ins are welcome to attend either day.

The following information is needed to complete the Faculty & Staff Exclusive Previews (preview events).

Catering

We obtained quotes from Aramark and Cookie Cottage to cater the preview events (see *Table 1*).

Venue	Item/Service		Notice	Cost
Cookie Cottage	252 assorted cookies, bagged, local cash & carry		72 hrs	$294.95
Aramark	Coffee, tea, water canister (1 refill), paper goods, linens 250	people	?	$531.05
	Quote is before tax			

Table 2: Catering Costs

Snacks

At the quoted price, Cookie Cottage cookies are $1.17 per cookie, which is cheaper than the price of Aramark's cookie and dessert bar option. However, Cookie Cottage requires 72 hours notice for an order of 252 cookies (and that many might be required each day, not for both), so the order may not be able to be changed for the second day.

We recommend ordering more than you anticipate needing for the first day, and ordering a smaller amount for the second day (unless the RSVPs suggest otherwise), because extras from the first day can be saved for the second day. It may be best to obtain refrigeration suggestions from Cookie Cottage as well, if planning to use the extra cookies on the second day. Cookie Cottage stated that a few more dozen cookies could be obtained on shorter notice if needed.

Orders need to be made by phone at 260-471-6678 or 866-471-6678. Their "local cash and carry" option lowers the price, but means that someone will have to pick the cookies up from Cookie

Cottage. We suggest describing the event in more detail to them at the time of the order, in case they have any suggestions or could be more flexible with the amount of notice required, especially for the second day of the event. At this time, they do not have any special IPFW deals or packages.

Beverages

Using Aramark to provide beverages would be the best option, as they will handle setting up, refills, and cleaning up their things after the event. We suggest ordering enough coffee and tea for 200 attendees, plus a water canister (per day of the event, unless RSVPs show that attendance will be much lower either day). Aramark should provide linens and cups, and do at least one refill during the event (they could do additional refills of the water canister).

The quote in *Table 1* is for coffee, tea, a water canister, paper goods, and linens. One refill of the water canister is included, and the quote does not include decaffeinated tea or coffee. The quote is for 250 people and does **not** include tax. Aramark did not specify how much notice they would need, so depending on how many attendees are expected, the cost could be over $1000 (250 attendees per day).

To order, contact Lindsay Gardiner by email at Gardiner-Lindsay@aramark.com or by phone at 260-481-0440. She is the catering coordinator for Aramark at IPFW.

Tours

Groups should meet at the service desk on the first floor to begin tours. RSVPs should have given an idea of how many tours will need to be run each 30 minutes, but from the desk, tour guides can take a group of people to whatever location they will be starting the tour from. (If multiple groups are going on tours at the same time, it is suggested that they begin on different floors, so as to minimize distractions and provide the most "exclusive" experience for each group.)

It is suggested that if a particular group is made up of mostly staff/faculty from a particular academic unit, that the liaison librarian for that academic unit at least be present on the tour, if they are not conducting the tour itself.

Tours should all end on the second floor in the Learning Commons, so that attendees can help themselves to refreshments and leave feedback if they wish.

Gathering Feedback

We suggest gathering feedback in all/any of three ways for the previews.

1. **Trade food for feedback.** Have iPads arranged around the refreshment area and on the service desk for event attendees to use. Table tents labeled "Food for Feedback" might encourage more responses. The following questions are suggested:
   a. Did you enjoy the Preview Event Experience?

              i.   Y/N
      b.   What's your favorite part of the newly renovated library?
              i.   [multiple choice] list of spaces and services, systems, styles, etc.

2. **Write on the walls/glass.** Write questions on the whiteboards/walls/writeable glass in the Learning Commons and provide markers for attendees to leave their feedback or notes. Questions or prompts might include:
    a. What did you think of the tour?
    b. The most comfortable part of the library is...
3. **Social media.** Before the tour, tell the group that they are welcome to take photos or share their thoughts on social media with the hashtag #RediscoverHelmke.

Deliverables

Each of the deliverables for this part of our project can be found on the USB drive in both editable (Illustrator) and exported forms (see *Appendix A* for a directory of files). **Some will require editing before they can be printed or sent out**, as library and IPFW marks still need to be inserted. Specific deliverables are discussed in more detail below.

Spaces & Services Brochure

This brochure will need to be edited prior to printing in order to insert university and library marks. The "Funding" section of the brochure will also need to be completed. We inserted filler text to provide guidelines on how much content is needed for this section.

We recommend updating imagery in the brochure once the new finishings and furnishings in the library have been completed, closer to the start of Spring 2017. If necessary, we are willing to assist with updating the imagery prior to the preview events, if supplied with photography and given a day or two's notice.

Once printed, the brochure can be made available during preview events, Discovery Tours, and throughout the rest of the semester. (If updated regularly with new content, the brochure could potentially be used for multiple years.)

Social Media Content

We have created a document with a section specifically for the previews. Each piece of content is labeled by the date it can be posted, and will work across platforms. Where applicable, visual content that can be paired with the post is also specified.

Invite/RSVP Google Form

This form was created by us, but shared with Beth Boatright so that the committee can send it out themselves. In addition to providing information about the previews, it gives invitees the option to RSVP to either day and specify whether or not they wish to go on a tour or simply explore on their own. An RSVP "deadline" of December 9 was set, but the form made it clear that drop-ins are

welcome at either preview day. Summary responses to the form can be seen on the form itself after opening it in Google Drive.

Food for Feedback Table Tent

This is a simple table tent that can be set up near the designated area for leaving feedback and having refreshments. The library and university marks will need to be inserted prior to printing this. We recommend printing the table tent on something like cardstock so that it holds its shape better.

Problems Encountered

The greatest difficulty we encountered with this component of the project was determining how many attendees to expect for either day. After meeting with stakeholders, we estimated roughly 200-250 each day, and we then used this estimate when obtaining quotes for catering services.

Discovery Tours

These tours are designed to draw the public back into the library and inform them about the newly remodeled spaces and services on offer. These will run on weekdays from January 18 - 27, at 10:00 AM and 2:00 PM, beginning at the Service Desk. We anticipate fewer attendees for these events than for the preview events (on a per-day basis), and we do not recommend providing refreshments, although gathering feedback is suggested.

Advertising

The sessions will be open to any students, faculty, and staff at IPFW, as well as the general public. Because of this, advertising needs to target all of these audiences. The following is suggested:

1. Mention the information sessions to academic units, faculty, and staff in invitations to preview events **and** during the event as well.
2. Emailed out to the campus (digital version of the flyer).
3. Displayed around campus (print version of the flyer).
4. More personalized invitations should be sent to IPSGA and student organizations (including digital flyer).
5. Session details should be sent to communication outlets on campus and put onto the IPFW calendar. (This includes InsideIPFW and the True Blue student newsletter, as well as possibly the Toilet Times.)
6. Send the press release document found in the USB drive (*see Appendix A*) to Visit Fort Wayne to get the Discover Tours on its calendar of events. Contact Kristen Guthrie, Director of Marketing at Visit Fort Wayne, via email at Kristen@visitfortwayne.com or via phone at 260-424-3700.
7. Review, revise as needed, and use the sample social media posts found on the USB drive (see *Appendix A*).

Tours

Groups should meet at the service desk on the first floor to begin tours. RSVPs should have given an idea of how many tours will need to be run each 30 minutes, but from the desk, tour guides can take a group of people to whatever location they will be starting the tour from. (If multiple groups are going on tours at the same time, it is suggested that they begin on different floors, so as to minimize distractions and provide the most "exclusive" experience for each group.)

Tours should end at the desk on the second floor (in the Learning Commons) so that attendees can leave feedback.

Gathering Feedback

We suggest gathering feedback in two ways for the Discovery Tours.

1. **Survey feedback.** Have iPads available at the Learning Commons desk for attendees to use after tours. The following questions are suggested:
   a. Did you enjoy the tour?
      i. Y/N
   b. What's your favorite part of the newly renovated library?
      i. [multiple choice] list of spaces and services, systems, styles, etc.
2. **Write on the walls/glass.** Write questions on the whiteboards/walls/writeable glass in the Learning Commons and provide markers for attendees to leave their feedback or notes. (Because the regular semester will have started by this time, it is probable that individuals other than those who have attended a Discovery Tour might write in these areas. This might allow for additional feedback, if the requested feedback is not tour-specific.) Questions or prompts might include:
   a. The coolest part of the library is…
   b. I love the library's…
3. **Social media feedback.** Attendees can share photos of library spaces, services, finishings, and furnishings on social media with the hashtag #RediscoverHelmke.

Deliverables

Each of the deliverables created for this part of the project can be found on the USB drive in both editable (Illustrator) and exported forms (see *Appendix A* for file names). *__Some will require editing before they can be printed or sent out__*, as library and IPFW marks still need to be inserted.

Specific deliverables are discussed in more detail below.

Spaces & Services Brochure

See section under *Faculty & Staff Exclusive Previews*. We suggest making the brochure available at various locations in Helmke during the weeks of the Discovery Tours.

Discovery Tours Digital Flyer

We created this flyer in two styles; one uses the same color theme as the preview event deliverables, and the other uses university colors. We recommend using the first style (files marked 01_*) in order to promote cohesiveness across the project.

This flyer can be used for things such as social media posts and email invitations to student organizations (or anyone else invited by digital means).

Discovery Tours Print Flyer

We created this flyer in two styles; one uses the same color theme as the preview event deliverables, and the other uses university colors. We recommend using the first style (files marked 01_*) in order to promote cohesiveness across the project. This flyer will need to be edited in order to insert marks for the university and library before printing.

We recommend displaying these flyers across campus for at least the first few weeks of the spring semester, preferably starting during Duty Week so that faculty and staff see them as well. They can be taken down after January 27.

Press Release

The press release will need to be edited before it can be sent out. We recommend adding the library letterhead and inserting a quote from the dean of the library. Once completed, it can be sent to Visit Fort Wayne and any other venues that are decided upon.

Social Media Content

We have created a document with a section specifically for the Discovery Tours. Each piece of content is labeled by the date it can be posted, and will work across platforms. Where applicable, visual content that can be paired with the post is also specified.

Problems Encountered

We experienced difficulty in forecasting attendance for the Discovery Tours, but since catering is not planned for the tours, this issue was not as serious as for the preview events.

Further Recommendations

This document outlined the work we have completed on the project, and the USB drive contains all of the files we have created throughout the course of the project, in both editable and final (or

mockup) forms. At this point, any further recommendations we have for the committee to change the files and deliverables have been outlined in this report.

We also recommend that the committee contacts the following:

- **James Gabbard**, VCD Professor, to coordinate class assignments that will work with library graphic/marketing needs
- **Dan Kauffman**, Markey's Rental and Staging, if interested in pursuing the original Helmke Reimagined project. DKauffman@markeys.com , (817) 322-3238
- **James Velez**, to coordinate library training for STARS student workers
- **IPSGA and student organizations,** to invite them to Discovery Tours
- **InsideIPFW, True Blue, and the Toilet Times,** to advertise Discovery Tours
- **Kristen Guthrie**, Visit Fort Wayne Director of Marketing, to promote Discovery Tours to the public

Additionally, we recommend beginning to review feedback such as the #RediscoverHelmke hashtag on social media, by mid-semester. (Taking photos of feedback left on writable glass and walls in the library is also recommended. These photos can be kept for future use or shared on social media as well.) Results of the events might be seen as early as mid-semester, and faculty and staff who attended the preview events might cause additional students to enter the library and use the services within it over the rest of the semester and ensuing semesters (and years).

Working with the committee this semester has been a pleasure; thank you, and we look forward to the library's Grand Reopening in January.

References

Gothelf, J. (2013). *Lean UX: Applying Lean Principles to Improve User Experience.* J. Seiden (Ed.).
Sebastopol, CA: O'Reilly Media, Inc.

Appendix A

Table directory of USB drive contents

Final/exported versions of deliverables can be found in the *Deliverables* folder (.png, .pdf, .jpg). Editable versions of deliverables can be found in the *Editable Deliverables* folder (.ai, .psd, .docx). Assets such as photographs used in other deliverables can be found in the *Assets* folder.

Item	File Location (Name)	Description/Notes
Helmke Reimagined		
Contest Call for Submissions	Call-for-Submissions_Helmke-Reimagined.png	Call for Submissions/Contest flyer sent to VCD students
Judging Criteria Rubric	GraphicDesignJudgingCriteria.pdf	Criteria that can be used to judge VCD contest submissions
Helmke photograph for contest	Assets/DSC04830.JPG	Base photo for use in contest
"Library Loading" GIF	Library Loading.gif	Contest example created by Rachel
	Helmke Reimagined Library Loading.psd	Editable Photoshop document
Library Location PNG	Library Location.png	Contest example created by Rachel
	Helmke Reimagined Library Location.psd	Editable Photoshop document
Helmke Heart Map	helmkeheartmap.png	Mastodon Helmke heart map used in the Library Location PNG
	Helmke Mastodon Map.ai	Editable Illustrator document
Markey's projector estimate	Markeys_IPFW_HelmkeProjection_IntialEquipmentPricing_06616731.1.pdf	Estimate sent by Dan Kaufman from Markey's for projecting onto Helmke's exterior
Faculty & Staff Exclusive Previews		
Invite/RSVP Google Form	Shared in Google Drive	See *Appendix B* for screenshots
Faculty & Staff Exclusive Preview Flyer	01_FacultyAndStaffExclusivePreviewFlyer_Digital.png	Half-sheet flyer for digital use; included in Google Form and can be used for social media

	01_FacultyAndStaffExclusivePreviewFlyer_Digital.ai	Editable Illustrator document
Food for Feedback Table Tent	01_FoodForFeedbackTableTent_Print.png	Table tent that can be set up by refreshments during previews **Needs Helmke/IPFW marks**
	01_FoodForFeedbackTableTent_Print.ai	Editable Illustrator document
Spaces & Services Brochure	01_SpacesAndServices_PrintBrochure.pdf	Can be printed for preview events, the Discovery Tours, and throughout the semester **Needs Helmke/IPFW marks and funding info**
	01_SpacesAndServices_PrintBrochure.ai	Editable Illustrator document
Social media content	Editable Deliverables/Social Media Posts for Tour Events.docx	Includes content that can be used across social media platforms
Discovery Tours		
Social media content	Editable Deliverables/Social Media Posts for Tour Events.docx	Includes content that can be used across social media platforms
Press Release	Editable Deliverables/Discovery Tours Press Relase.docx	For distribution to Visit Fort Wayne and other avenues **Needs quote before release**
Discovery Tours Table Tent	Del01_InfoEventTableTent_Print.png	Table tent that can be set up in various Helmke locations, such as the Service Desk, Skybridge, & other high-traffic areas **Needs Helmke/IPFW marks**
	01_InfoEventTableTent_Print.ai	Editable Illustrator document
Discovery Tours digital flyer (Style 1)	01_InfoEventFlyer_Digital.png	Half-sheet flyer to be used for digital purposes such as social media, email; in Style 1 (recommended)
	01_InfoEventFlyer_Digital.ai	Editable Illustrator document
Discovery Tours digital flyer (Style 2)	02_InfoEventFlyer_Digital.png	Half-sheet flyer to be used for digital purposes such as social media, email; in Style 2
	02_InfoEventFlyer_Digital.ai	Editable Illustrator document
Discovery Tours print flyer (Style 1)	01_InfoEventFlyer_Print.pdf	Flyer to be used for print purposes such as posted around campus; in

		Style 1 (recommended) **Needs Helmke/IPFW marks**
	01_InfoEventFlyer_Print.ai	Editable Illustrator document
Discovery Tours print flyer (Style 2)	02_InfoEventFlyer_Print.pdf	Flyer to be used for print purposes such as posted around campus; in Style 2 **Needs Helmke/IPFW marks**
	02_InfoEventFlyer_Print.ai	Editable Illustrator document
Photography & Other Assets		
Assets such as photos used in other deliverables are located in the Assets folder on the USB drive. Illustrator documents (like the brochure) link to these files.		

Table 1: USB Drive Contents

Appendix B

Deliverables for the Faculty & Staff Exclusive Previews (previously titled "Preview Events")

Faculty & Staff Exclusive Preview

Join us for an exclusive preview experience for IPFW Faculty and Staff before Helmke Library's Grand Reopening. The event will be held from 10:00 am - 2:00 pm on January 4 and 5. Take a privately guided tour of the library's renovations, or explore on your own. Discover Helmke's new and returning services floor by floor. Hot drinks and Cookie Cottage refreshments will be provided.

We would appreciate your RSVP by December 9, 2016, but drop-ins are welcome.
If you have any questions about the event, please contact beth.boatright@ipfw.edu and include "Helmke Exclusive Preview" in the subject line.

    NEXT

Figure 1: Invitation/RSVP Google Form, first page

Which day would you prefer to attend? *

Can't make it to either day? Public guided tours will be given at 10 am and 2 pm during the week of January 17 and the week of January 23. You can also contact beth.boatright@ipfw.edu to schedule your own tour of the library.

○ Wednesday, January 4

○ Thursday, January 5

○ Regrettably, neither.

Would you like to go on a tour? *

Guided tours will be offered every 30 minutes during each preview day, meeting at the first-floor Service Desk.

○ Yes, please!

○ No thanks, I'll explore on my own.

Questions or Comments?

Please contact beth.boatright@ipfw.edu with any questions you have about the event and include "Helmke Exclusive Preview" in the subject line.

BACK   SUBMIT

Figure 2: Invitation/RSVP Google Form, questions from second page