Library Promotion
Research

Blue Team

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The Library at New York City College of Technology is important for giving the students the tools they need to succeed in their class and future. The school offers students many academic resources, technology, and a study space that can be provided physically in the library and online. The library's staff and faculty have a goal for bringing great success to their students through the resources and services they provide that can have a positive impact on the diverse City Tech community.

The library was first set up in the Pearl building around the late 1940s to the early 2950s. It became a place many students went, until the staff and faculty learned the library was becoming overcrowded. They expanded to the building at Franklin and Flushing avenues, which was called Franklin avenue. Graphic arts, commercial art and marketing were in "Franklin Hall".

The service wasn't great nore did they have their telephones working. It seated twenty people and was open sixty hours a week. Namm library opened in 1967. Things got better with seating, furniture, equipment and the budget paid for expansion of book and periodical collections. They even increased the number of librarians. But they also had conflicts on the side with the library being below the cafeteria. They had water issues and ventilation issues, which made Namm last only twenty years. Then they started working on the Atrium building. They had gone through the difficulty of making the library a better place for the students and resources. After all the building and moving of libraries, In 2018, the Atrium was renamed the Library Building. Then followed moving to the internet to better help students online, which over the years made it easier due to more resources and help being added for the students.
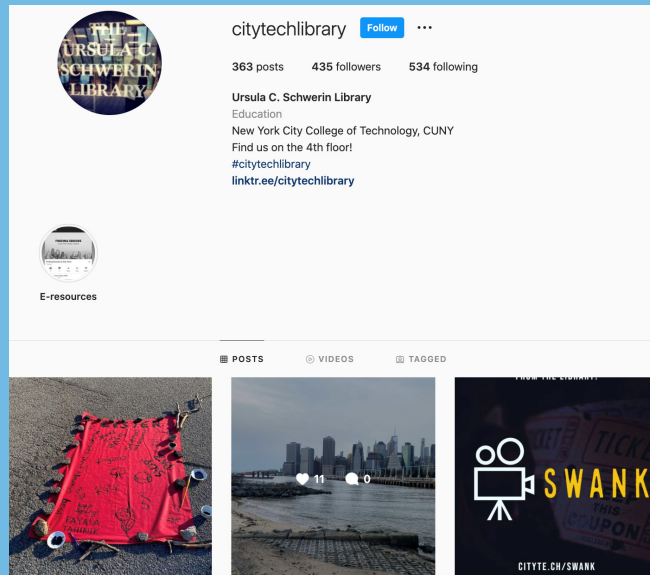
"Ask a Librarian"

The current presence of the site is welcoming, due to the fact that things are easy to find. They have categories of what type of resource the student is trying to find, services, search bar, news, etc. Something that is really helpful that they have is the "Ask a Librarian" and contact information if anything goes wrong. From looking at the page I would say they are making it easy to move around the site and find what you are looking for. The site I would say is bland but very informative to where you won't have trouble finding anything.

Instagram

https://www.instagram.com/citytechlibrary/

Twitter

https://twitter.com/CityTechLibrary

OpenLab
Blog

https://openlab.citytech.cuny.edu/library/

SoundCloud
Podcast

https://soundcloud.com/citytechlibrary
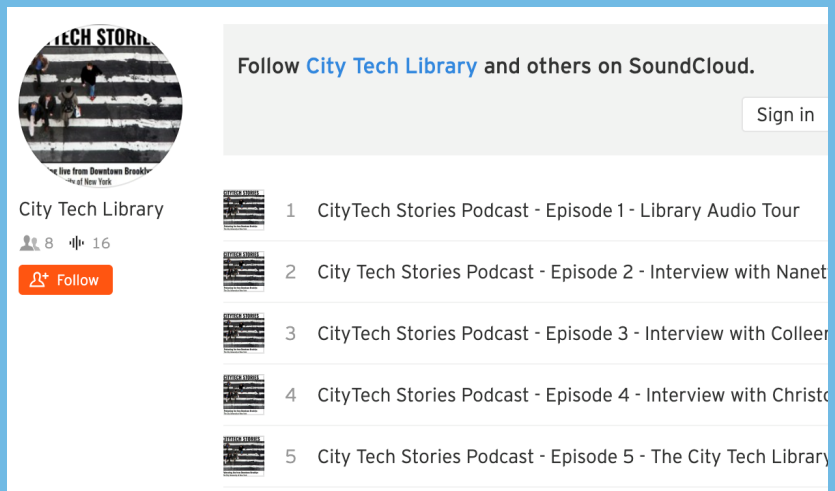
The COVID pandemic has affected City Tech faculty, staff, and students in many ways. At the City Tech library, one concern is how to best serve students who are currently unable to access our print resources. While our online databases and ebook collections are an incredible resource, many City Tech students traditionally rely on the library to borrow course textbooks. Reserve textbook collections at City Tech are by far our highest circulating materials because many students can't afford the expense of buying their own. The COVID pan-

"Library Reopening"

demic has affected City Tech faculty, staff, and students in many ways. At the City Tech library, one concern is how to best serve students who are currently unable to access our print resources. While our online databases and ebook collections are an incredible resource, many City Tech students traditionally rely on the library to borrow course textbooks. Reserve textbook collections at City Tech are by far our highest circulating materials because many students can't afford the expense of buying their own. [The prices of textbooks are notoriously inflated.] This problem isn't unique to City Tech. A recent article in Inside Higher Education (IHE) illustrates that even in academic

libraries that have reopened, like the library at Roger Williams University—the small residential school profiled in this piece—librarians and students are frustrated because the demand for course reserves far exceeds the supply. According to the IHE article, "libraries that have built up print reserves of textbooks aren't able to circulate those materials as they did before the pandemic, either because materials are being quarantined" or because library access is limited. Nicole Allen, an Open Education Resources advocate quoted in the article, notes, "the pandemic has intensified and exposed so many gaps and cracks in our society, and access to course materials is one of them…Students are struggling. So are faculty, and so are libraries." The Center for Disease Control (CDC) says that catching COVID-19 from a book is unlikely, but it still recommends quarantining returned books for at least 24 hours between loans. Since COVID can live on surfaces for 2-3 days, most libraries able to lend books are quarantining books for at least 72 hours to be safe. This means that students who cannot afford the high costs of buying their own textbooks can no longer rely on the library for help, even if their library has reopened. The lack of access to course reserves means many students are unable to do the assigned reading, complete homework, or study for exams. But now, students don't have to worry about these problems any more, because CityTech Online Library has all the material you need!

WE'RE HERE TO HELP!

Reminder: Our ASK A LIBRARIAN service is open 24 hours a day, 7 days a week. You can chat with a librarian to ask a quick question, get started on research, learn how to use library databases, or find a specific book, journal, or article.

Books are back!

Request and borrow books at the City Tech Library.

City Tech Library invites you to join us for our

LIBRARY REOPENING!

Today, October 12th, marks the first day that we are reopening our indoor Library spaces. This means you may now come in Monday through Thursday to print, sit and study, and browse our book collection!

Monday - Thursday
(indoor spaces available)
9:00AM - 5:00PM

Fridays
(book pick up only)
9:00AM - 5:00PM

*Message us or comment below if you have any questions!

Ursula C. Schwerin Library
University library
Downtown Brooklyn
PLACE DETAILS

Kevin
★★★★★ 5 years ago
Nice Environment to study

Brooklyn Waterfront Research Center @bklynwaterfront · Mar 4
Wanette Clyde @CityTechLibrary starts us off with some great old ph
of Brooklyn:

Fulton &
Fashio

The Sartorial Roo
Downtown Brook

MARCH 1, 2022
New book by Junior Tidal–Podcasting: A
practical guide for librarians

Junior Tidal, Associate
Professor, Multimedia &
Web Services Librarian,
recently published a
monograph: Tidal, J.

francheska @frvncheskvx · Feb 1
Citytech library being open just made my whole day🥰

"The New York City College of Technology Library has their own social media pages. The social media platforms that you can most likely find them on Instagram, Twitter, Facebook, Soundcloud, Youtube and linktr.ee. When it comes to the City Tech Library, they like to post any sort of information that can help those who would like to know more about what goes on outside of the City tech Library. For instance, when taking a look at their Instagram page, you can see that they post pictures that aren't always about books. They also like to post about events, meetings, and even things that are more fun and lighthearted such as posting photos of Brooklyn and even wearing costumes. When it comes to their Twitter page, they are more prone to retweet anything that involves City Tech in general. For example, when checking out their page, I noticed that they like to retweet certain kinds of information that you wouldn't normally see on their Instagram page such as other members of City Tech and even podcasts too.Now for their Facebook page, it shares a lot of similarities to their Instagram page. The only difference that I can really see is that for their Facebook page, they have a bit more information about themselves in terms of their contact number. The City Tech Library's Soundcloud page has actually caught me by surprise. I was completely unaware that the City Tech Library and Soundcloud would even be a thing. However, when looking more into it, their Soundcloud page is mostly being used for posting podcasts and on rare occasions, music. Now for their Youtube page, the CityTech Library has a total of fourteen videos uploaded. While

it may not seem like the best amount of videos to have considering the fact that the City Tech Library always has a lot of information to share, I think the amount of videos that they have works out well mainly because the videos that they have some useful information and resources. As for their last platform, I don't think linktr.ee would be something that City Tech students would be too familiar with, however, linktr.ee is a pretty good platform to use. What linktr.ee can do is that it allows a user to connect all their social media platforms into one place so in the long run, it makes it more convenient.

From being able to check out each and every social media platform that the New York City College of Technology Library is on, the best platforms that the City Tech Library should be running on are Instagram, Twitter. The reason why these two platforms are the best ones for City Tech Library is mainly because when it comes to social media, these two are the most well known social media platforms that many City Tech students are more likely to have access to. Besides, they also seem to be the most consistent when it comes to updating with a new post. I also believe that these two platforms are also best when it comes to being visual and descriptive when it comes to providing resources and information. They have also been on Instagram and Twitter for thirteen years which in my opinion makes them the most reliable platforms a long with their website too."

-*Theresa Rodriguez, CityTech Student.*

Client category:

Access and Borrowing Books:

- CityTech Students and faculty.
- Current CUNY students, faculty, and staff.
- Retired CUNY faculty.
- Students enrolled in SUNY's Empire State College.
- Local alumni, visiting scholars, neighboring high school students.
- Students from other CUNY programs, e.g., CUNY Start.

  https://www.cuny.edu/about/administration/offices/library-services/policies/access-and-borrowing/

Online Database:

- CityTech Students and faculty.
- All other CUNY member with CUNY login.

  https://library.citytech.cuny.edu/help/how/offCampus.php

Competition:

Physcial Library:

- Other CUNY Libraries
  https://www.cuny.edu/libraries/college-libraries/

- Brooklyn Public Library
  https://www.bklynlibrary.org/

- New York Public Library
  https://www.nypl.org/

Oline Library:

- COM Library
  https://libguides.com.edu/

- Open Textbook Library
  https://open.umn.edu/opentextbooks/

- Google Scholar
  https://scholar.google.com/

Students' Age Range 18-35

More than 4,800 New Students Erolled Every Year

40.7% Women
59.3% Men

There are More than 17,000 Students in CityTech

99.8% New York City Local Students

More than 1,500 Faculties in CityTech

https://www.citytech.cuny.edu/consumer-info/
https://www.collegefactual.com/colleges/cuny-new-york-city-college-of-technology/
student-life/diversity/

Group Member's Pinterest Mood Board

https://www.pinterest.com/princess_maria20/library-promotion/

https://www.pinterest.com/tgrodriguez808/mood-board-for-city-tech-library/

https://www.pinterest.com/xfw4129/library-promotion/

https://www.pinterest.com/frenchmorel/library/