Encouraging Regular Library Use: The Frequent Visitor Pass Program

Bethany Spieth
Instruction and Access Services Librarian
Ohio Northern University
“Investigating the Relationship of Library Usage to Student Outcomes”
John K. Stemmer and David M. Mahan
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Cost Limitations

• kept the pass cards generic

Heterick Library Frequent Visitor Pass

Name

Email

Get your pass stamped when you visit the library on “Stamp Days” during the semester. Get 7 or more stamps and you’ll be eligible to enter a drawing for exclusive use of a treat-filled study room during the last week of classes or Finals Week! Stamp Days will be announced the day of on library social media and with signs in the library.

Twitter: @onuhetlib
Instagram: @onuhetlib
Facebook: Heterick Memorial Library
Cost Limitations

- kept the pass cards generic
- created promotional material in house
Cost Limitations

- kept the pass cards generic
- created promotional material in house
- used stamp already at the desk
- created prizes with items we already had
New Purchases

candy
pass printing
snack boxes

$224.71
Labor Limitations

• designate a limited number of stamp days

• use a stamp already present at the desk
Advertisement

• personal librarian emails
• introductory/orientation classes
• angle: help you start good study habits
Assessment

• keep a tally on each Stamp Day
• count cards turned in and number of stamps on each card
• Data
  • average cards stamped each day: 28
  • highest/lowest cards stamped: 46/14
  • cards turned in: 38
  • average stamps on each card: 10
  • highest/lowest stamps on a card: 17/7
Advice

• Use what you already have!
Questions?

• Twitter and Instagram: @onuhetlib