

Love EveryLibrary Like They've Loved You.



Author OU for EveryLibrary

Dedicated To EveryLibrary
& EveryLibrary Institute

Team Artra Rice

Eve Elaatifi

Kenna Williamson

Maria de Asis

Tony Tsoodle

**Faculty
Advisor** Sherry Kast, APR
Fellow PRSA

**Professional
Advisor** Holley Mangham, APR



The University of Oklahoma
2025 Bateman Team





TABLE OF CONTENTS

EXECUTIVE SUMMARY.....	3
SITUATION ANALYSIS.....	4
SECONDARY RESEARCH.....	4
PRIMARY RESEARCH.....	5
TARGET AUDIENCE.....	5
CHALLENGES & OPPORTUNITIES.....	6
KEY MESSAGES.....	7
CLIENT GOALS.....	7
CLIENT CAMPAIGN DIRECTIVES.....	7
OBJECTIVES, STRATEGIES & TACTICS.....	8
EVALUATION.....	9
BUDGET.....	10
CONCLUSION.....	10

EXECUTIVE SUMMARY

Libraries shape our lives—the first book we loved, late-night study sessions, a quiet refuge from the world. But today, they're under attack. Book bans, budget cuts, and political pressure threaten their existence, and the only organization fighting back at the ballot box is EveryLibrary. Yet 82% of young adults surveyed had never heard of it. That's a crisis.

Love EveryLibrary Like They've Loved You is more than a campaign—it's a movement to make EveryLibrary visible, personal, and powerful. By launching its first Oklahoma chapter, we helped EveryLibrary own its space in local communities. Advocacy becomes real when it's local, giving people a way to fight for the libraries that shaped them.

Through digital storytelling, grassroots mobilization, and campus-wide engagement, we transformed passive supporters into active defenders. Our research revealed a gap: young adults value libraries but are unaware of the funding threats they face or how to take action. To bridge this, we used a three-phase strategy: Educate, Engage, Activate.

A mix of social media outreach, in-person events, and strategic partnerships turned advocacy into an experience.

Our interactive activation—a comically large book inviting students to “sign in” to the movement—made engagement memorable. Inspired by entertainment marketing stunts, it sparked conversations and turned abstract support into tangible action.

Our efforts worked. Post-evaluation surveys showed a 22% increase in awareness, proving that strategic advocacy can drive real impact. But this is just the beginning. By creating a scalable model for local engagement, **Love EveryLibrary Like They've Loved You** ensures that EveryLibrary isn't just fighting for libraries—it's inspiring an entire generation to fight with them.

CAMPAIGN OBJECTIVES

311 SIGN UPS

including zip codes and emails.

537 FOLLOWERS

across all social platforms.

27% AWARENESS

increase of EveryLibrary

315 ATTENDEES

at in-person events

115,504 INTERACTIONS

spreading the message far and wide.

exceeded!

SITUATION ANALYSIS

EveryLibrary is the nation's leading political action committee for libraries, working to secure funding, fight book bans, and protect intellectual freedom. As the only organization actively engaging in ballot measures and legislative advocacy for libraries, EveryLibrary plays a critical role in ensuring their survival. The EveryLibrary Institute supports this mission through policy research and national fundraising.

Despite their essential role, libraries across America face growing threats—budget cuts, political attacks, and declining public awareness jeopardize their future. The crisis is often overlooked, as funding erodes gradually and policies change before many realize the impact. While securing financial support is crucial, raising awareness is just as vital to mobilizing new advocates and preventing further losses. Since its founding in 2012, EveryLibrary has struggled with low public recognition, especially among younger generations who will shape the future of library advocacy.

OUforEveryLibrary's Love EveryLibrary Like They've Loved You campaign directly addressed this challenge by using social media, digital storytelling, on-campus activations, and local media partnerships to boost EveryLibrary's visibility in Norman and beyond. The campaign not only highlighted the urgent need for library funding but also positioned libraries as indispensable community resources, inspiring students, faculty, and local residents to take action.

With political and financial threats to libraries intensifying—particularly in the South—EveryLibrary's mission has never been more urgent. By making library advocacy personal, accessible, and engaging, this campaign laid the groundwork for sustained support and national expansion, ensuring libraries remain protected for generations to come.

SECONDARY RESEARCH

The secondary research analyzed public perception of libraries, advocacy organizations like EveryLibrary, and the developing role of libraries in community and digital spaces. This analysis formed the foundation for OU for EveryLibrary's campaign, supported by sources such as Online Computer Library Centers' From Awareness to Funding (2018), Pew Research Center's Libraries (2016), EveryLibrary Institute's Voter Perceptions of Book Bans (2022), and The Aspen Institute's The Role of Libraries in Advancing Community Goals (2017). Here are significant highlights from the secondary research.

FINDINGS

- **Support for libraries is slowly but significantly decreasing in both usage and funding.** Reports show library visitation dropped by 9% over the past decade, while support for library funding fell 15%.
- **Misconceptions about library funding are high.** Most voters believe libraries rely on federal and state support, when in reality, funding comes primarily from local sources.
- **Cognitive dissonance is widespread.** While most Americans value libraries, they fail to actively advocate for or engage with them.
- **Nonprofit advocacy groups like EveryLibrary struggle to mobilize supporters.** Library supporters tend to be passive, lacking the activism needed for real legislative change.

PRIMARY RESEARCH

OU for EveryLibrary conducted a mass quantitative survey, in-depth qualitative interviews, and a focus group.

QUANTITATIVE SURVEY

OU for EveryLibrary surveyed 384 University of Oklahoma students via Qualtrics, distributed through emails, student organizations, course announcements and campus signage. The sample was primarily Caucasian, Gen Z and low-income students.

- **Awareness:** Only 3% of respondents were highly familiar with EveryLibrary, while 82% had never heard of it, revealing a major awareness issue.
- **Barriers:** Financial constraints and communication issues were key issues. 46% noted low income as an obstacle to donations, preferring to contribute their time or items. 56% believed libraries fail to communicate their value effectively, especially through social media.
- **Messaging:** 78% felt a connection with statements like "Strong libraries make stronger communities" and "Libraries unite us: Access to education and technology for all."
- **Complacency:** While 57% supported libraries in their communities, less than 20% were willing to actively advocate for them.
- **Communication Preferences:** 81% preferred social media for updates, with Instagram (68%), TikTok (38%) and Facebook (36%) having the most engaged users.

QUALITATIVE IN-DEPTH INTERVIEWS

OU for EveryLibrary conducted video interviews with four individuals of diverse ages, races, genders and professions to further analyze the barriers of and motivations for advocacy.

- Interviewees prioritized political neutrality in library advocacy, noting that politically charged messaging alienates potential supporters.
- Libraries are seen as community centers, offering rest spaces, study areas and essential resources.

- Many felt libraries should position themselves as solutions to major societal issues, such as literacy gaps and education accessibility.
- Interviewees showed frustration with libraries' lack of effective communication about their needs and services.
- Many had outdated perceptions of libraries, believing them to be technologically behind and less relevant in the modern day.

QUALITATIVE FOCUS GROUP

OU for EveryLibrary conducted a focus group with nine OU students at Gaylord College to further explore advocacy obstacles and motivations.

- Participants debated libraries' relevance but agreed they offer more than books.
- Libraries and advocacy groups have low media presence, with participants only hearing about them in negative news. They suggested better promotion beyond books and petitions.
- Traditional library events lacked appeal, but interactive and social experiences sparked interest.
- Libraries were seen as nostalgic and inclusive, yet visits declined in adulthood.
- Financial barriers limited advocacy participation, with many seeking non-monetary ways to support libraries, such as volunteering.
- Political neutrality was divisive—some saw it as necessary, while others viewed advocacy as inherently political.
- Local connections drove engagement, as participants preferred community-based efforts over national campaigns.

TARGET AUDIENCES

- The **primary target** audience was politically and socially motivated 18-25-year-old students, aligning with progressive values in Norman.
- The **secondary audience** included community-driven and education-focused professionals, who are socially conscious individuals and value libraries as tools for societal progress.

PROBLEM STATEMENT

Libraries are facing unprecedented threats—funding cuts, book bans, and political attacks jeopardize their ability to serve communities. EveryLibrary, the nation's only political action committee dedicated to library advocacy, is leading the fight to protect them. However, awareness of EveryLibrary remains critically low—82% of young adults surveyed had never heard of the organization. Without public recognition and engagement, EveryLibrary's ability to mobilize support, secure funding, and defend intellectual freedom is at risk.

To address this, EveryLibrary **must expand** its reach by **identifying, educating, and activating new supporters** who will engage with its campaigns, donate to its initiatives, and advocate for libraries at the local, state, and national levels. Traditional outreach methods are no longer enough; the organization needs innovative, interactive, and scalable advocacy efforts that resonate with younger audiences and make EveryLibrary not just known, but indispensable.

CHALLENGES & OPPORTUNITIES

These challenges and opportunities were driven by strategic communications insights, stemming from secondary and primary research findings.

Challenge #1: College students are not widely aware of how libraries directly impact their academic and personal lives. While they utilize library resources like study spaces, databases, and research assistance, they often overlook the larger role libraries play in information access, digital literacy, and policy advocacy. Additionally, the perception of libraries as outdated institutions limits engagement.

- **Opportunity #1:** Reframe the conversation around libraries from passive spaces to active change-makers. Position libraries as essential to student success, intellectual freedom, and community building. Encourage students to see themselves as advocates for libraries by connecting their everyday access to books, Wi-Fi, and research tools to the broader fight for equitable information access.

Challenge #2: Many students view library funding and policy issues as distant or unrelated to their lives. Because these decisions are often made at the local or federal level, students may feel disconnected from how policies affect their own education and future careers.

- **Opportunity #2:** Make the issue tangible by connecting EveryLibrary's advocacy work to students' personal and academic experiences. Highlight real stories of how library policies impact research accessibility, digital equity, and intellectual freedom. Frame advocacy as something simple and actionable—whether that's signing a petition, sharing social content, or attending an event.

Challenge #3: Misinformation and digital overload make it difficult to capture student attention. Competing narratives about information access, book bans, and censorship can create confusion, making it harder for students to identify what's at stake and why they should care.

- **Opportunity #3:** Leverage engaging, concise, and visually-driven communication strategies to cut through the noise. Use humor, memes, and interactive content to make library advocacy relevant and shareable. Position EveryLibrary as a trusted, student-friendly source for clear and compelling information.

Challenge #4: Advocacy fatigue is real, and students already juggle multiple social causes. With so many pressing issues—from climate change to student debt—library advocacy may not seem like an immediate priority.

- **Opportunity #4:** Integrate library advocacy into conversations students are already having. Tie the importance of libraries to broader social issues like education equity, digital privacy, and free expression. Instead of adding to advocacy overload, show how supporting libraries aligns with students' existing values and concerns.

Challenge #5: EveryLibrary has limited brand recognition among college students. While students may be familiar with their campus libraries, they may not know about the organization's role in defending library funding and policy at the national level.

CHALLENGES & OPPORTUNITIES

- **Opportunity #5:** Position EveryLibrary as a strong ally for students by highlighting its impact in protecting intellectual freedom, increasing funding for public and campus libraries, and fighting against book bans. Establish a recognizable campaign identity that resonates with young adults and aligns with the digital-first platforms they engage with.

Challenge #6: The political and cultural landscape in the South, particularly in Oklahoma, presents unique barriers to library advocacy. With a strong conservative presence and a history of lower state support for libraries, engaging students in a state where library funding and intellectual freedom are often deprioritized is more difficult. Many policies at the state level actively restrict library resources, and Oklahoma students may feel that library advocacy is an uphill battle.

- **Opportunity #6:** Recognizing these regional challenges, we created a special chapter of the campaign to specifically target states where engagement might be more difficult. This chapter focuses on tailoring messaging to resonate with local values, finding allies in unexpected places, and using community-based storytelling to highlight the real impact of library funding and censorship policies. By meeting students where they are, we empower them to be advocates for change even in challenging environments.

KEY MESSAGES

- 1 Libraries have always been there for us, through our childhoods and across generations, as sources of knowledge, support, and nostalgia. Now, it's time to give back.
- 2 Supporting EveryLibrary isn't about politics, it's about libraries. No matter your views, libraries matter to everyone, and they need our support.
- 3 Libraries aren't guaranteed like police stations or hospitals, they rely on public support. It's time to act before it's too late.
- 4 Being a library advocate doesn't need money; just time, effort, and love. Spread the word, show up, and stand with them to make a real impact.
- 5 Libraries do more than just lend books; they offer so many free resources, technology and community programs.

CLIENT GOALS

- Position EveryLibrary as the leading national organization for library activists, donors, and supporters.
- Expand EveryLibrary's audience by identifying and mobilizing new advocates through engaging, data-driven outreach.
- Develop scalable models for localized advocacy to establish EveryLibrary's presence in communities nationwide.
- Strengthen EveryLibrary's donor network by creating new pathways for financial support and long-term engagement.

CLIENT DIRECTIVES

- Campaigns must focus on informing and inspiring new audiences about EveryLibrary and the EveryLibrary Institute.
- Strategies should demonstrate innovative channels for audience engagement.
- Research must guide messaging.
- Outreach efforts aligns with EveryLibrary's mission of securing library funding, fighting book bans, and protecting intellectual freedom.
- Campaign impact should be measurable, contributing to reaching one million engaged supporters.

THE BLUEPRINT

This campaign was built to do more than raise awareness—it was designed to be replicated, expanded, and sustained.



Local Adaptability: Works for any campus or community.

Multi-Channel Approach: Balances digital engagement with real-world action, ensuring lasting impact.

Sustainable Growth: Provides a framework for future EveryLibrary chapters.

OBJECTIVES, STRATEGIES + TACTICS

OBJECTIVE 1: To achieve 300 signups on the OUforEveryLibrary.com website by March 3.

Strategy 1: Engage students, faculty, staff and community members through interpersonal communication initiatives.

Rationale: Face-to-face interactions strengthen connections with EveryLibrary, increasing brand recognition and sign-ups while building support at OU and in Norman for longevity.

Tactics:

- **Event Tabling:** Engage students and community members at key events in Norman and surrounding areas.
- **Business Partnerships:** Collaborate with high-traffic restaurants and businesses to promote the OU for EveryLibrary campaign.
- **Campus Outreach:** Set up tables in busy campus areas with snacks, giveaways, and materials about EveryLibrary.
- **Athletic Events:** Interact with fans at sporting events, offering snacks and \$600+ in gift cards to boost awareness.

Strategy 2: Online Engagement

Rationale: A dedicated online platform enhances accessibility, credibility, and engagement while driving sign-ups.

Tactics:

- **Campaign Website:** Develop a site with clear calls-to-action for sign-ups and campaign updates.
- **Digital Content:** Publish blogs, infographics, and interactive content to educate and encourage participation.

OBJECTIVE 2: To achieve 500 subscribers across social media platforms by March 3.

Strategy 1: Use social media to expand the campaign's reach via Gen Z's engagement.

Rationale: Focus group interviews with Gen Z revealed that social media is one of the most effective ways to engage and sustain their involvement beyond in-person interactions.

Tactics:

- Expand reach through paid, earned, shared and owned media on social media platforms.
 - **Paid Media:** Use targeted social media ads to expand reach, attract followers, and drive campaign engagement.

- **Shared Media:** Run targeted social media posts on Instagram, Facebook and TikTok to specifically gain Gen-Z's attention
- **Blog Posts:** Host a regularly updated blog featuring stories about campaign members' love for library advocacy.
- **Earned Media:** Share impactful media, such as our PSA, OP-ED, news release and more, via engaging social media posts.

OBJECTIVE 3: Increase awareness of EveryLibrary's mission and initiatives by 15% by March 3.

Strategy 1: Use media relations to spread key messages to targeted audiences.

Rationale: Media outreach amplifies the campaign's reach across platforms and enhances visibility alongside social media efforts.

Tactics:

- **Public Service Announcement (PSA):** Develop a radio PSA with visuals to highlight library advocacy and ways to get involved.
- **Earned Media:** Distribute a news release, feature stories, PSA, and a national op-ed to engage supporters and drive awareness.

Strategy 2: Strategic Partnerships

Rationale: Collaborations expand audience reach, turning passive supporters into active advocates.

Tactics:

- **Public Speaking Engagements:** Partner with university faculty, student groups, and campus departments to amplify messaging.
- **Partnership Toolkit:** Provide student organizations with key messages, presentation materials, and talking points for consistent advocacy.
- **Flyers for Outreach:** Design and distribute flyers to student groups for broader engagement.
- **Local Government Engagement:** Meet with the Mayor of Norman to secure public support and advocacy messaging.

OBJECTIVE 4: Have 50 attendees at in-person events by March 3.

Strategy 1: Incentivize in-person engagement.

Rationale: In-person events create memorable advocacy experiences through prizes, interaction, and hands-on participation.



BRAND +
MISSION
RECOGNITION



ACTIVATION +
RETENTION

OBJECTIVES, STRATEGIES + TACTICS

Tactics:

- **Big Book Event:** A custom-built oversized book invited attendees to sign as a symbolic pledge to library advocacy, creating a high-visibility, interactive experience.
- **Gift Card Giveaway:** Rewarded participants with premium gift cards from local businesses.
- **Personalized Engagement:** One-on-one conversations made advocacy personal and relatable.
- **Email & Flyers:** Reached 28,561 students via email and distributed flyers across campus and Norman.

Strategy 2: Partner with local businesses for mutual promotion.

Rationale: Business collaborations expanded outreach and added credibility.

Tactics:

- **Business Partnerships:** Offered gift card incentives and promotional deals in exchange for campaign exposure.
- **Cross-Promotions:** Requested businesses to display flyers and share campaign content on social media.

OBJECTIVE 5: Generate 2,000 interactions on social media posts promoting EveryLibrary's mission and programs by March 3.

Strategy 1: Use paid online advertising.

Rationale: Paid ads ensure precise targeting, maximizing reach, engagement, and message control.

Tactics:

- **GroundTruth Geofencing:** Target event attendees already aligned with EveryLibrary's mission for high-impact engagement.
- **Meta Ads:** Run tailored Facebook and Instagram ads to optimize impressions, reach, and click-through rates.

EVALUATION & MEASUREMENT

OU for EveryLibrary's campaign was highly successful in raising awareness about the organization's mission and mobilizing support for libraries. Through strategic messaging, social media engagement, and community outreach, we effectively positioned EveryLibrary as a leading advocate for library funding and intellectual freedom. Our tactics leveraging storytelling, grassroots advocacy, and digital engagement, can be scaled nationally to reinforce EveryLibrary's role as the premier representative for libraries and books, ensuring sustained public and political support.

OBJECTIVE

RESULTS

Drive 300 sign-ups on [OUforEveryLibrary.com](#) by March 3.

The campaign secured 317 sign-ups, surpassing the goal while collecting emails and zip codes for all participants.

Reach 500 total subscribers across all social media platforms by March 3.

With 537 subscribers, the campaign surpassed its goal, strengthening digital engagement.

Increase awareness of EveryLibrary's mission and initiatives by 15% by March 3.

Awareness rose by 27%, demonstrating the campaign's impact in educating and mobilizing our audience.

Attract 50 attendees to in-person events by March 3.

Across six events, 315 attendees engaged with EveryLibrary, averaging 52 per event and fostering meaningful connections.

Generate 2,000 social media interactions (shares, clicks, views, or reactions) promoting EveryLibrary's mission by March 3.

With 115,504 interactions, our campaign sparked widespread digital engagement, amplifying EveryLibrary's voice.

CONCLUSION

The *Love EveryLibrary Like They've Loved You* campaign was not just about raising awareness—it was about igniting a movement. In a time when libraries across the country are under attack through funding cuts, book bans, and political censorship, this campaign empowered students to take a stand. We transformed library advocacy from an abstract cause into a deeply personal and actionable mission, proving that when people realize what's at stake, they will fight for the libraries that shaped their lives.

Through dynamic storytelling, immersive in-person activations, and a strategic digital presence, we created a campaign that was not only engaging but also scalable. By leveraging a combination of grassroots engagement and digital mobilization, we reached students who had never before considered themselves library advocates and gave them an entry point to take meaningful action. The result? A surge of young supporters signing up to defend libraries, amplifying EveryLibrary's mission, and embedding advocacy into their daily lives.

CAMPAIGN LONGEVITY

The Future of *Love EveryLibrary Like They've Loved You*: What started at the University of Oklahoma is just the beginning. This campaign has laid the groundwork for a lasting library advocacy movement nationwide.

Next Steps:

- **Expanding EveryLibrary Chapters:** Establishing student-led and community-driven chapters in every state to sustain advocacy where libraries are most at risk.
- **Strengthening Digital Engagement:** Creating viral content, interactive tools, and real-time updates to keep young advocates active.
- **Building a Cultural Movement:** Positioning library advocacy as a cause young adults champion through influencer partnerships, student initiatives, and ongoing campaigns.

EveryLibrary has always been there for us, protecting the establishments that raised us. Now, thanks to this campaign, a new generation of advocates is stepping up to be there for them. By establishing a sustainable infrastructure of local chapters, enhancing digital outreach, and embedding advocacy into campus and community life, *Love EveryLibrary Like They've Loved You* is not just a campaign—it is a movement that will reshape how young people engage with and defend libraries for years to come.

This is just the beginning.

BUDGET

CAMPAIGN FEES	
GoDaddy Website (Domain)	24.16
QR Code	2.00
QR Code - renewal	2.00
Website Meta Business Ad	78.00
Instagram Meta Business Ad	76.00
Lowe's - Foam Board	21.58
Michaels - Craft Supplies	24.24
Groundtruth - Geofencing	59
Total	286.98
IN-KIND DONATIONS	
Photo Booth	150
Studio Time	75
Gift Cards for Drawing	600
Baked Bear 2-25 Tabling	40
Clevyr 2-27 Tabling	50
Othello's Pizza	54.55
Misc Supplies	25
Total	994.55

APPENDIX

TABLE OF CONTENTS

SECONDARY RESEARCH.....	A1
PRIMARY RESEARCH.....	A2
MESSAGING.....	A10
OBJECTIVES, TACTICS & STRATEGIES	A11
OBJECTIVE 1, STRATEGY 1.....	A11
OBJECTIVE 1, STRATEGY 2.....	A13
OBJECTIVE 2, STRATEGY 1.....	A16
OBJECTIVE 3, STRATEGY 1.....	A21
OBJECTIVE 4, STRATEGY 1.....	A27
OBJECTIVE 4, STRATEGY 2.....	A32
OBJECTIVE 5, STRATEGY 1.....	A33
POST-SURVEY.....	A35
SIGN UP DATA.....	A36

SECONDARY RESEARCH

The secondary research analyzed public perception of libraries and library advocacy organizations, such as EveryLibrary, and the developing purpose of libraries in community and digital spaces. This overall analysis was the foundation for OU for EveryLibrary's campaign and was supported by a number of sources, including OCLC's 2018 From Awareness to Funding studies, Pew Research Center's 2016 Libraries study, EveryLibrary Institute's 2022 Voter Perceptions of Book Bans in the United States analysis, and The Aspen Institute's 2017 The Role of Libraries in Advancing Community Goals review.

Library Engagement and Perception Studies

- OCLC's From Awareness to Funding (2018)
 - Support for libraries is decreasing, with average visitation rates decreasing by 9% over the past decade.
 - Financial support for libraries has declined by 15%, showing the notable public misconceptions about how libraries receive funding.
 - Most American voters believe libraries are exclusively federally funded, when, in fact, most receive funding from mostly local sources.
- Pew Research Center's Libraries Report (2016)
 - Cognitive dissonance is growing and remains increasingly high, as while most Americans express support for libraries, very few actively advocate for them.
 - 77% of Americans believe libraries provide crucial resources, but engagement from them is passive.

Library Advocacy Challenges

- EveryLibrary Institute's Voter Perceptions of Book Bans (2022)
 - Over 75% of American voters are against book banning, but only a small percentage engage in advocacy actively.
 - Americans have a significant level of trust for librarians as public figures, but many advocacy initiatives fail in mobilizing their supporters effectively.
- The Aspen Institute's The Role of Libraries in Advancing Community Goals (2017)
 - Libraries are seen by most as crucial community cornerstones, but they struggle to secure consistent funding and remain relevant in the eyes of society.
 - Programs supporting ideas of digital inclusion and major literacy programs are recognized to be widely supported but neglected.

Library Advocacy Communication Audits

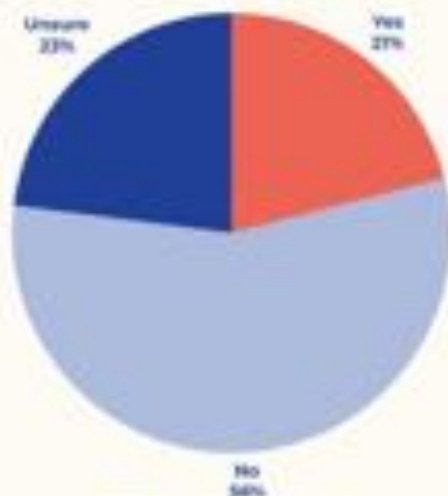
- EveryLibrary Online Presence and Communication Channels
 - EveryLibrary struggles with consistent engagement and mobilization, with most of the brand's supporters remaining passive.
 - EveryLibrary's social media presence and messaging lack the urgency and relatability that attracts and engages younger audiences most.

PRIMARY RESEARCH

Pre-Survey Qualtrics Data

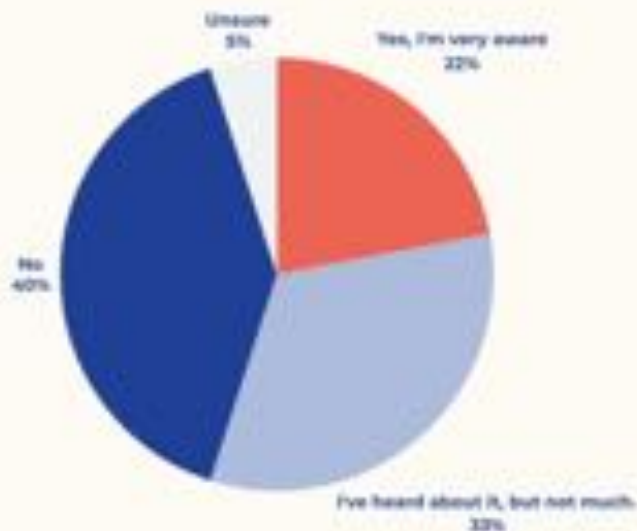
OU for EveryLibrary conducted a mass survey with diverse participants to gather general sentiments and perceptions on libraries and library advocacy groups.

Q. Are you familiar with the organization EveryLibrary Institute and its mission to support libraries through advocacy, research and funding initiatives?

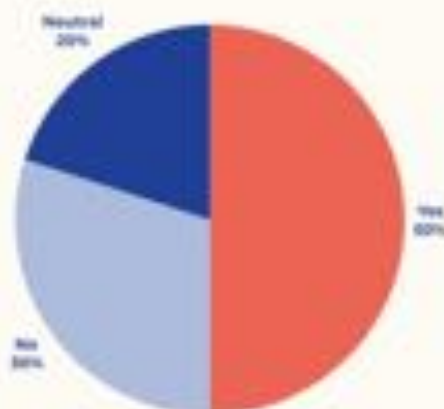
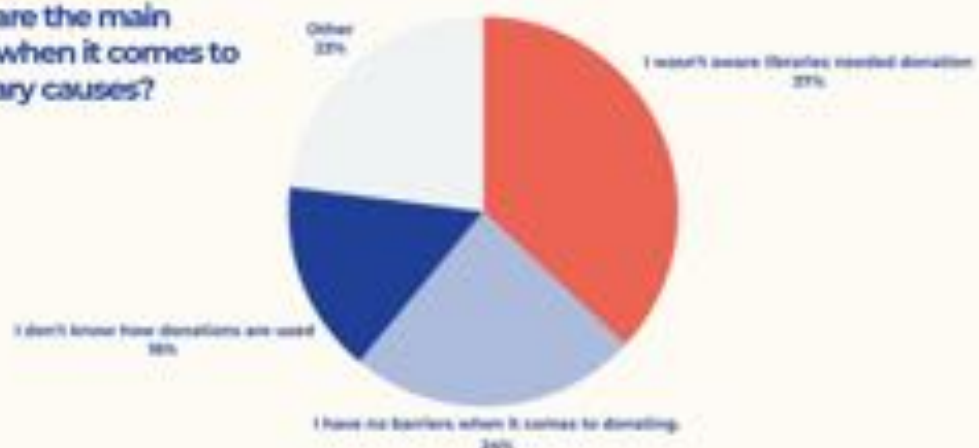


Q. Are you aware of any of the funding challenges faced by libraries?

Q. Do you think libraries effectively communicate their value to the public (engaging on social media, program promotion, etc.)?



Q. What, if any, are the main barriers for you when it comes to donating to library causes?



Q. How likely are you to advocate for libraries in your community?

Q. Which social media platform do you use most often to engage with social causes?



PRIMARY RESEARCH

In-Depth Interviews

OU for EveryLibrary conducted in-depth interviews with diverse participants to discover key motivations and deeper insights from general trends found in the mass survey.



The Gen Z Perspective

Interviewee Profile

- Gender: Male
- Race: White, Caucasian
- Age: 18 - 24
- Residence: Norman
- Marital Status: Domestic partnership
- Employment Status: Student, Part-time employment

Q. What role do libraries play in the community?

A. Libraries are a place to study, rest, and act as a community center, especially for college students, but are very outdated to the average individual.

Q. How can libraries improve their visibility and engagement?

A. There's not enough exposure to libraries...people miss out fully on what libraries have to offer. Libraries need to be more clear about their goals for donations.

Q. What would make library advocacy more effective?

A. At first, something funny and entertaining, like a mascot, would catch my attention most when I'm looking through my feed. Then holding my attention by being very sympathetic and offering emotionally invested stories and messages and by making me feel personally connected to one person or some people that I can actually affect whatever I offer.

Q. Should libraries take political stances?

A. Libraries should be neutral because their main purpose for most people and me is acting as a center of a community and a type of support, not pushing a political agenda down my throat that makes me feel immediately out of place supporting them and listening to their messaging.

PRIMARY RESEARCH

In-Depth Interviews

OU for EveryLibrary conducted in-depth interviews with diverse participants to discover key motivations and deeper insights from general trends found in the mass survey.



The Librarian Perspective

Interviewee Profile

- Gender: Female
- Race: White, Caucasian
- Age: 45 - 60 (Gen X)
- Residence: Oklahoma City
- Marital Status: Married
- Employment Status: Full-time employment

Q. What is the primary role of libraries?

A. Being a community cornerstone! The entire family comes to the library, we're being able to wrap our services around those families.

Q. What are the biggest challenges libraries face?

A. The outdated stereotypes. The only picture in their mind is the library from 30 years ago.

Q. How should libraries position their funding and value?

A. Change the perspective of "free" services to "prepaid" services, as audiences pay for libraries and their resources through taxes. It's the idea of, "Why would I pay for a service elsewhere when I've already paid for it through my taxes?"

Q. How can libraries increase engagement?

A. Storytelling is key. Finding those stories like students' achievements and presenting them through social media is most effective.

PRIMARY RESEARCH

In-Depth Interviews

OU for EveryLibrary conducted in-depth interviews with diverse participants to discover key motivations and deeper insights from general trends found in the mass survey.



The Bicultural Perspective

Interviewee Profile

- Gender: Male
- Race: Latino
- Age: 18 - 24
- Residence: Norman, OK
- Marital Status: Single
- Employment Status: Employed

Q. What makes libraries unique?

A. Libraries offer a sense of community, one that digital platforms can't truly replicate. You can't gain much from scrolling on your phone, whereas, at a library, you could possibly research some topics, share ideas, or form a club.

Q. What are the biggest barriers to advocacy engagement?

A. It's an awareness issue, as I've never really heard of library advocacy until now. I'd expect libraries to post on as many platforms and resources as possible to get as many people aware.

Q. How can advocacy efforts be improved?

A. Focus on urgency and emotional storytelling, for example, messaging like, "libraries may not be here in 20 years" would really grab my attention most. Make it clear how libraries are being affected today and how people can help.

Q. What role do libraries play in society?

A. Libraries should position themselves as solutions to issues like digital access and safe spaces for kids. This angle would be the best motivator to get me to act.

PRIMARY RESEARCH

In-Depth Interviews

OU for EveryLibrary conducted in-depth interviews with diverse participants to discover key motivations and deeper insights from general trends found in the mass survey.



The Baby Boomer Perspective

Interviewee Profile

- Gender: Male
- Race: White, Caucasian
- Age: 50 - 65
- Residence: Norman, OK
- Marital Status: Married
- Employment Status: Full-time employment

Q. How have libraries changed over time?

A. They've changed with technology. They've become a haven for people without technological services instead of just book repositories.

Q. What role do emotions play in library advocacy?

A. Emotions are one the biggest motivators for people when it comes to any form of advocacy, it needs to be clear for an organization that it's an emotional experience. Going from the nostalgia angle, like "Remember when you had a library card? Want to experience that again?" would best connect with potential library advocates.

Q. What are some effective advocacy approaches?

A. Short, high-quality, and emotionally strong content is the most effective. If you could show how an 11-year-old went from illiterate to being able to read, that would resonate with everybody. Only the coldest soul wouldn't be moved by that.

Q. What are the biggest barriers to advocacy engagement?

A. It's the ignorance of library advocacy groups, I don't think I've ever interacted with one. I'd have to be convinced or persuaded that I could make a difference and that they could make a difference. A successful campaign would just raise awareness, just of what they do and why they're important.

PRIMARY RESEARCH

Focus Groups

OU for EveryLibrary conducted an hour-long focus group with nine participants to collect more nuanced insights regarding libraries and related advocacy organizations.

Libraries as Nostalgic and Community-Centered Spaces

- Many participants commented on their childhood memories of libraries but they noted that they visit them less frequently as adults.
 - "When I was doing my senior capstone project in high school, I spent 4 hours in the library. It was nostalgic, but also really stressful."
 - "Scholastic book fairs were the best. I don't know if there's an adult equivalent, but that would be fun."
- Libraries were also viewed as one of the last remaining free community spaces that welcome everyone.
 - "A free or next-to-free community space where you can have all those resources for any income group. Anyone's welcome there. It's really nice."

New Function of Libraries in Modern Times

- Participants had some mixed views on whether libraries are still relevant in a world with digital books and with online research:
 - "Nowadays, people have Kindles and laptops, but sometimes you can't get a textbook online, so you still need to go to the library."
- Some recognized that modern libraries have much more to offer beyond books:
 - "My local library has a 3D printer room, free printing, and free monitors. It's more than books."

Strong Lack of Media Presence and Awareness

- Most participants stated that they rarely hear about libraries in the media unless it's negative news, like closures or book bans.
 - "I rarely ever hear about libraries. Now that I think about it, never."
 - "When I do hear about libraries, it's usually because they're at odds with someone—governors, board members, parents banning books."
- Many of the attendees felt that libraries should increase their presence on social media.
 - "If libraries had more engaging posts, like showing behind-the-scenes work or cool historical books, it would grab my attention."

PRIMARY RESEARCH

Focus Groups

Challenges to Library Engagement for Young Adults

- A core issue is competition, as participants report that they just don't think about libraries because they have alternatives.
 - "It's not that I don't support libraries, I just don't think about them. If I want to read, I just order something from Amazon."

Challenges in Library Advocacy and Donations

- Participants expressed a common misconception that financial donations are the only way to meaningful help advocacy groups, leading them to believe they were unable to contribute due to their financial constraints as college students.
 - "I don't even have Spotify Premium because I'd forget about it. Subscriptions are scary."
 - "We're all trying to pay tuition, so time is more realistic than money."
- Participants wanted alternative ways to support libraries, not just donating.
 - "I might not donate, but if I could volunteer or attend a free event that supports libraries, I'd much rather do that."

Messaging and Social Media Strategies for Engagement

- Focus group members reported wanting relatable, behind-the-scenes content featuring real people.
 - "I love 'Come With Me to Work' videos where librarians show what they do."
 - "Highlighting cool, historical books that people don't know about would be interesting."
- However, inauthentic influencers could cause more harm than good, as most were skeptical about influencers promoting library advocacy unless it was a book-related influencer.
 - "If it's Kim Kardashian talking about libraries, I'm out."
- Focus group participants reported that Instagram and TikTok were the most preferred platforms.
 - "If you want younger people, use Instagram and TikTok. Facebook is for old people."
- Participants noted that messages expressing urgency and local relevance motivated action most.
 - "If my local library was at risk of shutting down, I'd act."
 - "Seeing a goal meter, like how Wikipedia does, makes donations feel tangible."

MESSAGING - CAMPAIGN NARRATIVE

Supporting EveryLibrary isn't about politics, it's about libraries. No matter your views, libraries matter to everyone, and they need our support.

- Diverse audiences need to be aware that they don't need to be aligned with a specific political agenda or "pick a side" to support EveryLibrary and other advocacy groups.
- OU for EveryLibrary used political neutral messaging across all communication channels, centering messaging on overall love of libraries.



Libraries aren't guaranteed like police stations or hospitals, they rely on public support. It's time to act before it's too late.



- Audiences are ignorant of how libraries receive funding and support, assuming they'll always be around, regardless of public support. However, they're extremely motivated by themes of urgency and immediate action.
- OU for EveryLibrary created content, such as social media posts and blogs, emphasizing the lack of longevity libraries have and the critical need for immediate engagement.

Libraries have always been there for us, through our childhoods and across generations, as sources of knowledge, support, and nostalgia. It's time to give back.

- Individuals, across the board, noted how libraries held a special sort of nostalgia in their hearts, acting as major sources for various resources for them and their loved ones.
- OU for EveryLibrary created content, such as social media posts and blogs, emphasizing the nostalgic memories of various library advocates and students, relating with the set target audiences.



Being a library advocate doesn't need money; just time, effort, and love. Spread the word, show up, and stand with them to make a real impact.



- Many audiences, especially Gen Z, feel that notable financial support is required to make a significant impact on advocacy efforts, deterring them from engaging with advocacy groups such as EveryLibrary.
- OU for EveryLibrary used in-person events and online content to showcase the power of unpaid engagement, providing opportunities for impact through update sign-ups and social media advocacy.

Libraries do more than just lend books; they offer so many free resources, technology, and community programs. The more people know, the stronger our libraries become.

- Libraries are often misunderstood as outdated and limited to simply book lending, but they constantly evolve to suit modern needs, offering a wide range of valuable resources and services.
- OU for EveryLibrary created media, specifically blog posts and social media posts, to promote the various resources commonly used that library offers.



OBJECTIVES, STRATEGIES + TACTICS

Objective 1: Generate 300 signups on the OUforEveryLibrary.com website by March 3.

STRATEGY 1

Strategy 1: Engage students, faculty, staff and community members through interpersonal communication initiatives.

Rationale: In-person engagement fosters a more personal connection with EveryLibrary, increasing brand recognition and encouraging sign-ups. This approach will help drive awareness and support from the University of Oklahoma (OU) and the broader Norman community.

Tactics:

- **Personally interact with audiences through tablings at key events in Norman, Oklahoma and surrounding areas.**
 - **Business Collaboration:** Partner with popular restaurants and businesses that experience high foot traffic or host events. This collaboration can help raise awareness and promote the OU for EveryLibrary campaign.
 - **Campus Outreach:** Set up informational tables in high-traffic areas where students frequently pass, such as near classrooms and the campus primary library. Encourage engagement by offering snacks, opportunities to win gift cards, and informative materials about EveryLibrary.
 - **Athletic Events:** Tablings at sporting events offer an excellent opportunity to engage with fans and emphasize the importance of libraries. Provide free snacks and a chance to win more than \$600 in gift cards to local businesses and restaurants. This interaction will help build enthusiasm and awareness for the campaign.

Bookmark Cafe



The IceCreamatory



South Oval



OU for EveryLibrary strategically tabled in high-traffic areas to engage 18-25-year-olds, increasing recognition of EveryLibrary's mission and converting them into active supporters. Each tabling event was strengthened by partnerships with local businesses, which promoted the campaign on social media and contributed through donations when possible.

Generous support came from **The Baked Bear**, **Clevo Inc.**, **Zips Carwash**, **Earl's BBQ**, **Othello's Pizza**, and **The IceCreamatory**. Tabling locations included the Bookmark Café in Bizzell Memorial Library, The IceCreamatory, the South Oval, and Gaylord Hall, ensuring strong visibility and engagement across campus and the community.

OBJECTIVES, STRATEGIES + TACTICS

As part of our campaign efforts, we partnered with the University of Oklahoma Women's Basketball team during their high-profile game against Alabama. This event was particularly meaningful as it featured a book signing by legendary former coach Sherri Coale, a celebrated figure both on and off the court. By integrating our advocacy into an event rooted in community, inspiration, and school spirit, we created an opportunity to connect with a wider audience in an authentic, accessible way.

This collaboration reflects our campaign's core belief: advocacy should be just as **digestible** as it is **urgent**. While the issues we address are complex and deeply impactful, it is crucial to meet people where they are—whether that's in the stands of a basketball game, at a book signing, or scrolling through social media. Sports and other popular institutions have the unique power to cut through the noise, creating a sense of shared identity and engagement that opens the door for meaningful conversations.



Coach Coale not only participated in the event, but also personally signed our campaign's "big book"—a symbolic artifact of our outreach and advocacy efforts. Her signature represents more than a moment of support; it embodies the impact of aligning our message with respected voices and trusted institutions.

OBJECTIVES, STRATEGIES + TACTICS

Objective 1: Generate 300 signups on the OUforEveryLibrary.com website by March 3. **STRATEGY 2**

Strategy 2: Create an online presence for data collection and information sharing.

Rationale: Findings from our primary research indicated that our campaign needed a dedicated platform to drive traffic, allowing individuals to sign up to receive updates from EveryLibrary while also serving as a central portal for campaign information. Having a well-structured online presence allows for notable accessibility, credibility and continuity for engagement.

Tactics:

- **Develop a Comprehensive Website:** Design and maintain a campaign website with a clear call-to-action for sign-ups, allowing users to input their name and email to receive updates about EveryLibrary and its advocacy efforts.
 - **Create Digital Content:** Produce and publish informative and engaging digital content, including blog posts, infographics and interactive sections to encourage participation and keep audiences informed.



1,029
SITE VISITORS

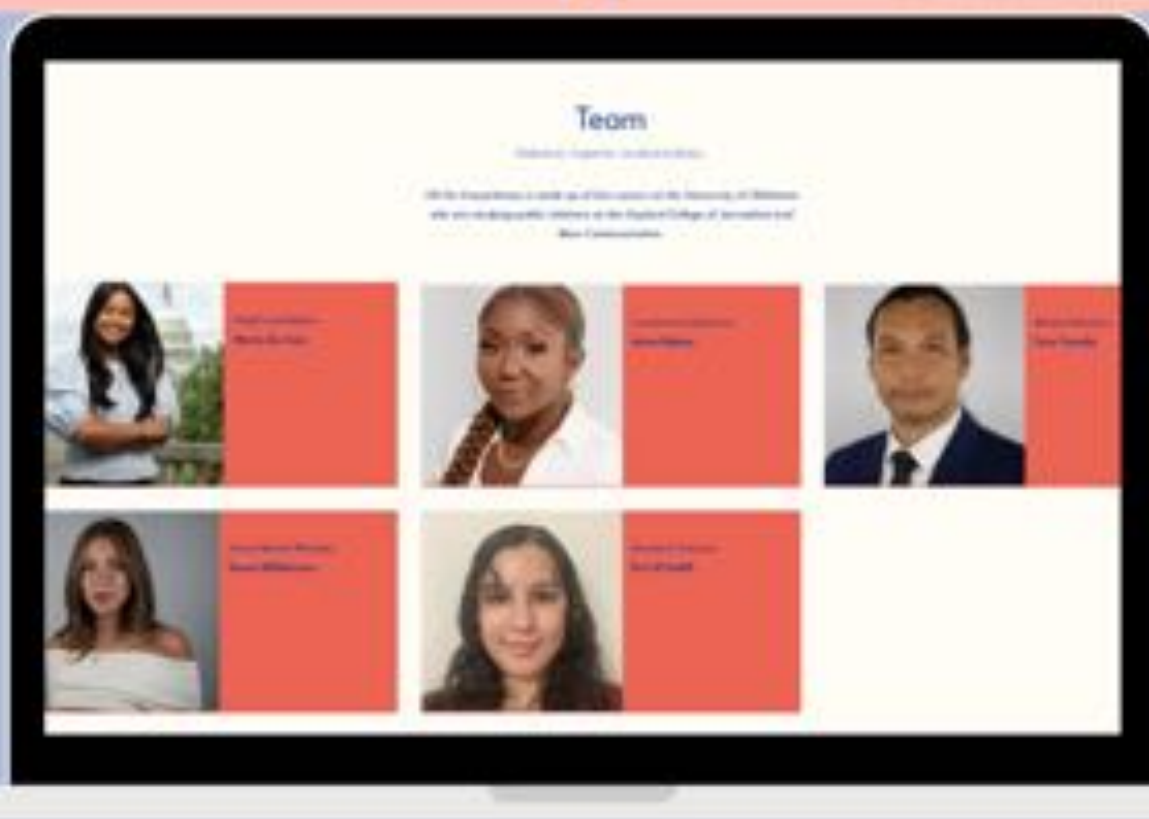
311
SIGN UPS


WEBSITE TRAFFIC

- **Emotional storytelling:** Through blog posts and interactive content, we reinforced the vital role of libraries and the impact of EveryLibrary's advocacy.
- **Clear call to action:** A seamless sign-up process encouraged visitors to join the movement, resulting in 324 sign-ups, exceeding our goal.
- **Nationwide engagement:** With 1,029 site visitors from across the country, the campaign extended beyond OU, proving the power of digital advocacy.

OBJECTIVES, STRATEGIES + TACTICS

TACTICS FOR OBJECTIVE 1, STRATEGY 2



WEBSITE GRAPHICS

OBJECTIVES, STRATEGIES + TACTICS

TACTICS FOR OBJECTIVE 1, STRATEGY 2



WEBSITE GRAPHICS + MOBILE SITE

A15

OBJECTIVES, STRATEGIES + TACTICS

Objective 2: Generate 500 subscribers across social media platforms by March 3.

STRATEGY 1

Strategy 1: Use social media to expand the campaign's reach via Gen Z's engagement while creating a new, friendly looking social media branding.

Rationale: Social media, a cornerstone of Gen Z activism, will aid in promoting libraries as critical community resources and driving sign-ups, as well as raising awareness about impending closures.

Tactics:

- **Expand reach through shared, earned and owned media on social media platforms.**
 - **Shared Media:** Run targeted social media posts on Instagram, Facebook and TikTok to specifically gain Gen-Z's attention, mainly focusing on Instagram.
 - **Blog Posts:** Host a regularly updated blog featuring stories about campaign members' love for library advocacy. This will provide visitors with fresh content and increase engagement over time.
 - **Earned Media:** Share impactful media, such as our PSA, OP-ED, news release and more, via engaging social media posts.

OWNING OUR OWN SPACE THROUGH SOCIAL MEDIA

Through our Focus Group research, we identified that while Gen Z is highly engaged with social issues, they prefer advocacy content that is visually appealing, informative, and actionable—without feeling overwhelming or emotionally exhausting. Unlike traditional advocacy that often leans into urgency with high-stakes messaging, our approach is designed to be pressing but not extreme. This means using **aesthetically pleasing graphics, clear and direct messaging, and a tone that encourages participation rather than fear.**



By curating content that feels modern, digestible, and aligned with the way Gen Z interacts with information, we ensure that our campaign remains engaging and effective.

This insight shaped our social media strategy, leading us to develop graphics, videos, and interactive posts that highlight the urgency of library advocacy while making it feel accessible. By meeting Gen Z where they are and communicating in a way that resonates with their digital habits, we maximize both awareness and action within our target audience.

OBJECTIVES, STRATEGIES + TACTICS

OBJECTIVE 2, STRATEGY 1

Social Media Content - EDUCATE

By starting with educational content, we reintroduced followers to libraries not just as nostalgic spaces, but as vital public resources that require ongoing protection and advocacy. Posts like "Libraries were my first home in America" or profiles of library supporters served a dual purpose: they shared new information while tapping into personal memory and emotion. This creates what we call "emotional clarity"—that moment when someone sees a familiar space through a new, urgent lens.



OBJECTIVES, STRATEGIES + TACTICS

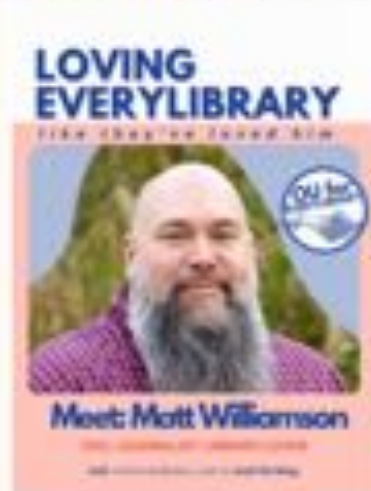
OBJECTIVE 2, STRATEGY 1

Social Media Content - ENGAGE

Engage

To truly resonate with Gen Z, we knew our campaign couldn't just talk at people—it had to invite them into the conversation. Our engage posts were designed to be relatable, interactive, and community-driven. Whether it was a poll on Instagram Stories, a trending TikTok using humor to connect advocacy to pop culture, or a repost of student voices sharing personal stories about their library experiences, we created content that encouraged our audience to respond, reflect, and share.

These posts weren't about delivering facts—they were about building connection and emotional investment. We used approachable language, bold visuals, and nostalgic references (like our library check-out card) to tap into memories and make the cause feel personal. Engagement wasn't measured just by likes or views, but by the conversations sparked, the story replies we received, and the DMs asking how to get more involved. Every comment or share turned a passive follower into an active participant in the movement.



OBJECTIVES, STRATEGIES + TACTICS

OBJECTIVE 2, STRATEGY 1 Social Media Content - ACTIVATE

Activate

Our activate content was about moving from awareness to action. After educating and engaging our audience, we gave them clear, low-barrier ways to support EveryLibrary. Posts with direct calls to action—like “Sign the Big Book today on the South Oval,” “Join us at the OU v. Alabama game,” or “Follow the link in our bio to learn how you can protect libraries in your hometown”—were designed to mobilize support in real time.

We made sure each action was accessible, whether digital (signing up for emails, sharing a post) or physical (stopping by a tabling event, signing the Big Book). We also shared real-time event updates and behind-the-scenes content to keep momentum going and encourage those watching from afar to take their own steps toward advocacy.

By creating a smooth flow from education to engagement to activation, our social content helped transform curiosity into connection—and connection into impact.



OBJECTIVES, STRATEGIES + TACTICS

Objective 3: Increase awareness of EveryLibrary's mission and initiatives by 15% by March 3.

STRATEGY 1

Gain earned media with Cumulus Media radio stations in Oklahoma City. Earn on-air mentions on top-rated radio stations' airwaves and promotion on each station's important digital spaces.

Rationale: To further the message of OU for EveryLibrary while reaching each OKC Cumulus Media property's specific audience, traditionally and digitally.

Public Service Announcements and Digital Assets:

- 60 Radio emotionally connects OU for EveryLibrary with the organization's overall mission and campaign.
- Digital assets (with QR code) to promote the campaign on each Oklahoma City Cumulus station.
- 30 Live liner generic PSA promoting OU for EveryLibrary

Media Relations:

- Expand reach through paid, earned, shared and owned media on social media platforms, creating a Produced radio PSA and wrote script for liners. Sent two press releases to station program directors and the general manager to introduce the campaign in detail.
 - **KATT FM Rock 100.5 The KATT (Active Rock)**-Generic QR-coded graphics appeared on the station website (127 direct page views) and all Meta platforms.
 - **KYIS FM 98.9 KISS FM (Hot Adult Contemporary)**- (10) On-air live liner jock reads between 10 a.m.- 7 p.m. in February. Generic QR-coded graphics appeared on the station website (17 direct page views) and all Meta platforms.
 - **WWLS FM 98.1 The Sports Animal (Sports Talk)**-60 radio aired five times from 6:57 p.m. to 7 p.m. in February before the ESPN radio national simulcast. Generic QR-coded graphics appeared on the station website (428 direct page views) and all Meta platforms. (18) Live on-air talent liner reads 5 a.m. to 7 p.m. Monday through Friday.
 - **KKWD FM ALICE 104.9 (Adults Hits)**-Generic QR-coded graphics appeared on the station website (8 direct page views), Meta platforms. (31) Live on-air talent liner reads 5 a.m. to 7 p.m. Monday through Friday in February

EARNED MEDIA ON FM RADIO & DIGITAL PROPERTIES



OBJECTIVES, STRATEGIES + TACTICS

Objective 3: Increase awareness of EveryLibrary's mission and initiatives by 15% by March 3.

RADIO PSA

SFX:	Therese's drone opening
ANNOUNCER 1:	<i>Imagine a place where knowledge is free, where communities gather, and where opportunities are endless. That place is your local library.</i>
SFX:	Children laughing, pages turning
ANNOUNCER 2:	<i>EveryLibrary is the nation's first and only political action organization dedicated to supporting libraries. They provide programs assistance to ensure libraries stay open and thriving—but they need your help to continue this vital work.</i>
ANNOUNCER 1:	<i>Join the movement! Follow @OKforEveryLibrary on Instagram to stay updated and take action. Sign our form at okforeverylibrary.com to show your support and help protect libraries across the country. Libraries have given us so much—now it's time to give back. Follow, sign, and share today.</i>
ANNOUNCER 2:	<i>Together, we can ensure that our libraries continue to empower and enrich our communities.</i>
End O/T:	'guitar strum out



Objective 3: Increase awareness of EveryLibrary's mission and initiatives by 15% by March 3.

Earned Media: Write and distribute a news release, feature stories, a public service announcement and a national OP-ED about the campaign to create a personal connection with supporters. This content will encourage further engagement and word-of-mouth promotion, helping spread awareness organically. See comprehensive national and state media list in appendix.



OBJECTIVES, STRATEGIES + TACTICS

Objective 3: Increase awareness of EveryLibrary's mission and initiatives by 15% by March 3.

STRATEGY 2

Strategy 2: Build strategic partnerships and collaborations with local organizations.

Rationale: Partnerships allow the ability to target niche audiences and gain support from individuals who may not have otherwise interacted with the campaign. Through intentional collaborations, transforming passive supporters into active participants in the EveryLibrary cause.

Tactics:

- **Public Speaking Engagements with Key Community Leaders and Organizations:** Communicate with university faculty and organizations that align with the campaign's mission. This includes partnering with Gaylord student organizations and campus departments that can help amplify the campaign's message.
- **Develop a Partnership Toolkit for Student Groups:** Create and design a toolkit to provide student organizations with resources when presenting on behalf of the campaign. This includes key messages, presentation materials and talking points to support communication consistency and advocacy effectiveness.
- **Produce Flyers for Organizational Distribution:** Design and distribute flyers for student organizations to share in their networks, pushing for broader outreach and engagement.
- **Engage with Local Government Officials:** Meet with the Mayor of Norman to discuss library advocacy and secure public support. Collaborate on content to showcase the importance of EveryLibrary, including statements of support and promotional messaging.

TACTIC 1



TACTIC 4 FOR OBJECTIVE 3, STRATEGY 2

Engage with Local Government Officials: Meet with the Mayor of Norman to discuss library advocacy and secure public support. Collaborate on content to showcase the importance of EveryLibrary, including statements of support and promotional messaging.

A SPECIAL THANK YOU!

to norman mayoral candidate

**STEPHEN TYLER
HOLMAN!**

Mayoral candidate Holman signed up to Love EveryLibrary like they've loved him in by filling out our form at www.ouforeverylibrary.com

Join him and our mission today by taking five minutes to share our Instagram with a friend and add another person to the Library Lover Club.

Thank you, Mayoral Candidate Holman, for your support

OBJECTIVES, STRATEGIES + TACTICS

Objective 4: Connect with 50 attendees at in-person events by March 3 to drive in-person relationships and action.

STRATEGY 1

Incentivize in-person engagement to drive active participation.

Rationale: In-person events offer a special and tangible way for target audiences to engage with EveryLibrary and its mission. Incorporating aspects such as prizes, interactive activities and personal conversations, in-person events turn advocacy into motivating and memorable experiences.

Tactics:

- **Big Book Interactive Events:** Utilize engaging elements, such as the "Big Book," to encourage attendees to physically sign their names to support the concept of library advocacy, giving attendees a tangible commitment.
- **Gift Card Giveaway:** Distribute premium gift cards from various local businesses exclusively to participating attendees.
- **Personalized Engagement:** Engage in one-on-one interactions between campaign members and attendees to discuss library advocacy and relatable personal anecdotes in a lighthearted and informal manner.
- **Email Newsletters & Flyers:** Send emails to individuals who opt in for campaign communications, including a campus-wide email to reach **28,551** students. Additionally, distribute and post flyers around OU campus and Norman to drive attendance and awareness.



THE BIG BOOK EVENTS

TACTICS FOR OBJECTIVE 4, STRATEGY 1

The Big Book—A Bold Visual to Spark Conversation

One of the most memorable elements of our campaign was the Big Book—a comically oversized, handmade book that headlined two major events: our tabling on the South Oval and our collaboration with OU Women's Basketball at the OU vs. Alabama game.

We spent two weeks building the book using everyday materials like foam boards, poster paper, tape, and markers, turning simple supplies into something bold, playful, and impossible to ignore. The Big Book served as an intentional visual hook—something unexpected and nostalgic that made people stop, smile, and lean in.

At the front of the book, we designed a **giant library check-out card**, just like the ones many people remember from their childhood library visits. That little detail—the faded lines, the "borrower's name" section, the sense of shared community tied to a public object—evoked real emotion. We invited people to **"sign into the 'Love EveryLibrary' chapter,"** tapping into their memories of borrowing books and discovering stories. It wasn't just a sign-in; it was a way to reconnect people with why libraries mattered to them in the first place.

The Big Book significantly increased engagement at our tabling events. Students were drawn in by the size and sentimentality, stayed for the conversation, and left their names and personal messages about what libraries meant to them. It also served as a powerful visual storytelling piece, sparking meaningful dialogue around EveryLibrary's mission. The book **became a symbol of collective care, a nostalgic conversation starter, and a living artifact of our campaign's impact.** In a space where advocacy often feels abstract, it gave people something they could touch, contribute to, and remember.



THE BIG BOOK ADVERTISING TACTICS FOR OBJECTIVE 4, STRATEGY 1

On campus, we utilized the **Gaylord College digital screens** to run a series of eye-catching slides that teased the event. Paired with bold visuals and our campaign branding, these ads ran in the days leading up to our South Oval tabling, reaching our core audience of students passing through one of the most highly trafficked buildings on campus.

Simultaneously, we used Instagram—our primary social platform—to **share sneak peeks, countdown posts, and event details leading up to each Big Book appearance**. These posts were crafted to either educate followers on the importance of library advocacy, engage them with playful visuals and captions, or activate them to show up and sign their names into the “Love EveryLibrary” chapter. We included the nostalgic check-out card in our teasers to spark emotional connection and curiosity.

The image displays three digital screen advertisements for the "Big Book" event, arranged in a collage. Each ad features the "LOVE EVERY LIBRARY" logo at the top.

- Left Ad (Pink background):** Titled "ONE MORE DAY!" for Feb. 25 | 1 - 3 P.M. | SOUTH OVAL. It shows a digital check-out card with a smiley face and text: "Join us for our BIG reveal while enjoying free cookies from the Baked Bear and a photo booth! Sign yourself into the Love EveryLibrary chapter. See you there!"
- Middle Ad (White background):** Titled "TODAY!" for Feb. 25 | 1 - 3 P.M. | SOUTH OVAL. It features a graphic of a book with a smiley face and text: "Join us for our BIG reveal while enjoying free cookies from the Baked Bear and a photo booth! Sign yourself into the Love EveryLibrary chapter. See you there!"
- Right Ad (Blue background):** Titled "TODAY!" for Feb. 27 | 1 - 3 P.M. | SOUTH OVAL. It includes three small photos of students and text: "Looking for a novel first interview check? We have one! Join us today with a FREE cookie from the Baked Bear and take a picture in our Photo Booth. It's the perfect way to celebrate as we enter a BIG new chapter!" Below this is a "FOLLOW US!" section with Instagram and Facebook icons and a QR code.

OBJECTIVES, STRATEGIES + TACTICS

THE BIG BOOK GALLERY

TACTICS FOR OBJECTIVE 4, STRATEGY 1



MASS EMAILS

TACTICS FOR OBJECTIVE 4, STRATEGY 1

Reaching 20,000+ Through Strategic Mass Email Outreach

As part of our integrated campaign strategy, we utilized mass email to extend our message beyond social media and on-campus events, reaching a broader and more diverse audience. Through coordinated efforts with campus communication channels and organizational email lists, we reached over 20,000 people with targeted, informative messaging about EveryLibrary and the importance of protecting public libraries.

These emails served multiple purposes:

- **Educate:** Our emails included quick, digestible facts about why library advocacy matters now more than ever.
- **Engage:** Each message was written in a conversational, motivating tone that invited readers to feel part of a movement. We included stories, visuals, and links to learn more about the campaign and our student-led efforts.
- **Activate:** Every email included a clear call to action, whether it was to sign into the Big Book, attend an event, follow us on Instagram, or visit EveryLibrary's website to get involved.

This form of outreach allowed us to connect with members of the OU community who may not have encountered our campaign in person or on social media. By meeting people in their inboxes with relevant, compelling content, we successfully turned passive awareness into active engagement—amplifying our impact and driving support across multiple platforms.

TO: All OU Majors

Hello!

Oxford needs your help! We're conducting a very brief post-campaign survey to measure awareness of EveryLibrary. It takes just a couple of minutes to complete and consists of only a few questions.

If you took our pre-campaign survey, we'd especially love to hear from you again—but anyone is welcome to participate! Your feedback is incredibly valuable in helping us assess our efforts and improve future campaigns.

Click the link below to take the survey:

<https://survey.ou.edu/surveys/2025/03/04/EveryLibPostSurvey>

If you have any questions or concerns, please contact Eva D. Asch at Eva.D.Asch@ou.edu

Kathy Sawyer

PHC

Hello!

This is OU for EveryLibrary. Oxford's new Bachelor team inspiring support for libraries throughout the nation!

We want to remind you all to check out our official website to sign up for free national updates to help your university community, and win up to \$400 dollars worth of gift cards for great restaurants and businesses here in Norman.

You can visit our website to PRE-REGISTER and follow our Instagram: <https://www.instagram.com/ouforlibraries> and follow our Instagram: <https://www.instagram.com/ouforlibraries> for info on our social events and updates on our graduate visitors! Your signature helps strengthen advocacy efforts for libraries nationwide, and we're really appreciate your support!

UPDATE: NOW EVENT INCOMING!

Looking for a sweet treat between classes? We've got you covered! Join us for our South Oval Poster Booth event, complete with free desserts from Baked Best, a major raffle featuring up to \$500 in gift cards to your favorite Norman restaurants and businesses, and the perfect chance to snap some fun photos with friends! Plus, we're unveiling a major surprise, so come be the first to sign your name in our Oklahoma chapter!

When:

Thursday (3/27) 1 - 3 PM

Where:

South Oval: in front of Board Library

Stop by, grab a treat, take a photo, and enter for your chance to win big! You won't want to miss this.

UPDATE: NOW EVENT INCOMING!

Get ready for an exciting game day with a special book signing event! Join OU for EveryLibrary and legendary former OU Women's Basketball coach Sherrill Cook at the March 3rd game vs. Wake Forest for an exclusive signing of her book!

When: Sunday, March 2, 2025 12 - 3 PM

Where: Lloyd Noble Center (2000 S Jenkins Ave., Norman, OK 73019)

Come celebrate OU Women's Basketball, support EveryLibrary, and meet one of OU's most iconic coaches. Don't miss this chance to grab a signed copy and cheer on the Sooners!

Kathy Sawyer

OBJECTIVES, STRATEGIES + TACTICS

Objective 4: Connect with 50 attendees at in-person events by March 3 to drive in-person relationships and action.

STRATEGY 2

Leverage local businesses by developing strategic partnerships for mutual promotion and community engagement.

Rationale: Collaborating with local businesses increases outreach and event visibility, offering additional motivation for attendees and increased credibility for the campaign.

Tactics:

- **Business Partnerships:** Establish collaborations with local businesses to offer promotional deals and gift cards to those who sign up for the campaign. In exchange, businesses can gain exposure through the campaign's advertising and events.
- **Business Cross-Promotions:** Request that local businesses display flyers and give social media shoutouts to help spread awareness about the campaign and relevant upcoming events while promoting businesses on social media platforms and website.



OBJECTIVES, STRATEGIES + TACTICS

Objective 5: Generate 2,000 interactions (shares, clicks, views or reactions) on social media posts promoting EveryLibrary's mission and programs by March 3.

STRATEGY 1

Deploy paid online advertising to increase reach, drive engagement and spread awareness.

Rationale: Paid social media advertising allows for substantial control of key messages, reaching specific target audiences with the highest engagement. Strategically investing in paid ads grants access to cost-effective high reach and engagement to ideal markets, making them a perfect campaign strategy.

Tactics:

- **GroundTruth Geofencing:** Utilize location-based advertising at an event with audiences already inclined to support EveryLibrary's mission, securing high relevance and engagement.
- **Meta Business Advertisements:** Develop tailored and compelling advertisements, investing in targeted ad placements on Facebook and Instagram to maximize impressions, reach, engagement and click-throughs.



OBJECTIVES, STRATEGIES + TACTICS

Objective 5: Generate 2,000 interactions (shares, clicks, views or reactions) on social media posts promoting EveryLibrary's mission and programs by March 3.



Performance

\$73.74 spent over 13 days.

Link clicks	182	Cost per Link Click	\$0.43
Views	33,882	Reach	21,722

Activity



Audience

Post engagement

3/11

Post engagement by category

Age and gender

Gender

Audience that saw our first early mobile app with mobile updates

100%

100%

100%

100%

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Performance

\$75.78 spent over 19 days.

Link clicks	283	Cost per Link Click	\$0.27
Views	10,866	Reach	7,521

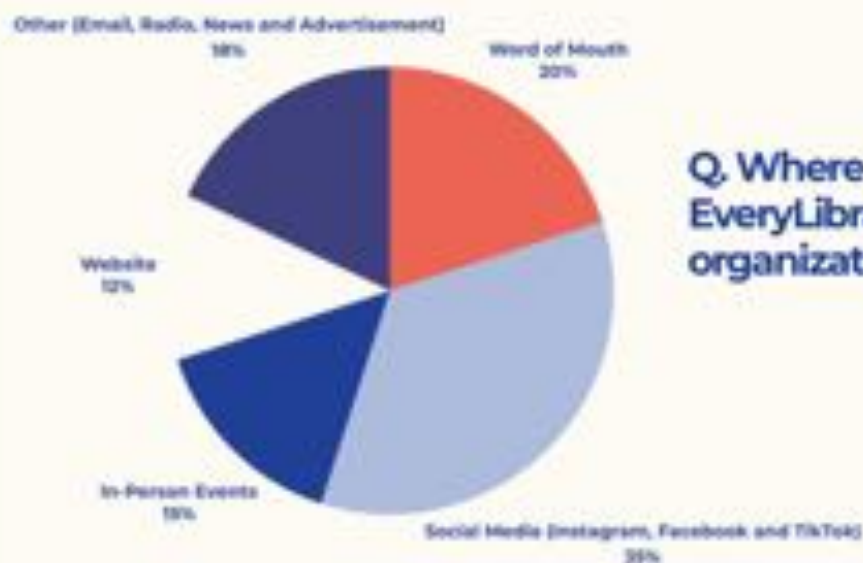
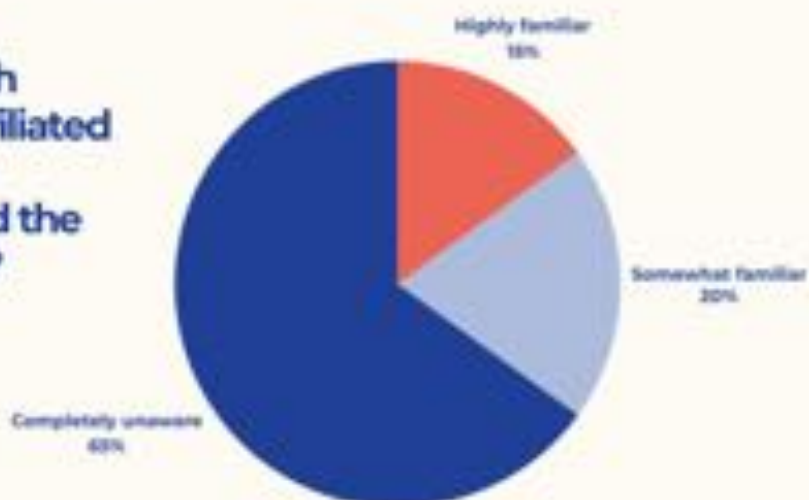
Activity



Measuring Awareness

OU for EveryLibrary conducted a post-survey to measure awareness shifts in general audiences, with approximately 60 participants comprising of Norman OU students and general Norman residents.

Q. Are you familiar with EveryLibrary or any affiliated organizations such as OUforEveryLibrary and the EveryLibrary Institute?



Q. Where did you hear about EveryLibrary and its affiliated organizations?

Measuring Impact

Ultimately, OU for EveryLibrary successfully collected 311 valid sign-ups, including names, phone numbers, ZIP codes and email addresses. The full list is available below.

First Name	Last Name	Email	Postal Code	Mobile
Josh	lea	lea.josh@icloud.com	73116	4052555847
Bill	tsoodle	btsoodle0844@gmail.com	73159	4053079321
Monica	Trevizo	monicatrevizo@outlook.com	73109	4054968889
Martha	Almaras	thasteel@gmail.com	73089	4052192510
Angelique	Williamson	angel.williamson@gmail.com	73120	4056413894
Cecilia	Williamson	cece73020@gmail.com	73020	4056598698
Cecily	Sellers	cecily sellers28@gmail.com	73012	4054964476
Vivian	Dietrich	vivian.dietrich@icloud.com	73015	+1 5809519000
Betty	Johnston	johnstonbj10@gmail.com	73120	405-227-6224
Karigan	York	karigan.york-1@ou.edu	73072	5807993587
Eve	Ei Aatfi	khaoula.el.aatfi-1@ou.edu	73072	405-968-2798
Victoria	Young	victoria.young778@icloud.com	73135	3233018458
Jaden	White	solejw624@gmail.com	73107	4054189245
Mackenzie	Williamson	mackenzie.williamson@gmail.com	73120	4053887182
Tahira	A	a_tara786@hotmail.com	73013	6309694220
Mackayla	Williamson	mackayla.williamson@gmail.com	73120	4056868784
Yasmin	Hussan	yhussan@att.net	73118	4054760422
Boujemaa	Elaatfi	boujemaael12@gmail.com	73107	4054391459
Rim	Elaatfi	rimelaatfi@gmail.com	73017	4055349766
Ramsey	Sellers	rsellers29@heritagehall.com	73118	4058084147
Matt	Williamson	matthew.usmc@gmail.com	73120	4058502733
Jay	Gabbert	jaysgabbert@ou.edu	73071	4058211174
Al	Eschbach	esch77@aol.com	73072	4059197400
Maria	de Asis	mariaadeasis29@gmail.com	73069	9188121799
Eren	Tecimer	ernntec@ou.edu	73072	4056388339
Bryan	Comejo	bryancomejo38@gmail.com	73129	+14057726269
Noel	Hernandez	gowdisht@gmail.com	73119	4055102536
Mackenna	Williamson	mackenna.williamson@gmail.com	73120	4056868719
Artra	Nelson	artrarice@gmail.com	73072	9189340055
Mackenzie	Walser	mackw1@gmail.com	73034	4052499994
Erin	Tecimer	erintecimer@gmail.com	73072	4052187600

SIGN UPS

Hafida	Elmeftahi	hafidaelatfi1974@gmail.com	73107	4055347247
Fatmazhara	Chafi	fatmachaf@gmail.com	73107	212653874935
Zineb	Ouissadan	zinebou@gmail.com	73107	212719151885
Gaza	Chafi	gazachafi@1978gmail.com	73107	4055647899
Zaineb	Elaalami	zaineb12@gmail.com	73102	212234879
Hicham	Elaalami	hichamel11@gmail.com	73112	2123459876
Wejdan	Garit	wejdangar@gmail.com	73107	212702579650
Elmeftahi	Maria	mariaeimeftahi@gmail.com	20530	6914570810
Ouissaaden	Zakaria	zakariacouissaaden149@gmail.com	20553	6987683850
Selena	Simmons	simmons_selena@yahoo.com	71105	3182723955
Luis	Alfaro	luis.e.alfaro02@gmail.com	73505	(580) 291-3407
Amada	Rosette	amada.i.rosette-1@ou.edu	73071	405-648-2084
Rial Omani	Dare	maximo_hirthe11@zebyinbox.com	73017	8459269590
Stacy	O'Conner	maximo_hirthe11@zebyinbox.com	73107	7012039627
Garrison	Daugherty	justina.brueen36@zebyinbox.com	73072	7012039627
Joshua	Lupton	jup1234@gmail.com	73120	4058266869
Caleb	Kuhiman	coob2662@gmail.com	73160	405-8083953
Fatimazahrae	Chafi	fat19fat19feur@gmail.com	73103	2126790727
Vicki	Dobbins	vickidobbins1971@gmail.com	73644	5807993760
Elizabeth	York	elizabethdawn.york@gmail.com	73644	5807992012
Cody	Acuna	boomscooner360@gmail.com	73644	5803900995
Bill	tsoodle	btsoodle0844@gmail.com	73159	4053089321
Ernest	Lynch	mr.ernest.lynch@gmail.com	2407	918-764-5100
Relisa	Smith Thurston	relisasmith@yahoo.com	2407	918-313-3995
LaVonda	Robinson	lavondarobinson05@gmail.com	74137	9189026992
Mario	Robinson	mario24robinson@gmail.com	74137	9189346202
Jasmyne	Murrell	jasmyne.murrell@gmail.com	74127	9186395461
Raymond	Acuna	razmay@hotmail.com	73644	5807993936
TeNeashia	Dan	teneashia.dan@icloud.com	74055	4695580117
Charzetta	Brown	brownch6@yahoo.com	74129	9188515348
avi	roland	avionah05@icloud.com	74136	9184074258

SIGN UPS

Aaron	McElwee	a.t.mcelwee@gmail.com	74114	9188459216
Iverson	McElwee	mr.mcelwee05@gmail.com	73117	4058059139
Spencer	Okla	anonlut2199@protonmail.com	73044	4057620740
James	Mikowski	jmikowskiusaf@gmail.com	73045	5164173286
Brian	Boger	captainbrianboger@gmail.com	73072	4054828387
Tiffani	Boger	xtiffaniosotox@ymail.com	73160	4847352049
David	Marsh	davidav.188@gmail.com	73071	7132029953
Taylor	Tidwell	taylertidwell@gmail.com	73160	4058207744
Misty	Atkinson	mna_823@yahoo.com	73077	5803708678
Gaby	Obregon	gabriela.obregon92@gmail.com	73078	4054730694
Zak	Alexander	alexanderfamily918@gmail.com	73078	5012699539
Amanda	Mitchell	Amanda.lamb.nabla@gmail.com	73069	4056952047
Joe	Mitchell	Joem1015@gmail.com	73069	4058214870
Kaiden	Mitchell	Kaidem2809@icloud.com	73069	4058211512
Aiden	Bricker	FrostyOdyssey531@gmail.com	73069	4056941062
Tallen	Mitchell	tallenm1123@icloud.com	73069	405827612
Spencer	Albritton	s.j.l.albritton@gmail.com	73071	9183457670
Lillie	Dees	lillandees06@gmail.com	73102	4052689543
Stephen Tyler	Holman	holmanfornorman@gmail.com	73072	4055357523
jake	kiewer	waynekiewer10@gmail.com	73034	4053321380
jesica	rosenquist	jesicarosenquist@gmail.com	73071	4055657825
lance	henning	lancebearfactory@gmail.com	73072	4057608026
kelly	indgens	kellyindgens@gmail.com	73099	4052016220
abigale	scott	scott82596@gmail.com	74881	4058081478
spencer	graves	spencergraves13@gmail.com	73160	4058878477
Rachel	Schmitz	raschm02@gmail.com	73072	4026400036
Emily	Stevenson	estevenson33@yahoo.com	73538	2703006535
jodi	abraham	jodi373@hotmail.com	73160	4053013880
bryan	carpenter	bryancarpenter22@gmail.com	73080	9132754563
Abigail	Ward	abaagailrayelynnward@gmail.com	73072	4054799066
amanda	walker	evixxernie@aim.com	73072	4052035739

SIGN UPS

Anthony	Burgess	evlxxemie@outlook.com	73072	14052035739
Crystle	Hand	crystle.reagan@hotmail.com	73521	5804500571
Michelle	Frazier	fraziermkt@gmail.com	73072	2815077249
Teresa	Burleson	teresaburleson54@Gmail.com	73071	5125877453
Judy	McCortney	mccortneyd@adapss.com	Uriyl	5802355816
Alex	Faneli	alex.faneli21@gmail.com	73110	4058383668
Aubrey	Mendoza	theoffice1960s@gmail.com	73026	4059857003
Aaron	Goldberg	aarongoldberg511@gmail.com	73018	4054414665
Brooke	Childers	baykykor184@gmail.com	74851	405-306-4221
Mandy	Grove	mandygrove11@gmail.com	73160	4058303798
Joel	Amend	joel.amend@gmail.com	77459	9092434028
Robyn	McLeod	robynmcLeod@ymail.com	73110	4054736503
Daniel	Cosden	drcd97@yahoo.com	73071	4056235356
Amy	Cosden	amymcauley0411@gmail.com	73071	4059735692
Terra	Long	oske17@yahoo.com	74079	4055377620
Echo	Rakosky	echorakosky@gmail.com	74079	4058184886
Larry	East	leastok@gmail.com	73071	4059260060
Kirstie	Jones	kirstiejones@yahoo.com	73135	4055030755
Tamara	Meeker	tamarameeker27@icloud.com	74851	4054344479
Melissa	Peeler	melissa_peeler@yahoo.com	74804	4058083553
Amy	Graves	amygraves58@yahoo.com	73026	4056132764
Emily	Parker	em_weigant@me.com	73160	8326540046
John	Ronnerud	johnnyronnerud@gmail.com	73072	5205606722
Kailys	GG	pokpokbutter@gmail.com	73071	4059998150
Shade	Hill	shadiopotatio@gmail.com	73071	4059828402
Stephanie	Miller	stephdumiller@gmail.com	73026	5803318294
Tiffany	Smith	tiffysmith05@yahoo.com	74136	9184025604
Vincent	French Jr.	vincentfrench66@yahoo.com	73013	405-819-8708
Brittany	Jen	snu4bj@gmail.com	73008	4792163407
Kaylin	McKay	kaylindmckay@yahoo.com	73072	4056259333
Sam	Humphreys	sam.humphreys@cumulus.com	73025	4053158808

SIGN UPS

Kendra	Rogers	kds615@gmail.com	73065	4056428597
Darryl	Prather	dprather73@gmail.com	73110	4058242673
Tyree	Smith	tyreesmith76@gmail.com	89178	7026303565
Judy	Broadus	soutar.library@gmail.com	73933	806-336-0083
Ashley	Sellers	adwsellers@gmail.com	73118	4058084147
Landrie	Williamson	landrie.williamson@gmail.com	73045	4055176492
Ken	Williamson	ken.williamson@gmail.com	73066	4057601967
Cecilia	Williamson	cece73020@gmail.com	73020	405 6598698
Tonie	Williamson	tonie.williamson@gmail.com	73045	4059190449
Betty	Johnston	bj10@yahoo.com	73102	4052276224
Payton	Brewer	paytonbreeann@gmail.com	76028	8178968710
Ava	Shumate	avashumate2@gmail.com	73034	4053134040
Katlyn	Hamman	katebug2018@gmail.com	73072	3168822922
Asia	Pumell	asiaapumell@gmail.com	76065	4695164880
Claire	Sample	clairesample@icloud.com	75078	2145853727
Maggie	Watkins	maggie.watkins@ou.edu	73072	4054968774
Riley	Ciprich	riley.ciprich@ou.edu	73165	4057796368
Madison	Fry	madisonrfy23@gmail.com	80129	3033058748
Kate	Hewitt	katehewitt2003@yahoo.com	74403	9188995958
Jenna	Burress	jennabrooke969@gmail.com	73072	8179292411
Lauren	Cavanaugh	Laurenecav@ou.edu	78628	512-591-6689
Lucy	Fleming	lcfleming33@icloud.com	80122	7204922857
Logan	Maples	logan.b.maples-1@ou.edu	73069	4058080200
lexi	day	alexaday2003@gmail.com	73103	4054462609
Vivian	Fletcher	vivianfletcher@gmail.com	80211	7206707121
Erin	Fletcher	efletcher@gmail.com	80211	7203239312
AMY	WATKINS	AMYWATKINS42@GMAIL.COM	73116	4053715554
Ken	Tate	kentate1021@gmail.com	73110	4058181924
Caroline	Perkins	cgirl1218@gmail.com	73069	9180988582
Katie	Cowger	kalmcow@ou.edu	74820	5803998212
Hugo	Mares	hmares1004@gmail.com	73114	4057196962

SIGN UPS

Aubrey	Alucema	aubrey.alucema@gmail.com	77406	8327634852
Amber	Knapp	amber.knapp@gmail.com	73012	4056422302
Jordan	Brown	jordan@thewillardgroup.com	73130	4056934061
Teddy	Winter	teddy.winter@ou.edu	73071	6823247111
Ruby	Beas	rubybeas@yahoo.com	73109	4055417679
Ily	Mosisa	ily.mosisa@gmail.com	73072	4053520114
Miguel	Ortiz	mynameismicky.mo@gmail.com	73117	4056586293
Valerie	Hewitt	valerieh7606@gmail.com	73072	217-775-4148
Hayyan	Kisitu	hayyankisitu@gmail.com	73072	4052748736
Paige	Yochum	paige.yochum22@gmail.com	74037	9188330412
Ayanna	Kohli	kohliayanna7@gmail.com	73013	4057195302
Makinley	Potter	Makinleypotter@gmail.com	78641	4048037009
Bianca	Discher	bianca.discher@gmail.com	75024	2146632883
Gloria	Ntharizwa	gloriantharizwa@gmail.com	73072	4055207399
Kate	Flatt	kate.a.flatt-1@ou.edu	73030	4054444685
Van	Lang	asianpowwow12@gmail.com	73012	4059345344
Ryan	Nelson	ryan.w.nelson-1@ou.edu	73160	4059857926
Kobe	Le	kobe101@gmail.com	73160	4056877016
Thomas	Diep	bakuben2@gmail.com	73165	4057160064
Jade	Gonzales	jalexgonzales@gmail.com	78613	5126443350
Dakota	Harsh	djharsh@icloud.com	339 Wycliffe Dr	7132527314
Shaylea	Bonham	shayleabonham1419@gmail.com	73072	5805799340
Violet	Overman	mariaoverman@gmail.com	72719	8654147412
Bria	Farmer	bria@ou.edu	73072	6512609659
Grant	Stollings	finishedgrant@gmail.com	73071	6827162624
Mari	Mork	maryana.mork@ou.edu	55372	6129160070
Angelina	Nguyen	angelinathao2006@ou.edu	74134	9184072683
Alice	Bao	alice.bao-1@ou.edu	73072	8323704055
Christian	Nieto	asupermex@gmail.com	75070	2149988344
McKayla	Batley	mckaylabatley@att.net	75025	9729987354
Adefunke	Enuobodo	adefunkeenuobodo2018@gmail.com	73072	6592281432

SIGN UPS

khushi	bhanot	khushibhanot05@gmail.com	72903	4799268014
Anushree	Ganesh	anuganesh2306@gmail.com	75076-9815	6084006656
Virginia	Clark	viriniack188@gmail.com	73170	4056533441
sanjana	gupta	sanjana.gupta-1@ou.edu	73072	2148377452
Liran	Yadgar	liran.yadgar@gmail.com	73072	773-983-8852
Jes	Cates	isabelcates123@gmail.com	74132	5392040963
Ajay	Raghavan	ajay.s.raghavan@gmail.com	75025	4694564384
Tilman	Redwine	redwine.tilman@hotmail.com	73072	404-693-9614
Tilman	Redwine	redwine.tilman@hotmail.com	73072	4056939614
Kyrleigh	Snow	kyrleigh.snow@gmail.com	73086	580-618-6543
Léna	la ndiaye	lenadba@gmail.com	73072	4042748016
ridha	fatma	ridha03@gmail.com	73072	3462089744
Greg	Turner	gregturner2005@gmail.com	73072	3176406237
Jinnie	Clark	Viriniack188@gmail.com	73170	4056533441
Pravachan	Patra	pravachanpatra@gmail.com	73072	9183308543
Kimberly	Widhalm	kowidhalm@gmail.com	73003	4052230437
Patty	W	pwidhalm53@gmail.com	73013	4054107477
Gloria	Wood	wood_gloria@yahoo.com	73012	5154232902
Cheryl	Cherry	cherylcherry5432@yahoo.com	73112	4052293278
georgia	seres	georgiaseres@ou.edu	73069	4054887700
Amelia	Lolis	amelialolis@ou.edu	73069	9184045967
Nadia	Yeboah	nadiayeboah16@gmail.com	73160	4056871341
Nicole	Ross	nicole.r.ross-1@ou.edu	74467	9189338933
Joy	Akande	joyakande2@gmail.com	73099	4058871371
Stella	Doria	stella.doria@ou.edu	73072	405-761-0304
Karen	Wicker	kwicker999@gmail.com	73013	(405) 550-4040
Jennifer	ramirez	jennferamirez348@yahoo.com	73119	4058307552
Shelby	McAfee	mcafeeshelby3@gmail.com	73069	405-274-9697
Ava	Caron	avacaron@ou.edu	95683	9168050735
Kaylin	Brandt	kaylin.e.brandt-1@ou.edu	73170	4053883358
Desi	Abney	desiabney2813@gmail.com	73071	4056969516

SIGN UPS

Ciana	Wolfe	ciarawolfe5@icloud.com	73071	4056654603
Grayson	Price	gray.r.price@gmail.com	76248	8179095389
Marcus	Mendoza	marcusmendoza206@gmail.com	73025	7203056820
Kayla	Hawley	kaylahawley0922@gmail.com	73072	918860638
Mario	Merenda	omerenda1443@gmail.com	73072	9187044268
Berkley	Shannon	berkley.a.shannon-1@ou.edu	73072-8552	4053882855
Carla	Holmes	carla.holmes@ou.edu	73111	2146765906
Mercedes	Bledsoe	Mercedes.N.Bledsoe-1@ou.edu	73013	4056844745
Angel	Carbajal	angelcarbajal@gmail.com	73139	4058828713
Jamie	Meyer	meyer.jamie30@gmail.com	74134	9187208443
Iram	Barron	irambaron8@gmail.com	73109	4055417823
Ezra	Beyersdorff	ezzzzra@protonmail.com	73071	9185085499
Abigail	Dreher	Abigail.f.dreher-1@ou.edu	74132	9189491429
Kaleigh	Bangor	kaleighbangor@gmail.com	73103	7246301716
Karthika	Arunprakash	karthikaarunprakash@gmail.com	75071	8044960873
Kayla	Morgan	crazyhattriss@gmail.com	73159	3043969307
nathan	webb	nathan.t.webb-1@ou.edu	73460	5809498711
Isabella	Sebils	sebils.isabella@gmail.com	73071	3166552226
Aleyah	Smith	sakianimates@gmail.com	73072	4059851319
Lilianna	Smith	ballroomilly06@gmail.com	73045	9163088988
Mona	Salem	asalem@ou.edu	73072	4052742548
Janna	Meadows	jannam2000@gmail.com	74133	9188151619
Javier	Ramirez	javierramirez0504@gmail.com	74133	9189339671
Sydney	Helms	sydneyhelms4724@gmail.com	75189	6193451670
Ayush	Mitra	ayush.mitra-1@ou.edu	75067	469-216-2076
Wyatt	Paradise	paradise@ou.edu	75218	2148970440
Charlotte	Cabrera	class.halai-6a@icloud.com	73071	3166195194
hamza	ahmed	hamza.ahmed-1@ou.edu	73071	785342580
mark	sayre	mark.sayre@ou.edu	73071	6615241971
cadon	chase	crchase5@gmail.com	73071	4698348556
Trinh	Nhan	trinh.nhan15@gmail.com	73112	4054128712

SIGN UPS

Omar	Rojas	julicath2o@gmail.com	73139	4055468552
Layton	Haught	laytonhaught@gmail.com	73071	918-927-1515
thelma	ukpong	thelma.e.ukpong-1@ou.edu	73072	5722369196
Kinlee	Williams	kinleewilliams@gmail.com	73071	9187798139
Sarah	Balyeat	standfastsarah@gmail.com	73069	4052023585
Ella	Schmidt	ella.j.schmidt@icloud.com	76051	8175759746
Nathalia	Mireles-Mota	n9197006@gmail.com	73072	9183300296
rayaan	raza	razarayaan24@gmail.com	73072	4055149087
Raja	Ahmed	paads02@gmail.com	73112	4059374100
emma	sanderson	emma.j.sanderson-1@ou.com	73071	9183328795
Briseyda	Fernandez	briseyda.fernandez@ou.edu	73071	6203916081
ZIYANG	XU	Ziyang.Xu-1@ou.edu	73072	4044092506
Hannah	Tran	hannahtran.1@yahoo.com	75002	2142183564
Yalin	Serrano	yalin.serrano-1@ou.edu	73072	5806775064
Aarati	Kafle	aarati.kafle-1@ou.edu	73071	4696863488
Emily	Smith	emily.a.smith-1@ou.edu	73069	3109253017
Koi	Longcrist	kolongcrist@gmail.com	75007	2143858312
Mia	Reul	Mreul@ou.edu	73071	8176943218
Sonja	Emerson	princessmonkeybottom@gmail.com	73072-4630	4055497808
cece	duran	cecilia.g.duran@gmail.com	73069	7204220056
Emily	Stark	stark1245@hotmail.com	73069	4694067219
Donna	Copeland	donna.a.copeland-1@ou.edu	73069	4052015201
Hamza	Ahmed	hamza1010ahmed@icloud.com	73071	7853425850
Gavin	Kalinski	gck2022@gmail.com	73071	4055037702
KJ	LeFave	kjlef2001@gmail.com	53558	6082180813
Spencer	Windholz	spencerwindholz@yahoo.com	73012	4059053558
Kyra	Royer	kynalroyer@yahoo.com	73072	9728543171
Kamryn	Nix	kamryn_nix@aol.com	73072	2148804709
Andrea	Shah	andrea.shah4@gmail.com	73013	4053139400
Mitchell	Benedicto sebas	mitcheil.sebastian19@yahoo.com	75024	4698590740
Katie	Coyac	katie.coyac@icloud.com	76450	9404566183

SIGN UPS

Ashlyn	Sudberry	ashlyn.sudberry@gmail.com	76262	9403122240
Ashlee	Jackson	ashlee.k.jackson-1@ou.edu	73127	405-760-4343
Gracie	Shepherd	gracie.shepherd@ou.edu	73072	9186252752
Gabriel	Cooper	gabe.e.cooper@gmail.com	73072	4697248825
Cynthia	Esquivel	containe221@icloud.com	73106	4058162829
Cara	Hollins	ciarabasketball2000@gmail.com	73069	4059225736
Hana	Omid	Hana.omid@ou.edu	73071	4053710627
Sukhwan	Son	Sukhwan.Son-1@ou.edu	73072	4052741930
taylor	aberson	tayloraberson@gmail.com	73034	4058263128
Grace	Lagge	golagge@gmail.com	73003	4059387677
Shahriyor	Numatov	shahriyor.o.numatov-1@ou.edu	73073	4052747836
Julia	Doan	juliathidoan@gmail.com	73179-1287	4058307121
Dakota	Golden	dakota.l.golden-1@ou.edu	73072	5802510254
Lynn	Nichols	lynnnichols@hotmail.com	73069	4058344707
Bryson	Alexander	bryson1473@gmail.com	80921	5713682741
Calliana	Ortega	calliana.ortega@icloud.com	74012	9187032702
Breanna	Mapes	aquaticbaktava@gmail.com	73072	4796575383
Aasha	Johnson	aashafath06@icloud.com	75024	2147249285
Moore	F.	mooref@icloud.com	80129	3033058748
Michael	Acker	m.acker@ou.edu	73072	4054731082
Ryan	Welton	ryanwelton@gmail.com	73142-8054	4059960586
Jensen	Moore	mooremedia75@gmail.com	73072	2254028334
Deonnie	Moodie	dmoodie@ou.edu	73019	4059762230
Desiree	Hill	d.hill@ou.edu	73118	214-686-5678
Angel	Galvan	angel16jordan@yahoo.com	74434	9188943318
Robin	Stand	standredbird40@gmail.com	74464	9188227020
Melanie	Micue	mail@earlymeans.com	73159	4058359555
Carl	Palmer	palmercg911@hotmail.com	73093	9853021257
Terry	McKee	tmckee1958@gmail.com	73013	5806600120
Jennifer	de Asis	jnjella429@gmail.com	73069	9182917739
Jacinta	Cing	jacintacing2005@gmail.com	73071	9188966701