Pair up / Group up
• Group up with one or two people at your table.
• If you work at a similar (or even the same) institution, all the better!

What’s your culture?
• Think about your organization’s culture, branding, messaging, mission & vision statements, etc.
• e.g. graduating students with exemplary academic and professional skills who are prepared for purposeful lives and meaningful service (Campbell University)
• e.g. Wherever you’re going, go strong. (Meredith College)
• e.g. At Georgia Tech, we’re unbound by the definitions and stereotypes of a “Technological Institute.” Instead, we embrace a powerfully diverse and exciting blend of brilliant, agile and creative minds.

What are 3 to 4 core values of your institution?
They may be formally articulated or merely implied.

1. ________________________________________________________________
2. ________________________________________________________________
3. ________________________________________________________________
4. ________________________________________________________________

Develop your Library Stories tagline
• Keep it short
• Make it inspirational
• Tie it to the values of your institution