In 2015 Texas A&M University-Commerce Libraries decided to create a Virtual Learning Lab on the second floor of James G. Gee Library. The Lab features zSpace virtual reality 3D learning technology. zSpace is ideal for model exploration and the creation of presentation programs that allows users to interact with thousands of 3D models.

NEW TECH/NEW SPACE:
The Virtual Learning Lab includes 10 units, including an Instructor Station, and can accommodate a class of 20 students. Two mobile units are available for Faculty checkout through Media Services to bring the 3D zSpace technology into the classroom.

Library marketing committee was tasked with creating buy-in and launching the brand new library service to both students and faculty in a matter of months.

4 TARGETED EVENTS:
- Open House Demo
  - All Faculty, Staff and Students
  - Academic Council Demo
- Faculty Opening
  - All Faculty
  - Professional Development Session
- Staff Opening
  - All Staff

Social media and digital marketing are particularly effective with undergraduate students.

Library tech demo
At the same time that the Library was ready to debut the zSpace technology, several other new services were also in the works. The committee decided to host an open house style demonstration of all the new offerings.

Academic council
This event was a private zSpace demonstration and tour of the Virtual Learning Lab given to the members of the University’s Academic Council. The goal of this event was to generate excitement and create buy-in from the council, knowing that it would then filter out to the departments.

A personal invitation to the event was extended from the Library Director to the Provost and the Council.

This event featured face to face marketing, giveaways and refreshments.

Faculty opening
The Faculty Opening was a drop-in style reception. Faculty were given personal tours of the lab and a hands-on opportunity to try the zSpace technology.

Social media and digital marketing are particularly effective with undergraduate students.

Professional development day
The Library participated in the University’s Professional Development Day by hosting 2 sessions in the Virtual Learning Lab.
- Open to all Faculty and Staff
- Intimate Sessions = One on One interactions
- All new participants
- Personalized Thank You emails sent as follow up

Social media listservs
Print marketing
Multidimensional marketing

Personal invitations
Face to face engagement
Follow up