Pathways’ Websites

Recommended:
− Place an NSDL or an “NSDL Pathways Partner” logo (to be designed – see Note 1 below) on a site’s homepage, in a location of the PW discretion, but visible without scrolling down.
− Hyperlink this logo to http://nsdl.org
− Include a short standard paragraph in a site’s About page or Partners page that describes the Pathway-NSDL relationship in a general way. (See Note 2 below)

Additional Opportunities:
− Incorporate NSDL or other Pathways’ services within the website such as Expert Voices blogs, search boxes, news RSS, or links to other tools/services
− Pathways’ constituent partners could display an “NSDL Network” logo (to be designed – see Note 1 below) on their sites

NSDL.org

Current:
− Pathways page under Resources for NSDL Library Builders introduces the PW concept and describes each PW
− Pathways links and logos appear by audience level within the NSDL toolbar
− Pathways descriptions appear under each audience level’s Top Picks section

Additional Opportunities:
− Pathways links to appear on each audience level’s main page
− Content from PW to populate audience level pages
− PW results to be highlighted in a separate box on the side of search results pages
− Add PW links to Browse by Subject indices??
− Add an item to the left navigation menu that links to an NSDL Partners page featuring PW and other strategic partnerships

Pathways’ Print Materials

Recommended:
− Include an NSDL Pathways logo somewhere within the design of fliers, brochures, and other promotional materials
− Include mention of NSDL relationship in journal articles and media interviews

Additional Opportunities:
− Use design templates and graphical elements available through the NSDL Style Guide (URL) for fliers, posters, etc.
− Provide CI with copies of all PW promotional materials including those that feature specific initiatives or events
Pathways’ constituent partners could display an NSDL Network logo somewhere within the design of fliers, brochures, and other promotional materials

**NSDL Print Materials**

Current:
- Pathways booklet describing each PW and its key partners

Additional Opportunities:
- Create a one-page PW piece
- Create a set of postcards that feature each individual PW, but share a uniform look and feel
- Design a press release packet that features the PW

**Pathways’ Conference Exhibits and Presentations**

Recommended:
- Display NSDL promotional materials at conference exhibits, posters, and presentations
- Display a small NSDL Pathways logo sign as part of conference exhibits

Additional Opportunities:
- Pathways’ constituent partners could display a small NSDL Network logo sign as part of conference exhibits

**NSDL Conference Exhibits and Presentations**

Current:
- Display individual PW promotional materials at conference booth
- Feature audience appropriate PW in presentations/workshops and mention others
- Invite PW to participate in delivery of presentations, workshops, and mini-presentations at the booth

Additional Opportunities:
- Provide a self-contained mini-display for each PW that features NSDL and the other PWs
- Create a banner that features all PW logos

**Pathways/NSDL Other**

Additional Opportunities:
- Establish audience level dissemination lists that can be quickly activated to promote the libraries
- Share high resolution versions of each PW logo via the NSDL Style Guide
- Create a co-branded toolbar for each PW to distribute to their user communities
XX is a Pathways Partner of the National Science Digital Library (NSDL). NSDL is funded by the National Science Foundation to provide online access to high quality resources, tools, and services that support Science, Technology, Engineering, and Mathematics education and research at all levels (K-12, Higher Education, and Lifelong Learning / Professional Study). As an NSDL Pathway, XX serves the needs of the YY community with ZZ.