Finding the UIC Library Voice

On each line, write an X wherever the UIC Library falls along the spectrum described. Go with your gut, and take into account where the Library would like to be, even if it’s not there yet.

Personable and friendly ——————————— Corporate, professional
Spontaneous, high energy ——————————— Careful thinking/planning
Modern or high-tech ——————————— Classic and traditional
Cutting-edge ——————————— Established
Fun ——————————— Serious
Accessible to all ——————————— Elite

**Blank, but not Blank**

If the UIC Library was a person, what kind of personality would it have? Give at least three distinct characteristics.

  a  b  c

Now describe what the UIC Library is not by clarifying the adjectives you just defined (e.g. “We’re fun, but not childish”).

We’re:

  a, but not

  b, but not

  c, but not