“Celebrating 50 Years of the Hesburgh Library”
September 2013 — May 2014

John Cotton Dana Library Public Relations Award
Strategic Communications Program Narrative
and Support Materials Highlights
“Celebrating 50 Years of the Hesburgh Library”

The Hesburgh Library is rich in tradition and one of the most iconic, beloved buildings on Notre Dame’s campus. As such, the 50th Anniversary of the building presented a perfect opportunity to create a plan for a university-wide celebration honoring Father Theodore M. Hesburgh’s original vision that this library would stand as a symbol of academic excellence and play a critical role in advancing research and scholarship at Notre Dame. This look back anchored our renewed and transformational vision for a 21st century library. Our yearlong celebration of this milestone engaged our diverse stakeholder groups and served as a robust platform to launch new services, spaces, and campus partnerships.
Tier One

Overarching Campaign and Brand Development

Logo and Visual Identity
Campaign Website
Commemorative Event Guide
Public Relations, Digital Marketing, and Social Media
Commemorative Lapel Pins
Commemorative Bookmark Series
On-site Signage
Commemorative Gifts and Giveaways
Overarching Campaign and Brand Development

50th Anniversary Logo and Visual Identity

Hesburgh Library 50-year logo + specifications

Primary logo
five-color
verticle

Variation
one-color
verticle

Secondary logo
five-color
horizontal

Recommended minimum size
½ inch wide

Use good judgement for clear space—these guides provide a reference

Our Hesburgh Library 50th Anniversary Logo won GOLD in the Higher Ed Marketing Awards! Congrats @NDPrint @NotreDame!
Overarching Campaign and Brand Development

Campaign Website: 50years.library.nd.edu
Mentions of a college library at Notre Dame date as far back as 1869. In 1873, a central circulating library for students was established in the Main Building. In 1917, Bond Hall was built to house the expanding central library, and there it remained until Memorial Library opened in 1963.

More than 50 years ago, Rev. Theodore M. Hesburgh, C.S.C., dreamed of a new library building that would serve, along with the Basilica and the Golden Dome, as one of the three pillars of the Notre Dame campus. It would become the academic heart of the University. He envisioned that Memorial Library and its now world famous Word of Life mural would stand, for all to see, as a symbol of academic excellence and the pursuit of truth.

On the 50th anniversary of the opening of Memorial Library (renamed Hesburgh Library in 1987), we reflect on this vision-turned-reality and the vital contributions the Libraries have made to the advancement of Notre Dame, its faculty, students, and alumni.

We celebrate the Libraries’ enduring mission of connecting people to the world’s knowledge and preserving that knowledge for scholars throughout time.

Join us as we embrace this vision anew, ensuring that the Libraries of Notre Dame will inspire intellectual inquiry and academic excellence for the next 50 years and beyond.

Thomson G. Bursch
Provost
Diane Parr Walker
Edward H. Arnold University Librarian

“I wanted in 1963, and still desire today, for the Memorial Library literally to stand for the future of Notre Dame as a place of unmatched intellectual achievement, free inquiry, and providential contributions to mankind.”

– Rev. Theodore M. Hesburgh, C.S.C.

From Words of Life: Celebrating 50 Years of the Hesburgh Library’s Message, Mural, and Meaning by Bill Schmidt, University of Notre Dame Press, 2013.
Mentions of a college library at Notre Dame date as far back as 1869. In 1873, a central circulating library for students was established in the Main Building. In 1917, Bond Hall was built to house the expanding central library, and there it remained until Memorial Library opened in 1963.

More than 50 years ago, Rev. Theodore M. Hesburgh, C.S.C., dreamed of a new library building that would serve, along with the Basilica and the Golden Dome, as one of the three pillars of the Notre Dame campus. It would become the academic heart of the University, and students would flock to it on their way to class. He envisioned the Library as the center of the University's academic life, and that vision has been realized.

On the 50th anniversary of the opening of Memorial Library (renamed Hesburgh Library in 1987), we reflect on this vision-turned-reality and the vital contributions the Libraries have made to the advancement of Notre Dame, its faculty, students, and alumni. We celebrate the Libraries’ enduring mission of connecting people to the world’s knowledge and preserving that knowledge for scholars throughout time.

Join us as we embrace this vision anew, ensuring that the Libraries of Notre Dame will inspire intellectual inquiry and academic excellence for the next 50 years and beyond.

Thomas G. Burish,
Provost
Diane Parr Walker,
Edward H. Arnold University Librarian

CELEBRATING 50 YEARS OF THE HESBURGH LIBRARY
1963–2013

Notre Dame News

News Categories

Academics
Arts & Humanities
Business
Campus
Education
Engineering & Technology
Health & Medicine
International
Law
Research
Science

Overarching Campaign and Brand Development
Public Relations, Digital Marketing, and Social Media

Celebrating 50 Years of the Hesburgh Library

Please join us as we kick off our 50th Anniversary Celebration
Friday, September 20
4 p.m. – 6 p.m.
Hesburgh Library
Richard and Margaret Carey Courtyard

For more information, visit 50years.library.nd.edu

nd.edu 120 days → 3.6 M views
Connecting people to knowledge is the fundamental mission of the Hesburgh Libraries. Thank you for helping us to meet this mission as we celebrate 50 years of our flagship library building.

Please join us for exciting events throughout the year as we honor this important milestone. We are grateful for your partnership as we work to inspire academic excellence for the next 50 years and beyond.

Diane Parr Walker
Edward H. Arnold University Librarian
Overarching Campaign and Brand Development

Commemorative Bookmark Series

“The Hesburgh Libraries will be the academic heart of the University destined to become a central center of excellence in higher learning in theChanging the
Hesburgh Libraries’
enduring mission of
“connecting people
to knowledge”
50YEARS.LIBRARY.ND.EDU

Front
Overarching Campaign and Brand Development

On-site Signage

Notre Dame, it seemed to me that there was no greater step we could make, as a great Catholic University, than to have the best Catholic university library in the world.

– Rev. Theodore M. Hesburgh, C.S.C.

It must be the place where students of the future will be delighted to spend many hours of every day. There in silence, they will meet the best books from the greatest of minds; there in the quiet by themselves they will carry on the search for knowledge and truth that will change their whole lives.

– Rev. Theodore M. Hesburgh, C.S.C.

be the academic heart of a University destined to become a real center of excellence in higher learning in the very heart of America.

– Rev. Theodore M. Hesburgh, C.S.C.

HESBURGH LIBRARIES LECTURE SERIES:

CAN THESE DRY BONES LIVE?
OLD BOOKS, MODERN LIBRARIES, AND THE DIGITAL DOMAIN

MICHAEL F. SUAREZ, S.J.

Thursday, Oct. 17
4:00p-5:00p
Hesburgh Library
William J. Carey Auditorium

HESBURGH LIBRARIES LECTURE SERIES:

FATHER HESBURGH AND HUMAN RIGHTS: HIS LEGACY AND OUR BRIDGE TO THE FUTURE

HARRIS WOFFORD

Friday, Apr. 4
4:00p-5:00p
Hesburgh Library
William J. Carey Auditorium

1963–2013
50 years.library.nd.edu

CENTER for DIGITAL SCHOLARSHIP
where technology transforms the pursuit of knowledge

Hesburgh Library
1st Floor—Northeast
libr ary.nd.edu/cds

HESBURGH LIBRARIES LECTURE SERIES:

MILLARD SHEETS: AN ARTIST'S JOURNEY TO THE WORD OF LIFE

JANET BLAKE

Friday, Sep. 27
4:00p-5:00p
Hesburgh Library
William J. Carey Auditorium
Overarching Campaign and Brand Development

Commemorative Gifts and Giveaways

Wishing you peace as you reflect on your blessings this holiday season and joy as you create new memories in the coming year.

Merry Christmas

From the Hesburgh Libraries at the University of Notre Dame

Diane Parr Walker
Edward H. Arnold University Librarian
Tier Two

50th Anniversary Campus Launch Party
Center for Digital Scholarship Launch
TEDxUND “Creating Knowledge Together”
Noye’s Fludde (Noah’s Flood)
Anchor Events: 50th Anniversary Campus Launch Party

Print and Digital Posters, Invitations, and Signage

YOU’RE INVITED!
CELEBRATE 50 YEARS OF THE HESBURGH LIBRARY

FRIDAY, SEP. 20
4:00p-6:00p
Hesburgh Library
Richard & Margaret Carey Courtyard

Music by Oblates of Blues
Treats courtesy of au bon pain (while supplies last)
(Michigan State Pep Rally to follow on the Library Quad)

50YEARS.LIBRARY.ND.EDU

Invoices (Print and Digital)

Posters (Print and Digital)

Banners
Anchor Events: 50th Anniversary Campus Launch Party

Event Web Page and Digital Marketing

Featured Events Archive

Hesburgh Library 50th Anniversary Campus Celebration

Hesburgh Library 50th Anniversary Campus Celebration

Friday, September 20th

4:00p - 6:00p

50th Anniversary Celebration

Hesburgh Library Richard & Margaret Carey Courtyard

Rain location: Hesburgh Library Concourse

4:45p - 5:05p

Rev. John I. Jenkins, C.S.C., President;
Dr. Thomas G. Bursch, Provost;
Diane Farr Walker Edward H. Arnold University Librarian

Michigan State Pep Rally to follow on the Library Mall

Digital and Online Signage
Anchor Events: 50th Anniversary Campus Launch Party

50th Anniversary Celebration

https://www.youtube.com/watch?v=fL3A0QPosmA
Hesburgh Library to celebrate 50th anniversary

Michael O. Garvey September 16, 2013

The University of Notre Dame’s Hesburgh Library will mark its 50th anniversary with a slate of events during the 2013-14 academic year in celebration of the library’s enduring mission of connecting people to knowledge and the vital contributions the Hesburgh Libraries have made to the advancement of Notre Dame, its faculty, students and alumni.

A ceremony inaugurating the 50th anniversary celebration will be held Friday (Sept. 20) from 4 to 6 p.m. in the library’s Richard and Margaret Carey Courtyard.

The ceremony, immediately preceding the Michigan State football game pep rally on the library mall, will include remarks by Rev. John I. Jenkins, C.S.C., Notre Dame’s president; Thomas G. Burish, University provost; and Diane Parr Walker, Edward H. Arnold University Librarian.

"The heart of any great university is its library," Father Jenkins said. "The growth of the Hesburgh Library over the last half century reflects our aspiration to be the world’s preeminent Catholic research university, and on its 50th anniversary we are proud and grateful for the many ways both the library and Notre Dame have flourished."

"The intellectual, academic and cultural life of Notre Dame as we know and enjoy it would not be imaginable were it not for the establishment and development of the Hesburgh Library," said Burish.
Anchor Events: 50th Anniversary Campus Launch Party

Photo Gallery
Anchor Events: Center for Digital Scholarship Launch

Print and Digital Posters, Invitations, and Signage

Please Join Us!

Opening Reception

Friday, Nov. 1
4:00P-6:00P

Hesburgh Library—1st Floor Northeast
library.nd.edu/cds

Center for Digital Scholarship
where technology transforms the pursuit of knowledge

Join Us!

Friday, Nov. 1

Opening Reception & Tours 4:00P-6:00P
Leadership Remarks 4:45P-5:00P

Enjoy refreshments, networking and open tours of the Digital Research Lab and the Digital Production Facility in the newly opened Center for Digital Scholarship.

Hesburgh Library—1st Floor Northeast
library.nd.edu/cds
Anchor Events: Center for Digital Scholarship Launch

Event Web Page and Digital Marketing

HESBURGH LIBRARY CELEBRATES 50 YEARS

Featured Events
- Center for Digital Scholarship Opening Reception and Program
- Lecture Series: Word of Life
- Teaching Exhibit Opening
- Archive, Artist, and Poet: Exhibition of drawings, paintings, and poster- poems
- CDS Opening Reception
- Ambrosiana Lecture: Library of Santa Maria
- Inception in the 15th century
- Words of Life: Book Signing
- Text and Image
- CDS College of Science/Open House
- Introducing Remix: Beyond
- Text. The Power of Student-Created Media
- Robert Creely Symposium

Center for Digital Scholarship Opening Reception and Program

Opening Reception
Please join us!
Friday, November 1
4:00p – 6:00p

The Center for Digital Scholarship (CDS) in the Hesburgh Library

The Center for Digital Scholarship (CDS) is a new academic unit within the Hesburgh Library that is dedicated to supporting and advancing digital scholarship at the University of Notre Dame. The Center is committed to fostering a culture of innovation and collaboration among faculty, students, and staff, and to providing resources and support for digital scholarship initiatives across the University.

Featured events include:
- Center for Digital Scholarship Opening Reception and Program
- Lecture Series: Word of Life
- Teaching Exhibit Opening
- Archive, Artist, and Poet: Exhibition of drawings, paintings, and poster-poems
- CDS Opening Reception
- Ambrosiana Lecture: Library of Santa Maria
- Inception in the 15th century
- Words of Life: Book Signing
- Text and Image
- CDS College of Science/Open House
- Introducing Remix: Beyond
- Text. The Power of Student-Created Media
- Robert Creely Symposium

Digital and Online Signage
Anchor Events: Center for Digital Scholarship Launch

Event Videos

Center for Digital Scholarship Launch

Time Lapse Video
https://www.youtube.com/watch?v=dAXATOFOrkE

CDS Classroom Video
https://www.youtube.com/watch?v=SHDkKwlqWAA
Hesburgh Libraries launch Center for Digital Scholarship

The University of Notre Dame’s Hesburgh Libraries have officially launched the Center for Digital Scholarship, located in the northeast corner on the first floor of its flagship Hesburgh Library building. This launch marks a transformational leap into the future for the Hesburgh Libraries and helps to meet the growing demand for advanced research expertise and digital library services at Notre Dame.

Digital scholarship employs state-of-the-art technologies to transform the ways in which teaching, research and scholarship are performed and preserved.
Anchor Events: TEDxUND “Creating Knowledge Together”

Print and Digital Posters, Invitations, and Signage

DeBartolo Performing Arts Center
Hesburgh Libraries
Student Government
Office of the Provost
University Communications

**Shared Sponsor Logo**

---

**Event Program (Print and Digital)**

**PHOTO BOOTH**

**REGISTRATION**

**VOLUNTEERS**

**STAFF AND VOLUNTEERS**

**ONLY BEYOND THIS POINT.**

Thank You.

---

**Posters and Invitations (Print and Digital)**

**TEDxUND**

x = independently organized TED event

“Creating Knowledge Together” • January 24, 2014 • DeBartolo Performing Arts Center

Are you ready to be inspired?
Do you want to be a part of something bigger?
Would you like to hear some brilliant ideas?

Come hear some of Notre Dame’s great leaders, thinkers, & doers at our first ever TEDx

Only 100 seats are being offered!
The application for tickets will be available until December 15th at TEDx.nd.edu

---

**On-site Signage**

**Engagement Activities**

* 50th Anniversary logo applications restricted per TED organization brand standards.
Anchor Events: TEDxUND “Creating Knowledge Together”
Anchor Events: Noye’s Fludde (Noah’s Flood)

Event Web Page and Digital Marketing

UNIVERSITY OF NOTRE DAME

HESBURGH LIBRARY CELEBRATES 50 YEARS

Featured Events
Archive

Noye’s Fludde (Noah’s Flood)

NOYE’S FLUDDDE
(NOAH’S FLOOD) COMPOSED BY: BENJAMIN BRITTEN

Friday, May 2
7:30p  Pre-Performance Talk - “Building a Community in Noye’s Fludde (1958)”
Christopher Chauvois, Library Auditorium
8:30-9:30p  Performance

Saturday, May 3
8:30-9:30p

Composer:  Benjamin Britten
Featuring:  Notre Dame's new Children’s Choir
Hesburgh Library Richard & Margaret Carey Courtyard
Rain Location: TBD

Join us for the final public event celebrating the 50th Anniversary of the Hesburgh Library. (The year-long celebration festivities will conclude in June.) Learn more.

Digital and Online Signage
Anchor Events: Noye’s Fludde (Noah’s Flood)

Public Relations and Social Media

The voice that connects us.

The Week@ND

Calendar of Events

UNIVERSITY OF NOTRE DAME

Hesburgh Libraries

1963–2013

50

HESBURG

LIBRARY

WORKS

ND

The voice that connects us.

Public Relations and Campus News

THE DAILY Dомер

Sacred Music at Notre Dame

Noye’s Fludde

(Noah’s Flood)

by Benjamin Britten

May 2 & 3, 2015, 8:05 PM

Hesburgh Libraries Hesburgh Library Auditorium, University of Notre Dame

Noye’s Fludde is based on the biblical story of Noah and his family, who built an ark to save themselves and their animals from a great flood. The performance features a large cast of students and faculty from the Notre Dame Department of Music, as well as guest artists from the University of Michigan School of Music, Theatre, and Dance. The performance is directed by Michael Weidrich, and conducted by Robert Mirabdollah. The cast includes Will Fink as Noah, and John Skuse as the narrator. The performance is sponsored by the Notre Dame Department of Music and the University of Michigan School of Music, Theatre, and Dance.

Social Media

Looking for the Ark? “Noah’s Flood” performance at 8:30p! MT @MFOXsNH: @RubberDuck in reflecting pool at @NotreDame.

Hesburgh Libraries @NDLibraries - May 2

Final preparations at Hesburgh Library for Noah’s Flood & ND Children’s Choir tonight at 8:30p! Free and open to all! @sacredmusicND

Hesburgh Libraries @NDLibraries - May 2

Noah’s Flood inside due to rain...but the house is packed! @sacredmusicND

Social Media

Sacred Music ND @sacredmusicND - Apr 28

NDCC presents “Noye’s Fludde (Noah’s Flood)” this weekend at SNDL. Libraries Reflecting Pool. @NDLibraries @sacredmusicND @ArtsLettersND @NotreDame

Sacred Music ND @sacredmusicND - Apr 28

Looking for the Ark? “Noah’s Flood” performance at 8:30p! MT @MFOXsNH: @RubberDuck in reflecting pool at @NotreDame.

Hesburgh Libraries @NDLibraries - May 2

Final preparations at Hesburgh Library for Noah’s Flood & ND Children’s Choir tonight at 8:30p! Free and open to all! @sacredmusicND

Hesburgh Libraries @NDLibraries - May 2

Noah’s Flood inside due to rain...but the house is packed! @sacredmusicND

Social Media
Tier Three

Stand Alone and Intermittent Events

Hesburgh Libraries Lecture Series
Millard Sheets: An Artist’s Journey to the Word of Life
Can These Dry Bones Live? Old Books, Modern Libraries and the Digital Domain
Introducing Remix – Beyond Text: The Power of Student Created Media
Father Hesburgh and Human Rights: His Legacy and Our Bridge to the Future

Lectures, Workshops, and Exhibits
One Book, One Michiana
ProQuest – A Service Provider’s Perspective
Tir na nOg – Irish Literature for Young People
Robert Creely’s Library
Millard Sheets: An Artist’s Journey to the Word of Life
Presented by Janet Blake

Event Web Page
Lecture Video
Digital and Online Signage
Social Media
Banners

NDWorks
The Week@ND
Calendar of Events
The Daily Domer
PR and Campus News
Presented by Michael Suarez, S.J.

Thursday, Oct. 17
4:00p-5:00p
Hesburgh Library
William J. Carey Auditorium

Reception Immediately to Follow

Posters and Invitations (Print and Digital)

Event Web Page

Lecture Video

Social Media

Digital and Online Signage

PR and Campus News
Introducing Remix – Beyond Text: The Power of Student Created Media

Presented by Curtis Bonk, Ph.D.

Friday, February 28 — 1:00 pm
Hesburgh Library — Carey Auditorium
Curtis Bonk, Ph.D., Professor
Indiana University School of Education

Reception and Live Demos
Friday, February 28 — 2:00 pm
Hesburgh Library — Center for Digital Scholarship
(refreshments and light hors d’oeuvres)

Elliott Visconsi, Chief Academic Digital Officer
Kaneb Center for Teaching and Learning
Office of Information Technologies
Hesburgh Libraries

Learn more about REMIX.ND.EDU and the power of integrating digital tools into teaching and learning for the 21st century. This workshop offers an extended overview of REMIX, REMIX-T and the KALTURA Media Gallery Tool in Sakai — the newest resources for teaching, learning and sharing at Notre Dame.

Alternative Forms of Expression: Cultivating Media-Rich Activities
Thursday, April 24 3:30 p - 4:45 p
LaFortune Student Center, Notre Dame Room
Presented by: Chris Clark, Assistant Director, Kaneb Center for Teaching and Learning

Having students create a video, poster, or sound recording can be an appropriate alternative to written work and it helps develop media literacy. During this session you’ll learn about the REMIX-T website and begin framing an engaging media-rich assignment.

Beyond Text: Tools for Student-Created Media
Thursday, March 6 12:30 p — 1:15 p
Hesburgh Library, Center for Digital Scholarship - Room 129
Presented by: Chris Clark (REMIX-T), Laurie McGowan (REMIX) and Tom Marentette (KALTURA Media Gallery Tool in Sakai)

Introducing REMIX, REMIX-T, and KALTURA: The newest resources for teaching, learning, and sharing at Notre Dame!
Stand Alone and Intermittent Events: Lectures, Workshops, and Exhibits

Event Series: One Book, One Michiana

Wednesday, April 9
Film: Frankenstein (1931)
7:00p - 9:00p Hesburgh Library William J. Carey Auditorium
Director: James Whale
Starring: Boris Karloff

Thursday, April 10
Lecture: Women in Print at the Time of Frankenstein
4:00p - 5:00p Hesburgh Library Rare Books and Special Collections
Speaker: Laura Fuderer, English and French Literature Librarian
Refreshments Provided

Wednesday, April 16
Film: Young Frankenstein (1974)
7:00p - 9:00p Hesburgh Library William J. Carey Auditorium
Director: Mel Brooks
Starring: Gene Wilder

Wednesday, April 23
"Book Club": Frankenstein
7:00p - 9:00p Hesburgh Library "Fishbowl"
Join other One Book, One Michiana Frankenstein readers for a casual "book club" style group discussion. Let's talk about Frankenstein!
Refreshments Provided

Thursday, May 1
Lecture: Frankenstein of 1790
7:00p - 9:00p Hesburgh Library
Speaker: Julia Douthwaite, Author, Frankenstein of 1790
Professor of French and Francophone Studies
Sheedy Excellence in Teaching Award Winner 2013
Refreshments Provided

Join us throughout the month of April for One Book, One Michiana events. Learn more: 50years.library.nd.edu/events/one.book.shtml
Download eBook (free): www.gutenberg.org/ebooks/84

For more information, contact:
Collette Mak, Outreach and Scholarly Communications Librarian
Telephone: 574-631-7392  Email: cmak@nd.edu
All Hesburgh Libraries One Book, One Michiana events are open to the public and are free of charge.
Stand Alone and Intermittent Events: Lectures, Workshops, and Exhibits

Exhibit and Open House: Tir na nOg – Irish Literature for Young People

Exhibit and Symposium: Robert Creely’s Library

Event Web Page

Tir na nOg

Literature for Young People from the Hesburgh Libraries’ Irish Collections

Symposium and Lecture Video

NDWorks

The Week@ND

Calendar of Events

PR and Campus News

Posters and Invitations (Print and Digital)

Online and Digital Signage

Social Media
Tier Four

Ongoing Events and Offerings

50years.library.nd.edu
“50 Milestones in 50 Years”
Football Game Day Info Booths
Physical and Digital Exhibits
Online Exhibits
“Countdown to Renovation”
Ongoing Events and Offerings

Campaign Website: 50years.library.nd.edu
“50 Milestones in 50 Years” Digital Exhibit and Social Media Campaign

Like Hesburgh Libraries on Facebook and follow us on Twitter to experience 50 Milestones throughout the life of the Hesburgh Library. #50 will be announced on May 7th.

Digital Exhibit and Web Page

Print and Digital Ads and Promos

Social Media

50 Milestones

Like Hesburgh Libraries on Facebook and follow us on Twitter to experience 50 Milestones throughout the life of the Hesburgh Library.

50 Milestones

Rev. Theodore M. Hesburgh and Rev. Edmund P. Joyce are pictured here looking over a campus map and model as they plan the expansion of campus. This table-top model reveals their early vision that Memorial Library was to be one of three focus points of the University along with the spire of the Basilica and the Dome over the Main Building.

Visit http://50years.library.nd.edu/50milestones.shtml for more info and other milestones.

5,436 people reached

We’re sharing 50 milestones of the history of the Hesburgh Library. What’s your favorite library memory?
Ongoing Events and Offerings

"50 Milestones in 50 Years" — Sample Milestone

The Word of Life becomes known as “Touchdown Jesus”

In the fall of 1964, the Notre Dame football team won all five home games, including a 34-7 victory over Michigan. State on November 14 that marked the end of the Spartans' 10-year dominance of the series. The Irish home-field advantage continued in the next two years, with a 9-1 home record in 1965 and a 5-0 home record in the 1966 championship season. While

Hesburgh Libraries @ University of Notre Dame
September 28, 2013 - 8h

We celebrated the Word of Life mural during our Hesburgh Lecture series yesterday. Were able to make it to the event? This video shows a bit of the behind the scenes on how it was constructed.

Word of Life Mural - Notre Dame's Touchdown Jesus

The Word of Life Mural was a gift of Mr. and Mrs. Howard V. Martin of Winnetka, Illinois. Installed during the spring of 1964, it was kept covered until the ...

Hesburgh Libraries @NDLibraries - 14 Jan 2014

Have you ever wondered how the Word of Life mural got the nickname 'Touchdown Jesus'? Here's the answer:

Notre Dame Football @NDFootball - 15 Jan 2014

Interesting video. RT @NDLibraries. Ever wondered how the Word of Life mural got the nickname 'Touchdown Jesus'? 50years.library.nd.edu/50milestones/#...

Sarah Bowman, MBA @SarahBowm - 14 Jan 2014

The Word of Life becomes known as "Touchdown Jesus" 50years.library.nd.edu/50milestones/#...
Ongoing Events and Offerings

Football Game Day Info Booths

Don't forget to stop by our Game Day booth and help celebrate our 50th anniversary!

There's a lot happening on campus before today's Notre Dame Football game. Here's a schedule:

- Get 50th Anniversary bookmarks at Hesburgh Library and the @NDAlumni Association tent north of Eck Visitors Center
- The Institute for Church Life - University of Notre Dame hosts Saturdays with the Saints on the Four Women Martyrs of El Salvador at 10:30 a.m. in Geddes Hall... See More
- On campus today? Stop by our Game Day booth in the courtyard to help us celebrate our 50th anniversary. Go Irish! Beat SC!
Celebrating 50 Years of the Hesburgh Library

"In the early 50s, when I began to dream of a greater Notre Dame, it seemed to me that there was no greater step forward we could make, as a great Catholic University, than to have the best Catholic university library in the world."

Rev. Theodore M. Hesburgh, C.S.C.
President, 1952-1987
Ongoing Events and Offerings

Physical and Digital Exhibits

50 HESBURGH LIBRARY 1963–2013

UNIVERSITY OF NOTRE DAME Hesburgh Libraries
Ongoing Events and Offerings

Physical and Digital Exhibits
Ongoing Events and Offerings

Online Exhibits

HESBURGH LIBRARY CELEBRATES 50 YEARS

Exhibits
- "50 MILESTONES"
- Special Collections Exhibit
- Seaside Research Portal
- Hesburgh Artifacts
- Hesburgh Construction
- Word of Life Mural I
- Word of Life Mural II

Concourse Exhibits
- Exhibit cases throughout the Hesburgh Library concourse feature the history of the building and the Word of Life mural, the Seaside Research Portal, and treasures from Rare Books & Special Collections.

Seaside Research Portal
- Concourse East - Wall Case 2

Hesburgh Artifacts
- Concourse East - Wall Case 2

Construction
- Second Floor - Wall Case

Word of Life Mural
- Second Floor - Wall Case

Collections
- Concourse West - Wall Case

50 Years of the Hesburgh Library

This image shows a historical photograph of two men at a table. It is labeled "50 Years of the Hesburgh Library" and includes the years 1963-2013, indicating the 50-year celebration of the Hesburgh Library at the University of Notre Dame.
Ongoing Events and Offerings

"Countdown to Renovation" Digital Exhibit and Social Media Campaign

Counting down the Hesburgh Library’s last 3 milestones. Watch for #48 today! see them all at 50years.library.nd.edu/50milestones

Hesburgh Libraries @NDLibraries - May 5
Our 50th anniversary kicked off on Sept 20. How did we celebrate?
VIDEO: youtu.be/l3AOGQPosmA

We kicked off our 50th anniversary celebration last September 20 to reflect on the library’s original mission of “connecting people to knowledge.” It gave us the opportunity to reflect on our past and on the original vision that this library building and the “Word of Life” mural would stand as a symbol of academic excellence and the pursuit of knowledge.

Read about this and other library milestones:
http://50years.library.nd.edu/50milestones/#48

Notre Dame’s Hesburgh Library celebrated 50 years
Hesburgh Library opened on September 18, 1963, and was dedicated in May 7, 1964. On September 20, 2013, in honor of the 50th anniversary of the Hesburgh Libr...
Ongoing Events and Offerings

“Countdown to Renovation” Digital Exhibit and Social Media Campaign
“Countdown to Renovation” Digital Exhibit and Social Media Campaign

Fifty years ago we celebrated the official dedication of the Memorial Library. Today, after 49 memories allowing us to reflect on how far we’ve come, we announce where we’re going by sharing our vision to renew the interior of Hesburgh Library.

Our Master Building Plan presents a bold and total space transformation that will help the Libraries fulfill our enduring mission of connecting people to knowledge and meet the changing needs of students and faculty in the 21st century.

See more of our vision for the Hesburgh Library at: http://50years.library.nd.edu/50milestones/#50

Hesburgh Libraries @University of Notre Dame
Posted by Liz Harter · May 7, 2014 · Edited · 711

Margaret Fosmoe @MargaretFosmoe · May 8
Glass walls, natural light, a north entrance. Look at what renovated #HesburghLibrary at @NotreDame might look like: tinyurl.com/kidbdx4

The Daily Domer @DailyDomer · May 8
Check out the new plans for the @NDLibraries renovation! 50years.library.nd.edu/50milestones/5...
“Countdown to Renovation” Digital Exhibit and Social Media Campaign: Vision and Master Plan for Hesburgh Library Transformation

Hesburgh Library in 1963

Hesburgh Library Today