

How We Walk Our Talk: Marketing the Libraries and Librarians of the 21st Century

11:30 AM-1:30 PM

Tuesday, June 10, 2003

Reporter: Joanna Duy

This year's poster event was very well attended, with many observers arriving well before the 11:30 am start time. In addition, there were so many poster presentations that the displays had to spill out into the hallway! It provided an excellent opportunity for chemistry librarians – and indeed all who attended – to exchange effective marketing ideas and strategies, many of which were centered around using the Web as a communication tool. Here's a synopsis of the posters:

Jenifer Lee Baldwin and Peggy Dominy, Drexel University

‘It's alive! Using a traveling exhibition to reinvigorate the relationship between the library, the community, the sciences’

This poster outlined the planning, organization, and participation of Drexel's Hagerty library in securing the ALA/NLM traveling exhibit entitled ‘Frankenstein: Penetrating the Secrets of Nature’. The presenters discussed how librarians can use such opportunities to step outside of their usual support roles in order to ‘put libraries on the map’. The organizers helped develop a course, coordinated a film series, planned a speakers' series, and even involved the local high school community, as well as local cultural societies. The Frankenstein theme encouraged a cross pollination of ideas from both the humanities and social sciences, and was well received by the academic and local communities.

Related web sites:

<http://www.library.drexel.edu/news/0301/frankenstein.html>

Contact: dominymf@drexel.edu

Harriet Albersheim, U. S. Food and Drug Administration

"One-Stop Shopping: Where to Find Major Medical Device and Radiological Health Web Sites"

This poster was a presentation of the Library's Home Page that was developed to help staff at the FDA's Center for Devices and Radiological Health find useful information in their subject areas. The two new Library pages were developed during a redesign project and features a clear interface with useful graphics. It serves as a "one stop shopping" center for those looking for updated links to major medical device and radiological health resources. While visiting these pages for links, it provides an opportunity for Center staff to check out other Library resources.

Contact: HBA@CDRH.FDA.GOV

Teri Vogel, Georgia State University

“Using newsblogs to get the word out...Now!”

Recognizing that library users want to be kept up to date on resources and services but don't want their inbox clogged with library-related emails, Vogel spearheaded a project to build a newsblog so users can keep current by simply checking a web site. The “blog” (short for web log) is based on a database, and in this case was built completely in house by Douglas Goans (the web development librarian) using MySQL and ASP for their Windows server. Vogel emphasizes, however, that downloadable blogging software is available, or you can host your blog on a remote server. The information from the database is displayed as a web page, but is much easier for librarians to maintain and update compared to static HTML. The blog includes lists of new e-journals, and coverage updates, book titles of interest, Internet resources, and announcements pertaining to databases and subject pages, and will be marketed to users through various means. The poster also discussed some of the ongoing development issues still being discussed, such as whether to allow readers to post their own comments, include RSS feeds, and to make the blog available as a syndicated news feed for others.

Related URL: <http://www.library.gsu.edu/news/index.asp?typeID=56>

Contact: tmvogel@gsu.edu

Erja Kajosallo and Angela Locknar, Massachusetts Institute of Technology

“...and I need it by 5PM”: Library information sessions for administrative assistants”

This poster outlined efforts to offer library education sessions to administrative assistants in the Department of Materials Science and Engineering and the Department of Chemical Engineering. It was noted that administrative assistants are often not targeted in library instruction sessions, but that they are increasingly required to gather information from the library. Kajosallo and Locknar outline how they contacted the appropriate department in order to schedule sessions, and gave an outline of their instruction techniques, and the reactions of the participants. They also recommended strategies for reaching administrative assistants in other departments.

Contact: kajosalo@mit.edu

Kathy Fescemyer and Amy Paster, Pennsylvania State University

“Marketing the Life Sciences Library at Penn State “

The presenters talked about efforts to market the Life Sciences Library, which is located in the larger, Paterno Library, at Penn State. One challenge in attracting users to the library has been that many of the departments served by the library are not in close proximity to the library. As part of their marketing efforts, the library took part in the College of Agriculture Sciences' Open House. This gave parents and students a chance to visit the library, ask questions, and interact with staff. In addition, as a participant in the University Libraries Open House, the Life Sciences Library held beach days in the fall of 2002 with over 1051 students attending. Visitors were welcomed with leis, candy, and various displays. In addition to these events, the library has an

electronic newsletter, which is published approximately 4 times a year and highlights new subscriptions, workshops and other new resources and services. The newsletter is distributed to over 1000 faculty, staff and graduate students in the life sciences.

Related URL: <http://www.libraries.psu.edu/lifesciences/index.htm>

Contact: kaf12@psulias.psu.edu

Dana L. Roth and Kathleen McGregor, California Institute of Technology

Marketing the Caltech Chemistry Library

Central to marketing the Caltech Chemistry Library is their Web site – which is easy to use -- with links to lists of new books and special journal issues, chemistry department class pages, an electronic newsletter, and many other resources. In addition, the Caltech Library System offers a number of instructional sessions that market the library and its services. The chemistry and chemical engineering librarians jointly offer sessions focused on chemical compound data searching, patents, crystallographic databases, physical property data searching, and more. Instructional materials and handouts from these sessions are conveniently available on the web site.

Related URL: <http://library.caltech.edu/collections/chemistry.htm>

Contact: dzrlib@library.caltech.edu

Ann Bolek, University of Akron

“Designing and revising library Web pages in response to reference questions“

This poster demonstrated how a library subject page can evolve in response to the information needs of patrons. Bolek added links to information about chemistry and society, as well as process design, in response to the needs of students taking classes in these areas, and questions received at the reference desk. She also added a section on career information for chemists, at the request of users. In addition, she has a comprehensive and useful step-by-step guide to finding and obtaining scientific articles at the University of Akron. Throughout the site, Bolek has made an effort to employ user-friendly vocabulary and to base her explanations on reference interactions with users.

Related URL: <http://GoZips.uakron.edu/~bolek>

Contact: bolek@uakron.edu

Denise Callihan, PPG Industries

“PPG R&D Library shared services Web site launch”

This poster outlined the process of redesigning the library’s Web site, which occurred in conjunction with a larger organization shift that combined four previously independent libraries under one shared service, reporting to one central manager. As a result of this change, a new

Web presence was necessary – one Web site for all four libraries (formerly, each library had its own site). Staff at the libraries brainstormed for a theme that could be used to “brand” the site, and that would be useful in promotional activities. A nautical theme was decided upon, and, in addition to the new Intranet site, bookmarks and post-it notes with the library’s nautical logo were distributed to staff to market the new page and the new look. Callihan noted the importance of having a solid and useful vision and mission statement to follow during such a process. She also noted the importance of gauging user satisfaction by doing surveys and keeping statistics.

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Erja Kajosallo and Angela Locknar, Massachusetts Institute of Technology

“Finding chemical and engineering information: Two classes, two approaches”

A discussion of the different approaches to the teaching of chemical information classes for two undergraduate courses: Chemical Engineering Projects Laboratory and Organic Chemistry Lab - Intermediate Chemical Experimentation. In the Chemical Engineering Projects Laboratory (offered to senior undergraduate chemical engineering majors) students work in teams of three on a research project submitted by a faculty member, or from local industries. Librarians conducted workshops which included introductions to SciFinder Scholar and Web of Science. For the Intermediate Chemical Experimentation course (offered to sophomore and junior undergraduate chemistry majors), students are taught how to look for spectra, property information, synthetic methods, etc. and they must compile information about one chemical compound and then present their findings and produce a literature report. The presenters outlined how the teaching strategies have evolved since they first started teaching these classes, and gave a discussion of the resources that are most emphasized.

Contact: kajosalo@mit.edu

Marion Peters, UCLA Science and Engineering Library

Marketing the LiBrArY to Chemists, Chemical Engineers, & Materials Scientists & Engineers; bringing the LiBrArY to your desktop"

This poster outlined the effectiveness of the Web in creating a single virtual library presence, when the physical library consists of 4 disparate collections (at UCLA, there are separate libraries for chemistry, engineering and mathematical sciences, geology/geophysics and physics). Recent publicity efforts have included surveys with prizes, pencils with the library's Website, and the creation of a new logo displayed as a unifying element on handouts. In addition, the UCLA Library’s off-site reference service (offered via e-mail, chat, and telephone) is effectively promoted, using a simple, intuitive logo that is widely featured on Websites, as well as t-shirts, bookmarks, mousepads, zipper pulls for backpacks, and pens.

Related URLs: <http://www.library.ucla.edu/sel>
<http://www.library.ucla.edu/digref>
<http://help.library.ucla.edu/index.cfm?Category=Main&Linktype=Icon>

<http://ssdesign.com/librarypr/content/p070802a.shtml>

<http://www.ala.org/@yourlibrary>

<http://www.janway.com/>

Contact: mpeters@library.ucla.edu

Susanne J. Redalje, University of Washington Chemistry Library

“University of Washington Libraries talks and asks questions”

This poster outlined several approaches currently in use at the University of Washington libraries to communicate with library user groups, and to assess the libraries. Examples of communication between the library and its users include weekly alerts of new math e-journals, which are posted on the Math Research Library's Web page. Maureen Nolan of the Friday Harbor Library has developed a virtual reading room, to facilitate the browsing of e-journals. The Chemistry Library has found bulletin boards to be a useful communication tool – there are two such boards (one of which is strategically placed in the copy room, so users can look at it while waiting to use the photocopiers). The boards are used to announce new services, classes, policy changes, etc, and are a good way to communicate new developments with library users. In addition, the University of Washington libraries, in collaboration with Cornell, are experimenting with the provision of online live reference service. The libraries have also been active in terms of library assessment, conducting regular surveys since 1992 (most of the surveys are now in electronic format). They also conduct focus groups to find out what users want and need from the library.

Contact: curie@u.washington.edu

Song Yu, Purdue University

“Ice cream seminars: Teaching chemical information to faculty and graduate students”

At Purdue University Libraries, the chemistry library has been offering a seminar series of electronic resources in chemistry and pharmaceutical sciences since 2001. Every other week during the academic year, the librarian gives seminars on specific topics in chemical information to graduate students and faculty members across campus who need to find chemical information for their research and study.

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