



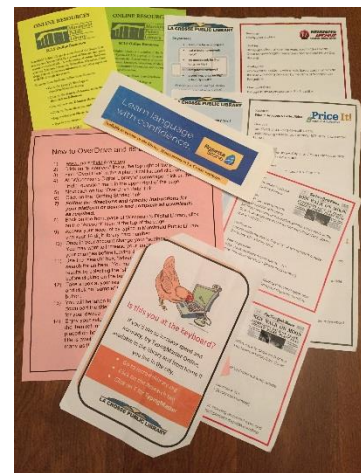
WiLS Regional Meeting 2015 Follow-up

Every year, WiLS conducts a series of regional meetings all over Wisconsin. This year, we travelled to six locations in September and October. These meetings provide an opportunity for members to meet each other and talk about topics of interest to them, regardless of library type. This year, we focused on ‘Maximizing the Value of Electronic Resources’. WiLS staff presented tips and examples on the topic and then opened to discussion to gather insights and ideas from the attendees. We heard so many great ideas that we wanted to share the full list with you. We’ve pulled everything from PowerPoints, Word documents and even photos of the whiteboards into a single big list. We’ll

highlight a few common themes and unique ideas here, but you can read the full list below.

Marketing

Meeting participants had a wealth of ideas about how to promote awareness and usage of electronic resources. One recurring theme was the effectiveness of print promotion. We love ideas like putting inserts into report cards, planting brochures in the library and around the community, taking out small ads in “Shopping News”-type publications or the venerable bookmark at the circ desk! We also heard a lot of suggestions about how to change your library’s website to better promote your resources. A-Z lists and rotating carousel-style ads on the home page were mentioned more than once. One simple suggestion that was unique was to plant links to your resources in the “bookmarks” toolbar of the browsers on your patron computers. There was also a great deal said about reaching users where they are. Going into schools, attending job fairs, attending faculty meetings and embedding links to your resources on other community/departmental web sites were all shared as ways to embed your resources and your library into your community.



Training Users and Staff



One thing that we learned from our meetings is that there are about as many ways to train as there are trainees! It’s important to vary your training approach based on the audience and the resource they are being trained on. We love the idea of reaching out to specific groups in the community to offer training on resources that would be relevant to them, such as genealogy groups or car clubs. If you’re already doing tours of the library, demonstrate a database or two while you’ve got people there. We

heard from libraries using handouts, videos, LibGuides and interactive tutorials as effective training tools. We also love how collaborative some suggestions were! We heard that you can reach out to BadgerLink staff, library system staff, vendors and even community members to help you with your

training needs. Finally there were a lot of ideas about how to train staff, but one that we loved is having different staff members learn different resources and then training everyone else.

Evaluating Resources

One of the most challenging parts of managing electronic library resources is evaluating them to ensure that you're getting the most value from them. Attendees at our meetings had a lot to say on the topic!

One thing we heard often was to make sure you're choosing the *right* quantitative measures. While metrics like full-text downloads can be critical, they're not the best measure for every resource. Complimentary data like new account creation, logged in time, and hours used of video can be just as valuable. Gathering qualitative data can be equally helpful. Time and again we heard about the importance of including stakeholders in this process. Whether they are community groups, faculty or library power users, they can offer a lot of insight into the value (or lack thereof) of your resources beyond what the numbers tell you. Finally, we heard a lot of interest in using infographics to make this data accessible and digestible for your stake holders. The infographic that we brought from BadgerLink was a big hit and they told us that they used [Piktochart](#) to make it.



Here's the full list:

Combined Group Suggestions From All Regional Meetings

Marketing

- **Website**
 - Use slider on website
 - Website slides that change
 - Carousel slides on website
 - Customizable bookmarks from vendors
 - Bookmark all of the databases in the browser toolbars in the library.
 - Ad boxes on home page of website for the databases.
 - Alphabetical list of e-sources.
 - Alphabetized list with a filter by subject
 - Link to categories from the front page with one click.
 - Don't link to a lot free websites as it dilutes the collection of paid resources and there is no end to the maintenance!
 - Discovery layer with ILS
 - Link catalog to resources
- **Social Media**
 - Facebook: highlight a database per post. Do pay to post things when they think it will pay off (not databases so far). Encourage other community organizations to share to expose to another group of people.
 - Use blog posts to promote
 - Think about using social media and tie it back to database: Tumblr, Instagram (for students), Facebook. Example: take newspaper article about historical building and then tie to Recollection Wisconsin. Get better reach because you are linking to something popular. Add context to newspaper articles
 - Social media to highlight databases.
 - Trivia activities with answers to be gotten from the databases
- **Print Promotion**
 - Handouts targeted to specific groups
 - Shelf talkers
 - Cards that a class makes with login credentials
 - Information in report cards
 - Vendor promotional materials that can be customized with your logo
 - People still pick up bookmarks.
 - Put mention of resources where related print would be.
 - Magnetic signs on vans for internal system delivery. Goes to three counties.
 - Shopping news or trader: every person gets that newspaper in their mail. For a small ad price (and you might be able to deal), can get a lot of face time for databases.
 - Tri-fold brochure in library or other places
 - Children's bookmark for kids
 - Annotated list to faculty
 - Promotional fliers in print.

- One page handout about OverDrive that is based on the online support from OverDrive
- Posters at bus stops.
- Business card-sized promos in the stacks w/ QR codes for specific resources
- **Newsletters**
 - Newsletter articles
 - Monthly newsletter with a featured database of the month with tips for staff
- **Language**
 - Use better words to describe them. Name them what they are – online learning, research databases, books, magazines, etc.
 - Tough to keep similar names of products straight.
 - Looking at the databases that have direct implications for them. Make it seem like it makes life easier.
- **Reach Users Where They Are**
 - Embedded links online where students / patrons are (web sites, LMS, communications / newsletters).
 - 10-min presentations to orgs outside the library including large local businesses.
 - Presentation from the public library at the local academic library – college student public library card signup.
 - Go into schools and talk about databases in the context of primary sources
 - Chat with Entrepreneurial Class at technical college and share ReferenceUSA type databases.
 - Promote Junior high English and Health classes
 - Job fairs: have the ReferenceUSA type databases and show people how to learn about the company that they might interview with and other companies to send resume too. Show them Learning Express, too.
 - Meet with Faculty
 - Find the people (ideally in groups) who want the information you have to give them!
 - Target instructors with individualized emails which may be more effective than long general lists.
- **Know Your Users**
 - Know your community!!! Get the resources they want.
 - Understanding who would be likely to use a product; this might be outside what you think the “subject” of the product is about (re: Artstor).
- **Promote Staff Awareness**
 - Email to staff to remind them / let them know that the resources are available.
 - Make effort to train staff about what’s available and about updates to products.
- **Bring Users to the Library**
 - Have groups with interest in resources meet in the library.
 - Tours at the library for 2nd and 7th graders: have handouts ready for them.
- **Cross-Promotion**
 - Promote to your school districts!
 - Can the vendors promote themselves through Google? Or search the databases? (Google scholar, ie)
 - Cross-promote with other types of libraries

- Helping students understand what they have access at school and at home: cross promote with school, academic, and public library in the area. Planning to market it to home schoolers.

Training

- **Vary Your Training by Audience and Resource**
 - Senior groups: show them how it works right then.
 - For kids, start with a resource and search techniques where they find SOMETHING.
 - Show students databases as they are tied to a specific assignment, tied to a learning outcome
 - Teach specific groups in the public: genealogy groups, car clubs, etc.
 - Have database demonstrations as part of a library tour for a specific group
 - Created LibGuides specifically for taking the TOEFL exam
 - Custom handouts for different topics.
 - Use humor in your training! Make it fun.
 - Create interactive tutorials...and share!
 - Do group training and do follow-up one-on-one sessions to focus on their research area.
 - Manuals
 - Short videos for staff/patron education (of searching)
 - Need to be easy so that people can easily get to them when they are working with patrons.
 - Get included in the activities of welcome week for new students so that you can remind them that the library has useful tools.
 - Put a “please interrupt me” sign right on the reference desk
 - Amazing Race-style search for something in 10 minutes.
 - Avoid jargon and get to the hands-on stuff early to make the training non-boring.
 - Do demos relevant to specific topics
 - Try open-ended training. Ask the audience what they need to find rather than just showing them what a resource can do.
 - Emphasize that the library staff are always here to help
 - Mini golf course throughout the library as a fun way to do a tour for the students.
- **Get Help with Training**
 - BadgerLink team will do training!
 - Jean will do training for library staff in SCLS!
 - Partner with organizations – other libraries, etc. – to train their communities and staff on resources. May increase usage and bring in users that might not have previously used the library
 - Staff training can be difficult because of time constraints; encourage staff to take advantage of vendor webinars. Ask vendors to run custom, live webinars.
 - BadgerLink four minute tutorial of interface
 - Get a volunteer from the community to help train or create materials.
 - Work with teaching staff: once they are on board, will get kids on board! Get them an alternative to Google.

- **Teach Skills, Not Just Specific Resources**
 - Teach how to search! Teach people to find the most important words in the sentences and use them to search.
 - Teach them to think critically about resources!
 - Get them to follow along with you as you do something on devices, etc.
 - Take the time to educate individuals rather than doing the work for them.
 - Have some questions for them to work through
- **Staff Training Suggestions**
 - Get different staff to learn individual databases and train the other staff!
 - Have novices go through the steps of training materials and handouts to make sure you have it right for new users.
 - Require continuing education for all library staff and then let the training count for that.
 - Use internal communication channels to share links about training and/or trials with staff.
 - Do an “everyone on!” day: a different database every half hour for the library staff and the public.
 - Announcements to staff about new resources
 - Allow staff to take devices home to get comfortable with them
 - Don’t overwhelm staff by training them all on all databases. Try doing just a few at a time or have different staff experts learn different resources.
- **Work With Your Vendors**
 - Encourage vendors to create better products (training is a short term solution)
 - Know the changes so that we can show partner institutions.
 - Using vendor YouTube channels

Evaluation

- **Cost Per Use**
 - Establish a maximum cost per circ (\$5-\$6, for example from Madison; \$10 for Edgewood)
 - Cost per use as percentage of total cost; puts the cost per use of the resource in perspective of other expenses / total budget. (Consider looking at resources as a whole or potentially by department.) Especially good to look critically at those low-cost electronic resources.
- **Quantitative Measures**
 - Use the same tool when possible so you are using comparable numbers (Google Analytics to measure hits to links).
 - Find metrics that work for the type of resource (\$ per hour used for video) and compare to other commonly available options for access.
 - Look at complimentary statistics (new account creations v. bounce rate / logged in time)
 - It can be challenging to get a baseline / understand the numbers from each resource
 - Academic library should focus on full-text download numbers
 - Track when instructions is done and look at usage spike. Stagger this and encourage use afterwards.

- **Qualitative Measures**
 - Struggles with qualitative metrics – how to make sure all voices are heard and that the inputs are not from only a few vocal users.
 - Accurately identify your audience. If you can't figure out who is using a product, it's hard to put a quality value on the usage you're seeing.
 - Get together with community groups that may be interested in certain topics to help with selecting resources (genealogy groups, for example)
 - Have conversations with faculty about what is useful and what isn't
 - Bring stakeholders, staff and power users in on the evaluation process
 - Ask for feedback on trials.
- **What To Do With the Data**
 - Awesome BadgerLink Infographic created using Piktochart.
 - Keep infographics very simple and fewer than 100 words. Limit the text!
 - Try Piktochart to create infographics. PowerPoint may be another option.
 - Put infographics on your website.
 - Measure use, then promote, then measure use again
 - Data is useful evidence to justify non-renewals to faculty
- **Get Help**
 - Are there products or services that synthesize / analyze /compare features or content from different databases?
 - You can contact BadgerLink if you're interested in particular products; they may be able to find something comparable until you're able to purchase what you need.
 - Contact your vendor(or WILS) for help or requests or trials!