Marketing Electronic Resources at University of North Carolina at Greensboro

Kate Hill
Electronic Resources Librarian
Or...catching the eye of our patrons
Use Your Marketing Superpowers for Good Not Evil
Why market?
General Marketing Lit

E-Resource Marketing Lit
Surveying the Landscape
Good!

Not so Good
Available in Jackson Library

- Reserve a Room
- 159 of 220 desktops for use
- 56 of 65 laptops available
- 10 of 16 iPads available

Other available technology »

SPOTLIGHT
E-Books
Spotlight Items »

BLOGS & SOCIAL MEDIA
Spartan Stories
Tales from the University Archives at the University of North Carolina at Greensboro
Brain Videos, IV Bags, and Deadheads: The Most Interesting Teaching Experience Contest
Sep 25 2017 9:00AM
More Blogs »

NEWS & EVENTS
Research and Applications Webinar Series
News Items »
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Other available technology »
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Other available technology »
<table>
<thead>
<tr>
<th></th>
<th>Description</th>
<th>Count</th>
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<tr>
<td>10</td>
<td>LGBT Thought and Culture</td>
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<td>11</td>
<td>Docuseek2 Complete Collection</td>
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<td>12</td>
<td>Brill</td>
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<td>CRC NET</td>
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<td>14</td>
<td>Encyclopedia of the Bible and Its Reception</td>
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<td>15</td>
<td>All Eastview titles (Pravda, Russian Newspapers)</td>
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<td>AgeLine</td>
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<td>17</td>
<td>AAS Historical Periodicals Collection</td>
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<td>18</td>
<td>Biography Reference Center</td>
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<tr>
<td>19</td>
<td>Essay and General Literature Retrospective</td>
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<tr>
<td>20</td>
<td>Children's Core Collection</td>
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</tr>
<tr>
<td>21</td>
<td>Graphic Novels Core Collection (H.W. Wilson)</td>
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<td>22</td>
<td>L'Année philologique</td>
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<td>23</td>
<td>Middle and Junior High Core Collection (H.W. Wilson)</td>
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<tr>
<td>24</td>
<td>Philosopher's Index</td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>Points of View Reference Center</td>
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<td>26</td>
<td>Political Science Complete</td>
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<tr>
<td>27</td>
<td>Ebsco magazine archives (Life, People, Sports Illustrated, Time)</td>
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<td>28</td>
<td>All H.W. Wilson Core Collection titles</td>
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<tr>
<td>29</td>
<td>All Gale Cengage Primary Source Collections</td>
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<td>30</td>
<td>19th Century UK Periodicals</td>
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<td>31</td>
<td>Archives Unlimited Latin American State Department Collection</td>
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<td>32</td>
<td>InfoTrac Newstand</td>
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<tr>
<td>33</td>
<td>Literacy Criticism Online (Gale)</td>
<td>90</td>
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BACHELOR’S DEGREES

Click or tap the program name below to learn more.

- BA in Liberal Studies >
- BA in Peace and Conflict Studies >
- BA in Philosophy >
- BS in Business Administration >
- BS in Human Development and Family Studies >
- BS in Integrated Professional Studies >
- BS in Public Health >
- BS in Supply Chain Management >

MASTER’S DEGREES

- MA in Peace and Conflict Studies >
- MA in Dance Education >
- MA in Applied Arts and Sciences >
- MEd in B-K Interdisciplinary Studies Education and Development >
- MEd in Teacher Education: Element Mathematics Education >
- M of Library and Information Studies
- MM in Music Education >
- MS in Consumer, Apparel, and Retail Studies >
- MS in Information Technology and Management >
- MS in Nursing Administration >
- MS in Nursing Education >
Asking the users
How often do you use these resources to *find new information* for your classes and research:

<table>
<thead>
<tr>
<th>Resource</th>
<th>Never</th>
<th>Daily</th>
<th>Weekly</th>
<th>Monthly</th>
<th>Yearly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fellow researchers</td>
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<tr>
<td>UNCG University Libraries</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Professional organizations</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social media</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recent literature in your field</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other campus resources (UTLC, ITCs, UNCG Online, etc). Please list other campus resources.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
How often do you use these methods to learn about *new resources and content* for your classes and research:

<table>
<thead>
<tr>
<th>Method</th>
<th>Never</th>
<th>Daily</th>
<th>Weekly</th>
<th>Monthly</th>
<th>Yearly</th>
<th>Not Familiar with Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNCG's University Libraries website/catalog</td>
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<td>⬜</td>
<td>⬜</td>
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</tr>
<tr>
<td>Email</td>
<td>⬜</td>
<td>⬜</td>
<td></td>
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<td>⬜</td>
</tr>
<tr>
<td>Social media</td>
<td>⬜</td>
<td>⬜</td>
<td></td>
<td>⬜</td>
<td>⬜</td>
<td>⬜</td>
</tr>
<tr>
<td>Flyers/Posters</td>
<td>⬜</td>
<td>⬜</td>
<td></td>
<td>⬜</td>
<td>⬜</td>
<td>⬜</td>
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<tr>
<td>Web browsing (Google, Bing, etc)</td>
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<td>⬜</td>
<td>⬜</td>
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<td>Canvas</td>
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<td>⬜</td>
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<tr>
<td>RSS Feeds/Browzine/listservs</td>
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<tr>
<td>Other</td>
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<td>⬜</td>
<td></td>
<td>⬜</td>
<td>⬜</td>
<td>⬜</td>
</tr>
</tbody>
</table>
What resources would you recommend to your students if they want to

- Find a topic for a class assignment or research paper
- Begin a literature search for a class assignment
- Cite references properly
- Find primary sources (archival material, data, original research)
- Learn more about topics covered in class
- Find material for a multimedia assignment or poster (pictures, video, audio, etc)
What reasons prevent you from using UNCG University Libraries' electronic resources more frequently? Select all that apply.

- My classes or research do not require use of library materials
- I get all of the information I need on the Internet
- I use a library outside UNCG (please specify)
- I get all or most of the information I need from other colleagues
- The library does not have the information I need
- The library's electronic search systems are too difficult to use
- I do not have the proper equipment to access the library's electronic resources
- I do not get help when I need it from librarians and staff
- I have problems with electronic access to library resources because of proxy server, firewalls, etc.
- I prefer print resources over electronic resources
- Other (please specify)
The Marketing Plan
Objectives

• Visibility
• Embedded in Classroom
• Usage
Measurement!
UNCG New and/or Exciting Online Resources

The place to discover library tools for your research and class.

SUBSCRIBE
BLOGS & SOCIAL MEDIA

Spartan Stories
Tales from the University Archives at the University of North Carolina at Greensboro

125 Years Ago: Starting Classes at State Normal

Oct 2 2017 8:49AM
More Blogs »

SPOTLIGHT
New DVDs at UNCG

Spotlight Items »
Have you used streaming media (Audio and/or Video) from the library in your classes?

- Yes
- Maybe
- No
Look up if EzProxy Stanza is at
- If it is, copy the proxy and add it (keeping alphabetical order) to the config.txt in
  the libproxy drive. Save the file
- If it is not, tell Kate and she will create a new stanza.

Add entry to Database A-Z list. Be sure to write the description in a way that advertises
the resource to students and faculty

Go to the Collection Manager in OCLC Worldshare and search for a corresponding
collection. Turn it on if available. If not, let Kate know.

Inform Norman and Kate about new resource once access is set up.

Optional (Only if resource is more general/large-do not do this for new journals or small
primary source collections): Norman or Kate write a blog post about new resource
- If a blog post is written, inform Terry Brandsma who will create a spotlight post
  based on this blog post
- If blog post is written, inform Hollie Parrish-Smith. Send along links to useful
  visuals provided by vendor. Ask to make a digital sign
- If blog post is written, ask Norman to write copy for Campus Weekly
- If a blog post is written, inform Hallie so she can link to it on Facebook and
  Twitter

Kate writes an email to all liaisons with a link to the resource and brief information for
them to send faculty.

Email Jenny Dale to ask for resource to be added to LibGuides Database List