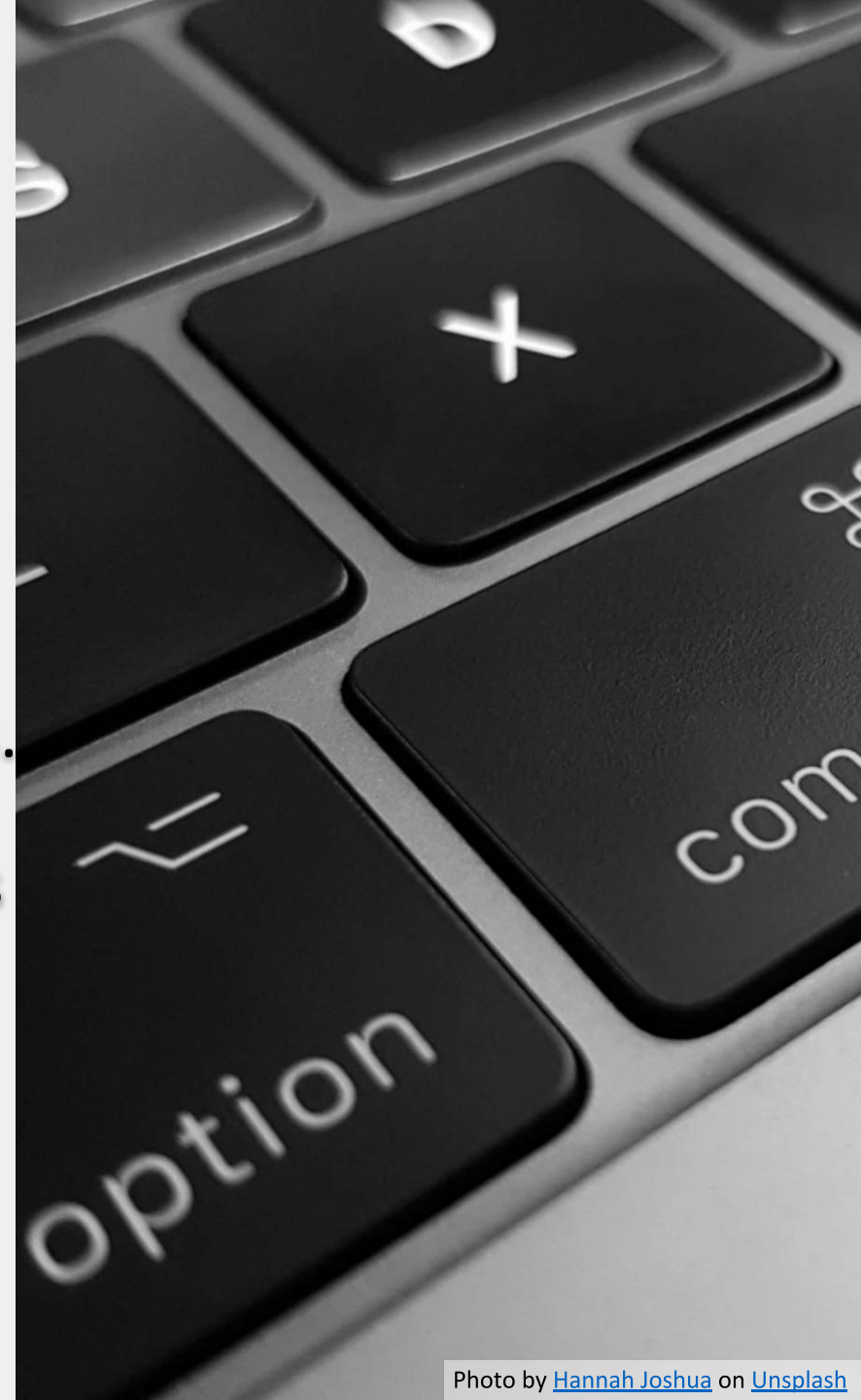
Libraries Show & Tell

Database Promotion from the Inside Out

This presentation will provide tips and tricks for quickly and thoughtfully evaluating and using any informational database, with a focus on promoting databases both internally with frontline staff and colleagues and externally to patrons and stakeholders.

During the session, groups will brainstorm and discuss promotional activities for databases at their own libraries, and afterward, attendees will be equipped to share their knowledge with others at a variety of levels—from co-workers to community partners and everyone in between.



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Libraries Show and Tell:

Database Promotion from the Inside Out

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Joanna Milner, Multnomah County Library

INTERNAL PROMOTION!

WHY DOES INTERNAL PROMOTION MATTER?

- Knowing about quality information resources makes us better able to serve our users.
- Frontline staff communicate directly with users; they promote and educate.
- Staff buy-in leads to better use and evaluation of subscription databases.

WHAT DOES INTERNAL PROMOTION LOOK LIKE?

TAKE TURNS SHARING INFO ABOUT DATABASES...

- ★ in staff meetings
- ★ in short huddles
- ★ by email
- ★ on a blog
- ★ science fair style

An amuse bouche, not a whole meal.

One-sentence description of the database.

What's one particularly cool feature it offers?

Why would you use it? Give three examples of questions it could answer.

How can your patrons or students access it?

How do you make internal promotion happen?

MAKE YOUR CASE.
ASK FOR HELP.
MAKE A PLAN.

HEY.

Make a clear plan as a group.

How often will you share information?

How much time will be set aside for research and prep?

Where will you share?

How will you be keeping a record?

What is the commitment for each person?

How about some tips for getting to know a database quickly?

READ THE WHOLE SCREEN

HALT! to look for four features

Help

Advanced search and/or other search options

Limiters and other tools to modify your search

Terms or subjects, listed

LET'S TRY IT!

Libraries of Oregon
Databases
eBooks
Databases
Use these databases to find full text articles from magazines, j
wide range of topics and offer research and life-long learning
general Internet search.
All Databases
All Databases
GALE
Academic
OneFile

IN SUMMARY...

Make your case:

- Highlight how it will benefit your users.
- Choose your words carefully.

Work together to:

- Make a clear plan.
- Keep it simple.
- Keep a record.
- Geek out!

Go over the basics:

- Help
- Advanced search
- Limiters and other tools
- Terms or subjects

And always read the whole screen!

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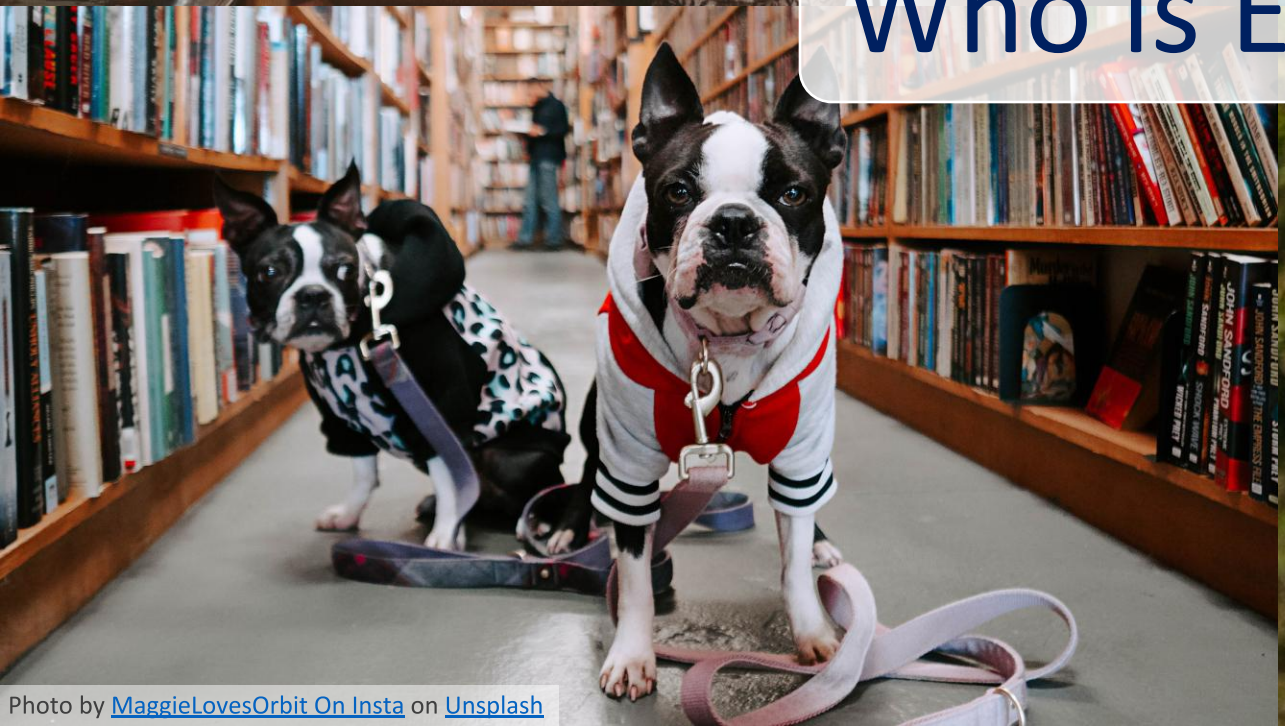
Who is External?



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Everyday Promotion vs Promotional Events

- Tends to be built into reference assistance or readers advisory as we recommend resources.
- Awareness and marketing on a broader level – reaching outward.

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Promotional Event Planning

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Ask for help

- Share the load
- More ideas
- Fresh perspectives
- Invite colleagues who don’t normally work with outreach or databases

Who do we want to reach?

- Current users
- Stakeholders
- Collaborators/Partners
- Potential users

What are our goals?

- Set measurable goals
  - Where we are
  - Where we want to be
- Don’t have to be overly detailed
- Foundation for planning
- Measure for evaluation and assessment

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What are our marketing & communication plans?

- What are existing systems?
- What contacts can we leverage?
- Where are opportunities to develop new systems?
- New things to try?
- How to communicate?

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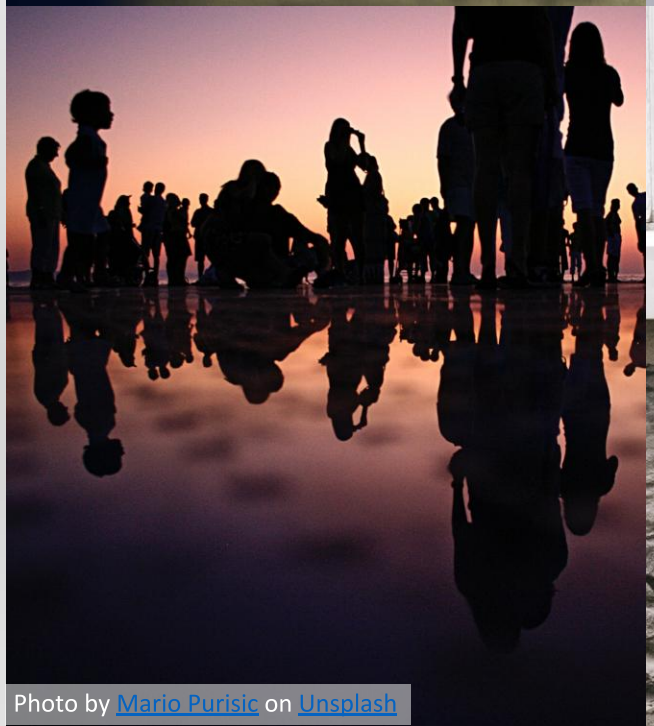
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Photo by Sai De Silva on Unsplash

How will we know if our event succeeded?

- Go back to the goals from the planning stage
- Take and update the measurements
- Evaluate and assess

Photo by Clay Banks on Unsplash

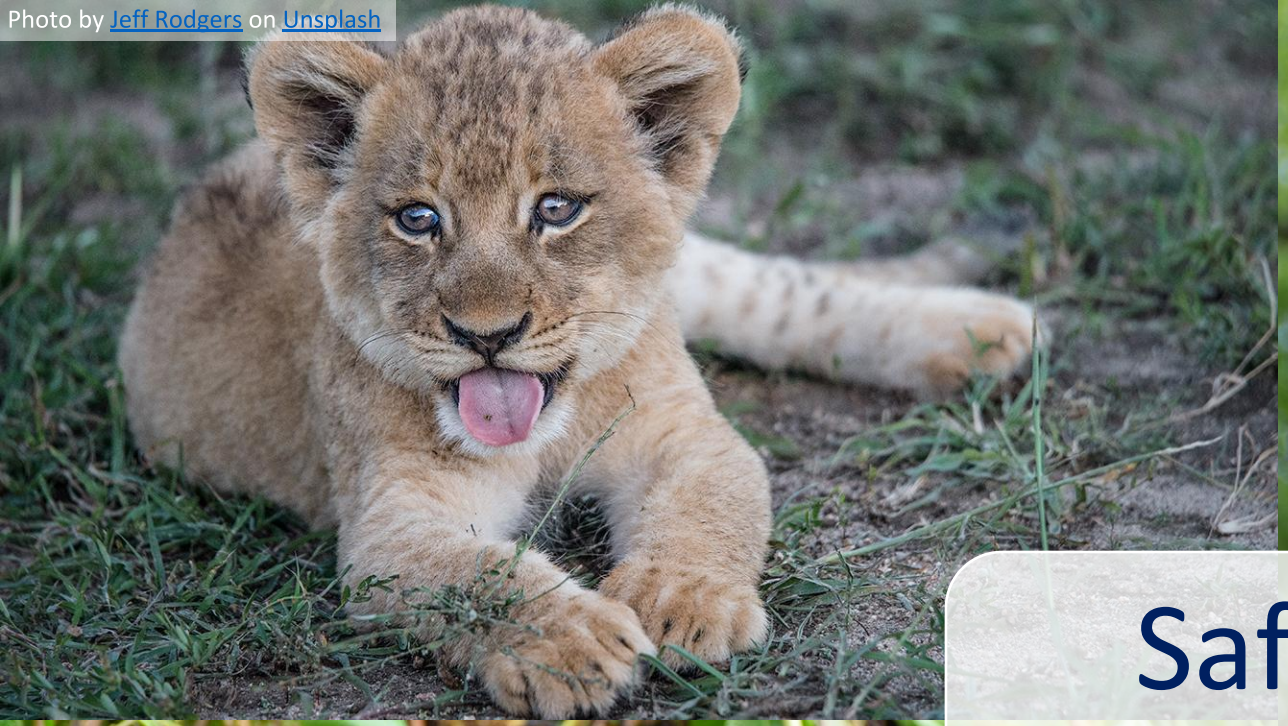
How will we know if our event succeeded?

Evaluation

- Designed for documentation
- Provides a level of achievement
- Answers *what*, *how*, and *how much* questions
- Tells us where we are

Assessment

- Designed for improvement and feedback
- Provides guidance for the future
- Answers *why* questions
- Leads us to where we want to be



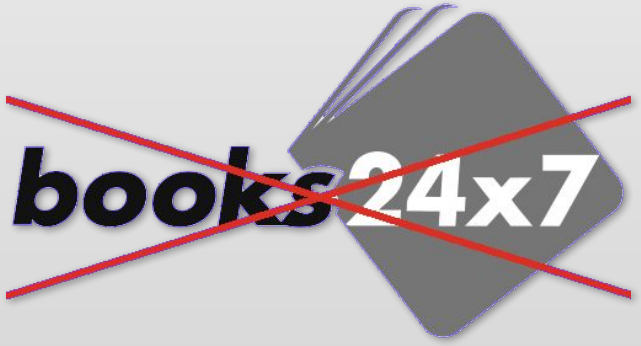
Safari September

Ask for help

- Ad hoc team
- Variety of library specialties
- Both outreach workgroup members and non-members
- Additional volunteers for specific promotional events

Who do we want to reach?

- State employees
- Books 24x7 users
- Safari topics
- Potential library users
- Online and in person



What are our goals?

- Safari September
  - Promote Safari
  - Alternative for Books 24x7
  - Share info w/agencies
  - Giveaways to participants
  - User registration
  - Usage statistics
- Build foundation

What are our marketing & communication plans?

- Newsletter
- eClips
- LibGuide
- Training/classes
- Diversity Conference
- Come to the Watering Hole

in person and online

mailchimp

WordPress

springshare

State Library of Oregon
Government Information and Library Services

What are our marketing & communication plans?

- Newslet
- eClips
- LibGuid
- Training
- Diversit
- Come to

in person

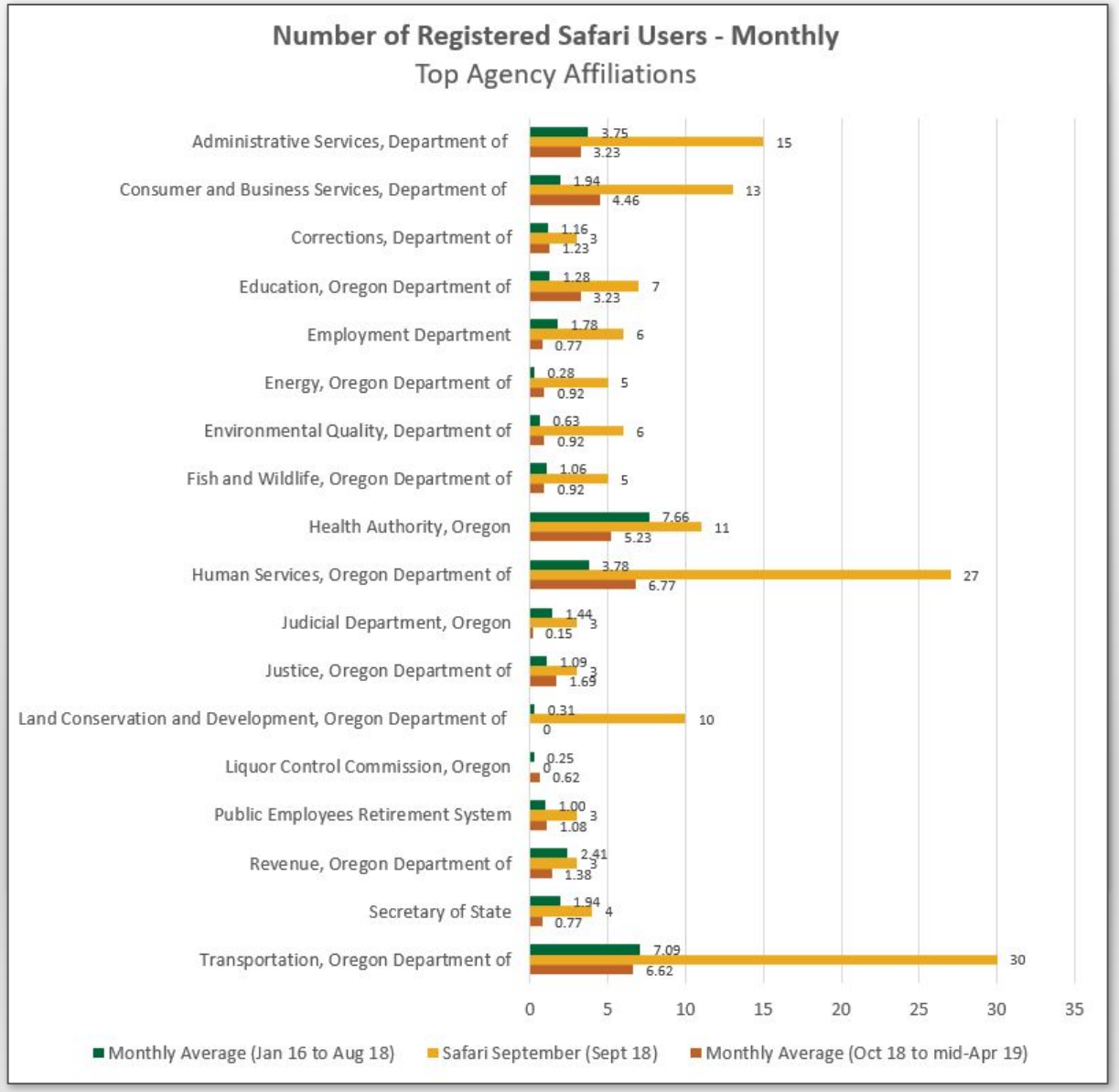
Safari September Schedule

SEPTEMBER

Monday	Tuesday	Wednesday	Thursday	Friday
3 [Labor Day Holiday]	4	5 **Intro to Safari** (online) @ 10:00am	6	7
	2 eClips trivia questions; virtual bingo			
10	11 **Newsletter**	12 **Diversity Conference** (exhibit table)	13 **Diversity Conference** (exhibit table)	14
2 eClips trivia questions; virtual bingo				
17 **Come to the Watering Hole** 11:30am-1:30pm Barbara Roberts/DHS Labor & Industries	18 **Intro to Safari** (State Library, Rm 103) @ 11:00am	19 **Come to the Watering Hole** 11:30am-1:30pm Public Service Bldg	20 **Intro to Safari** (State Library, Rm 103) @ 2:00pm	21
2 eClips trivia questions; virtual bingo				
24	25	26	27 **Intro to Safari** (online) @ 2:00pm	28
2 eClips trivia questions; virtual bingo				

How will we know if our event succeeded?

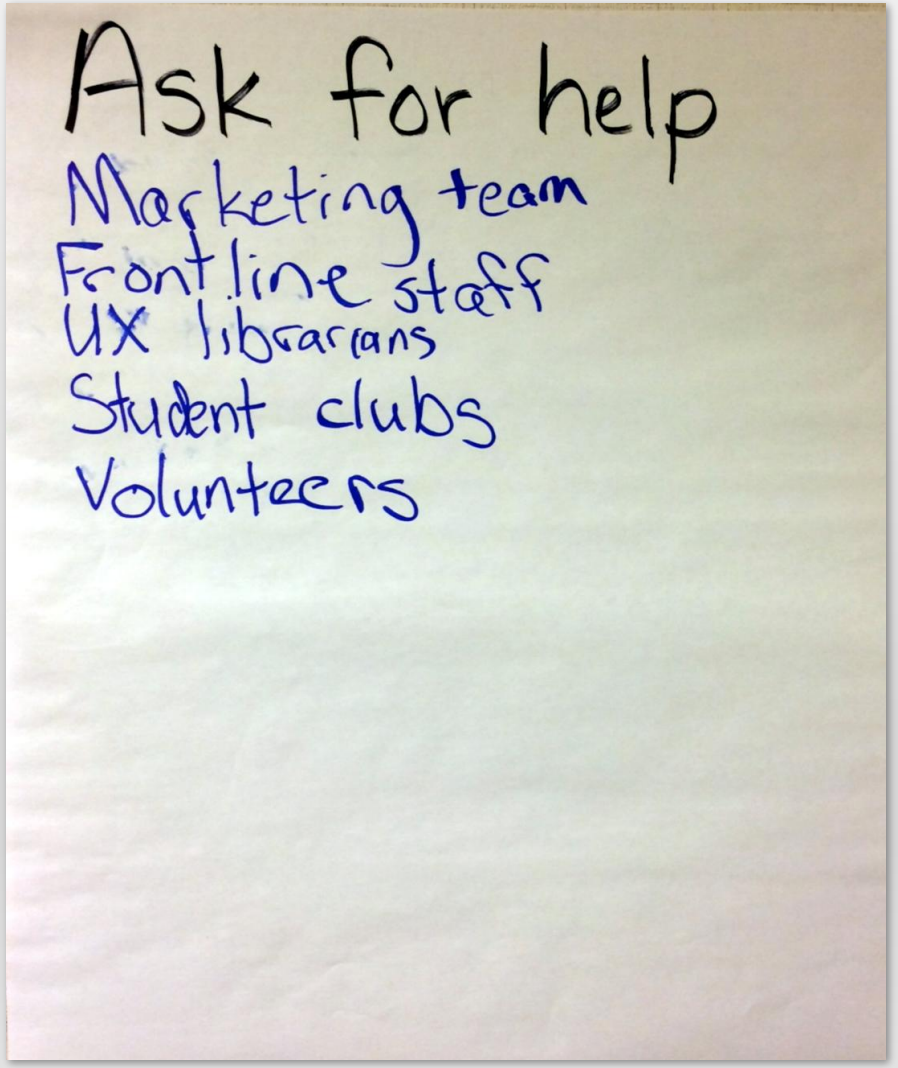
- Promote Safari
- Alternative for Books 24x7
- Share info w/agencies
- Giveaways to participants
- User registration
- Usage statistics



Group Brainstorming & Discussion

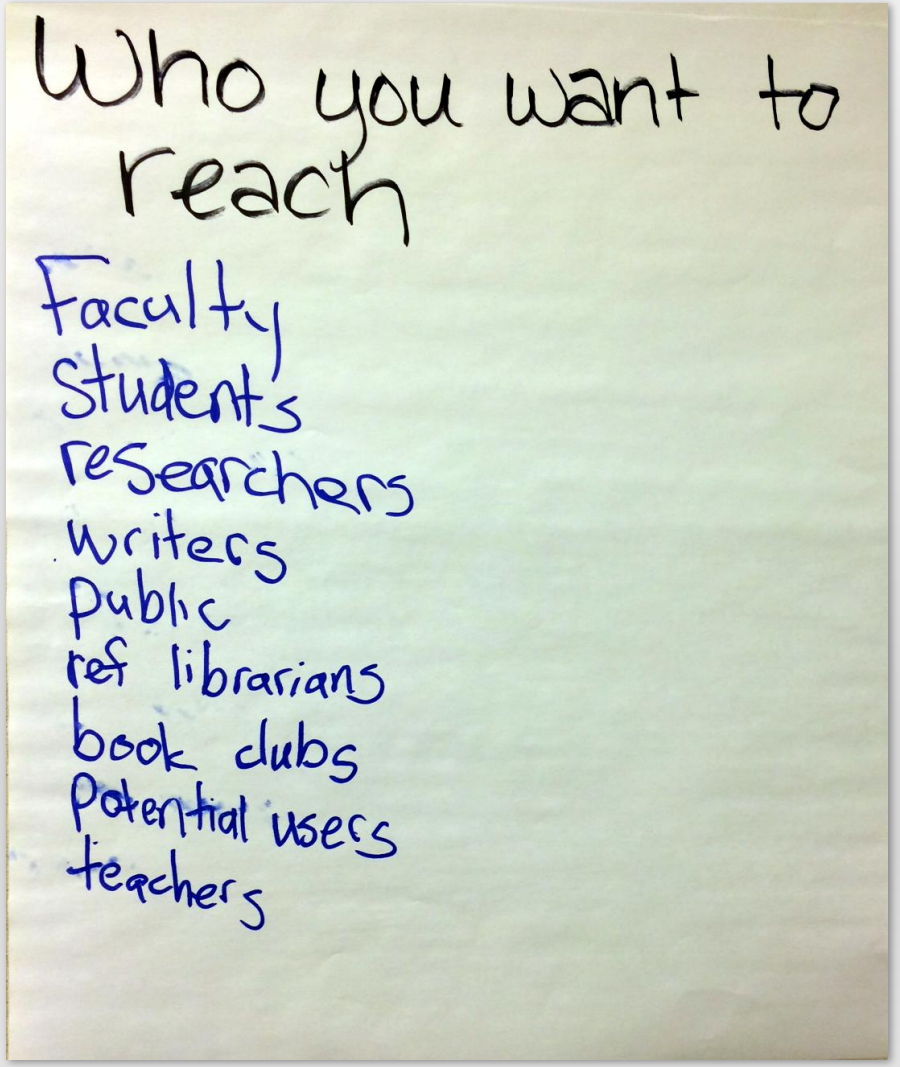
Group Brainstorming & Discussion
Ask for help

- marketing team
- frontline staff
- UX librarians
- student clubs
- volunteers



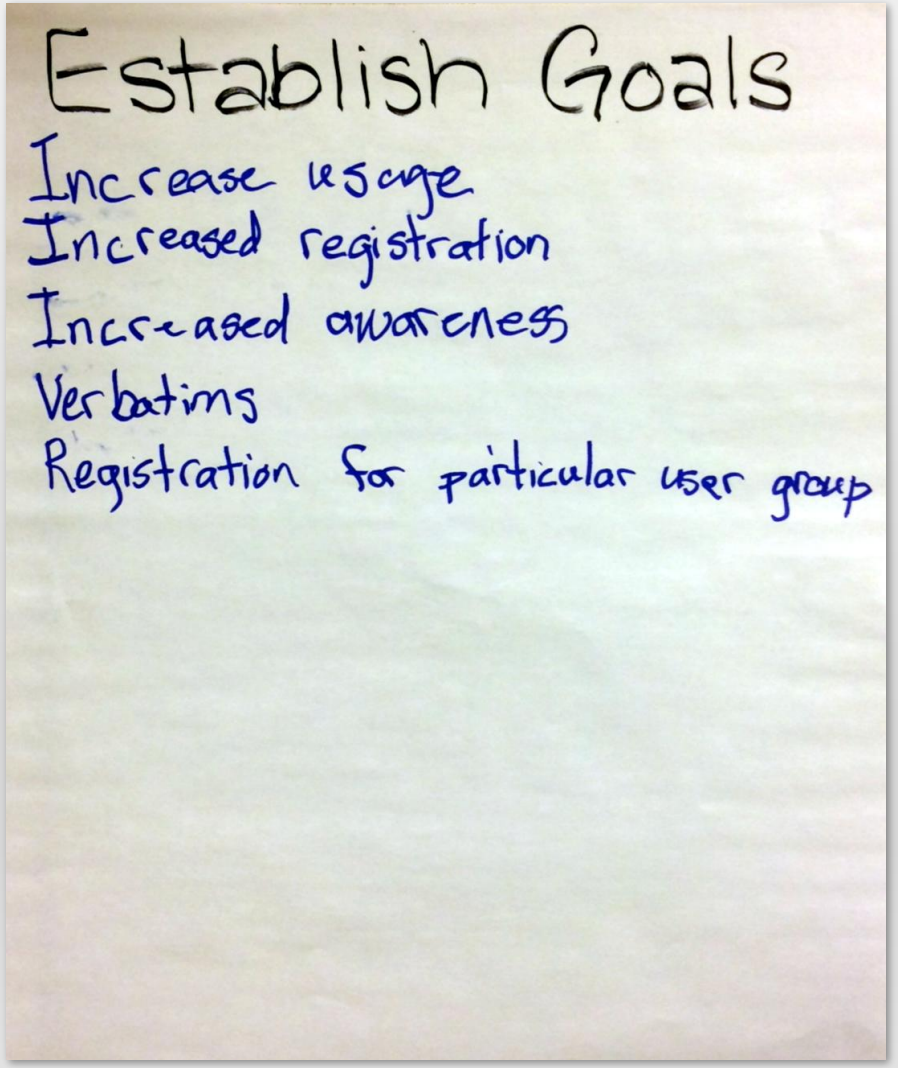
Group Brainstorming & Discussion
Who you want to reach

- faculty
- students
- researchers
- writers
- public
- ref librarians
- book clubs
- potential users
- teachers



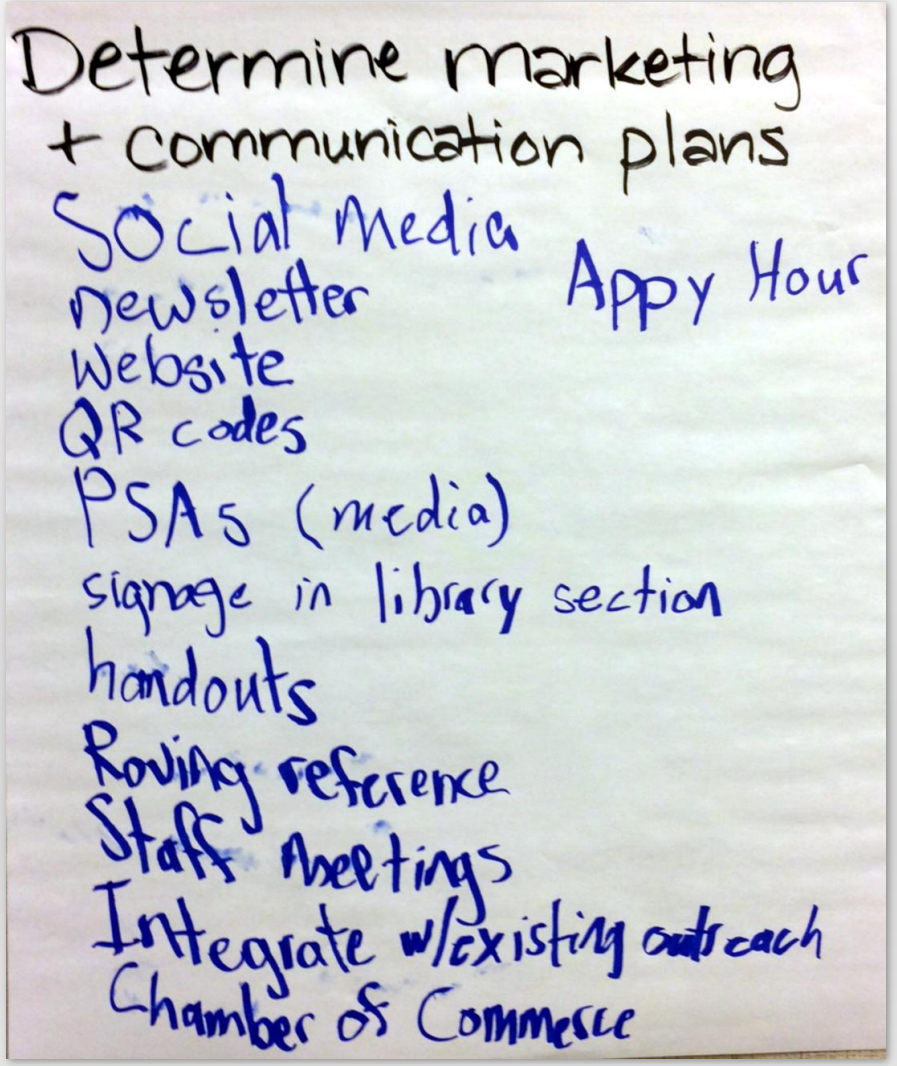
Group Brainstorming & Discussion
Establish goals

- increase usage
- increased registration
- increased awareness
- verbatims
- registration for particular user groups



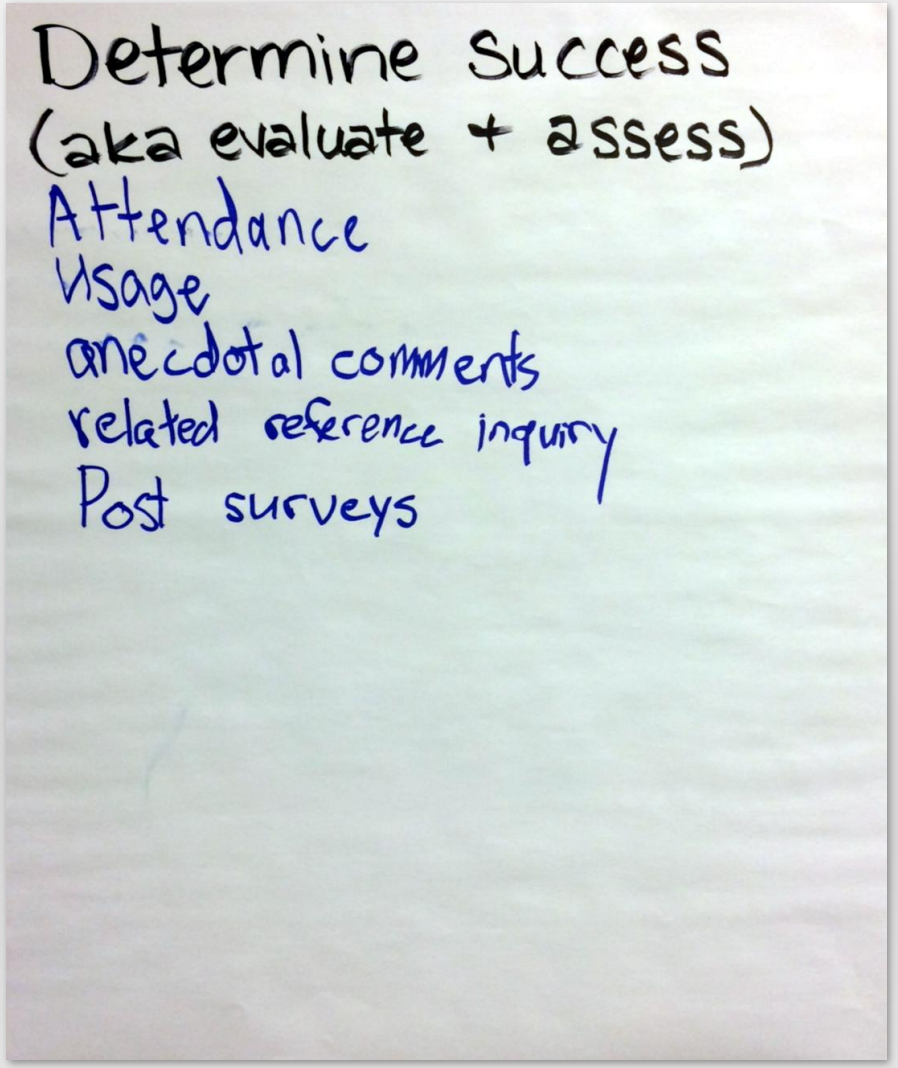
Group Brainstorming & Discussion
Determine marketing & communication plans

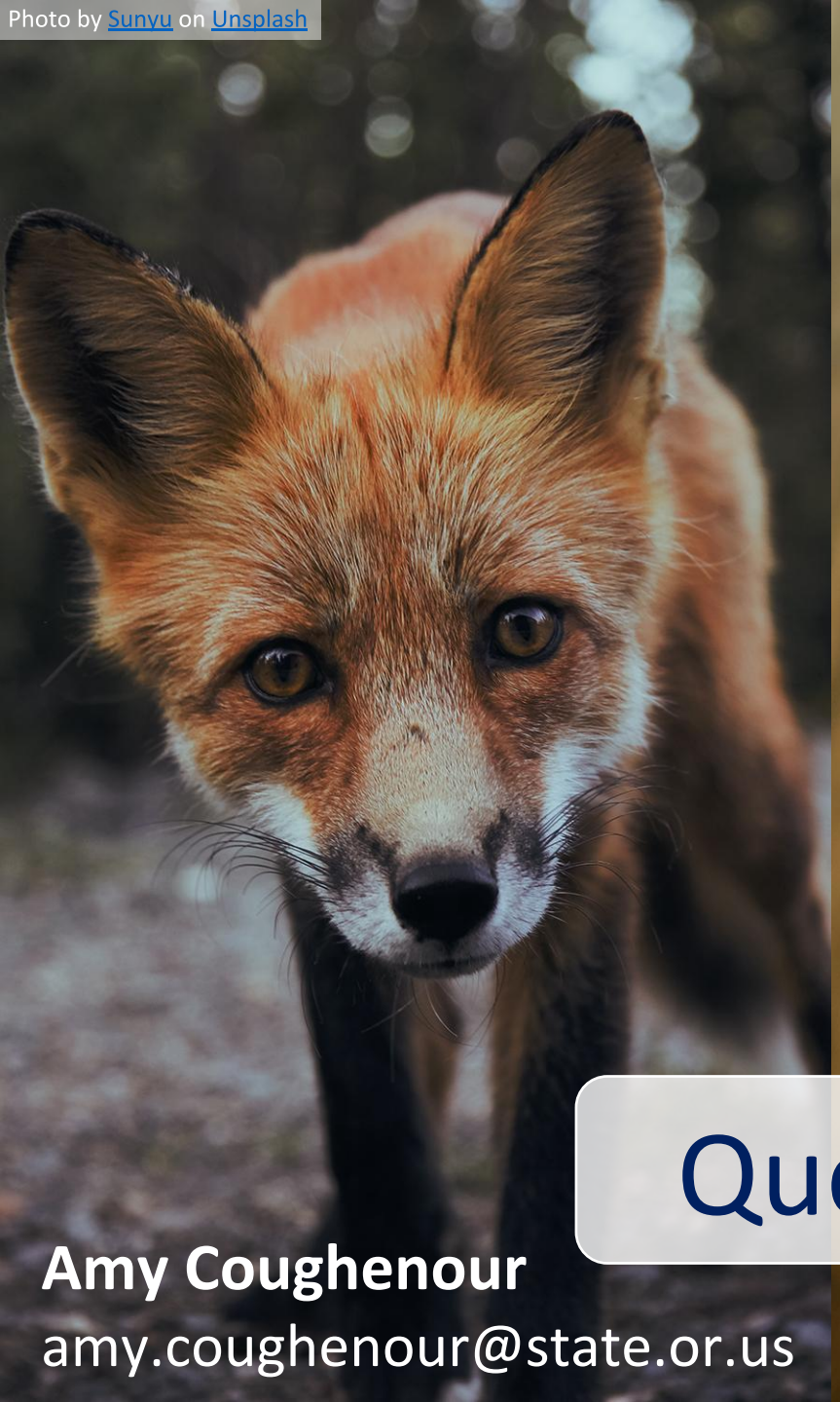
- social media
- newsletter
- website
- QR codes
- PSAs (media)
- signage in library section
- handouts
- roving reference
- staff meetings
- integrate w/existing outreach
- Chamber of Commerce
- Appy Hour

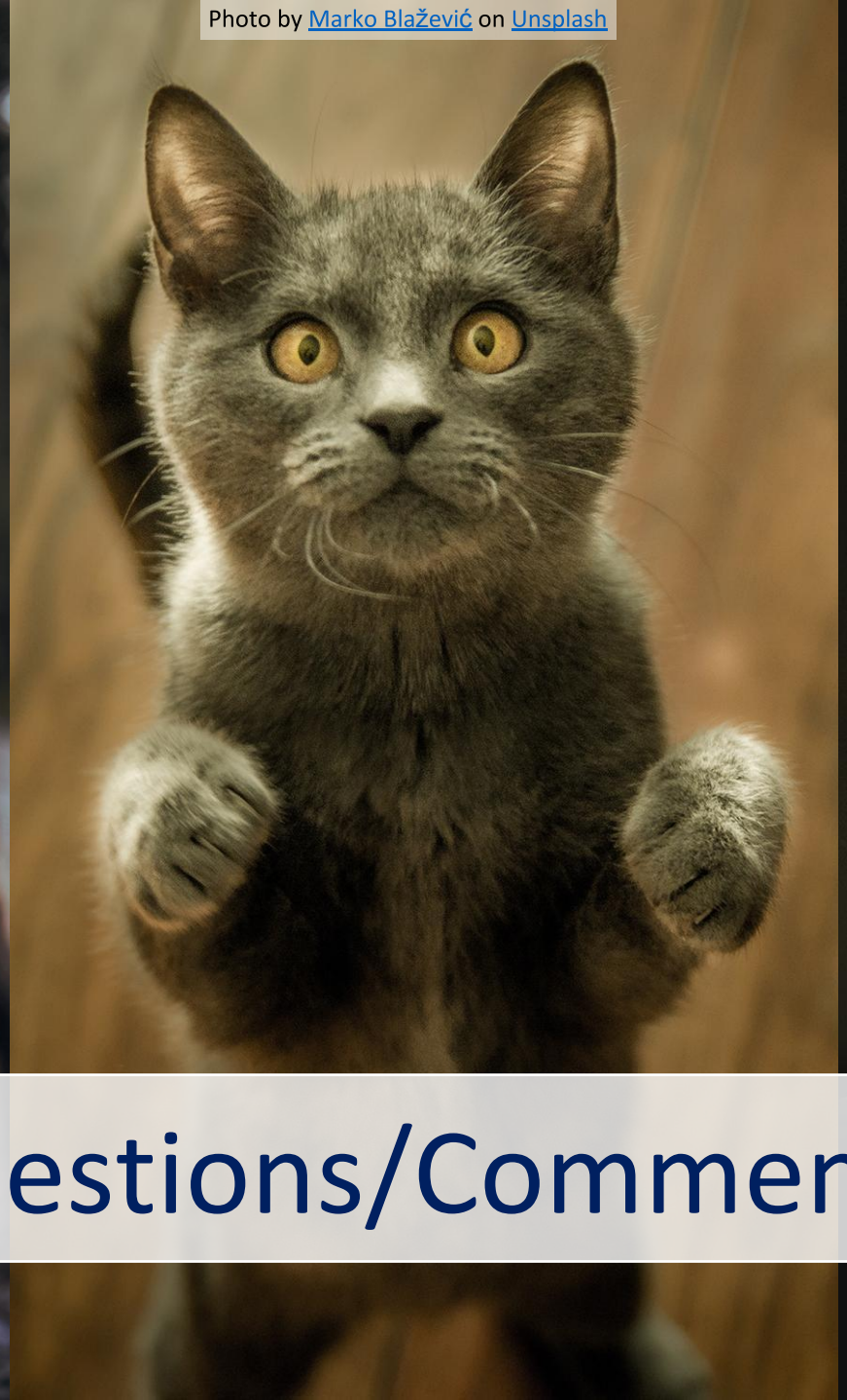


Group Brainstorming & Discussion
Determine success (evaluate & assess)

- attendance
- usage
- anecdotal comments
- related reference inquiry
- post surveys







Questions/Comments

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