TODAY’S PRESENTATION

- The need for transformation and change
- Advocacy and marketing
- Opportunities to apply your skill set

TRANSFORMATION AND CHANGE
Trend #1

- Users are discovering relevant resources outside traditional library systems

[Image: http://orweblog.oclc.org/archives/002012.html]

University of Minnesota Report
Discoverability: referral sources

- 65% of information requests originated off campus; 35% on campus
- Google drove more traffic to the Minnesota website than any other referrer
- Google, PubMed, and the large databases and indexes accounted for ~75% of all SFX requests
- Almost 1.5% of people who came to the Archives and Special Collections area of the website came there from Wikipedia.

2009 University of Minnesota report  http://purl.umn.edu/48258

Study at UC-San Diego

- Observing users at work
- Two windows open
  - Library catalog
  - Amazon
- Using Amazon to “search inside the book” to see if they wanted to go get it off the shelf
- Then using library catalog to locate call number

Reported by Dan Greenstein at Michigan Mass Digitization Conference, March 2006
Trend #2

- Users expect discovery and delivery to coincide
  - Users don't distinguish between discovery and delivery
  - Library systems that disaggregate these processes are increasingly frustrating to them

http://orweblog.oclc.org/archives/002012.html

Discovery happens everywhere and discovery without fulfillment disappoints

Lorcan Dempsey

http://orweblog.oclc.org/archives/001425.html

Trend #3

- Mobile is the primary means of access for most users

http://orweblog.oclc.org/archives/002023.html
Mobile Versions of Library Web Sites

University of Illinois
North Carolina State University

http://tametheweb.com/2008/06/18/mobile-versions-of-library-web-sites/

Trend #4

- Social media
  - Discovery increasingly happens through recommending
- Crowdsourcing
  - Users want to engage with our content
  - Facilitating discovery requires us to develop and implement systems that push relevant content to users and that allows users to share content with others

http://orweblog.oclc.org/archives/002012.html
Auto-Suggest Feature:
University of North Carolina – Chapel Hill

- Provides real-time suggestions based on what the user types in the search box
- Uses authority control data
- Impact
  - Users began using feature immediately
  - Drove increases in subject and author searching
  - Now looking at other potential applications for the service

Have you heard any of these things?

- Everything is online
- Students don’t come to the library any more
- Everything is on Google
- Why do you need so much staff?
- Reference and circulation stats are down?
- Why do you need so much space?
- Why do you need a storage facility, can't you just get rid of some of that stuff?

Centrality of the library

- Librarians take this as a given
- Those who fund us do not
- Facing increasing questions about the relevance of libraries in the new digital age
- Must be able to anticipate and address these questions in a compelling and powerful way
Common failings of our advocacy efforts

- It's all about us
- Marketing materials describe library services
- Marketing materials fail to convey the importance of libraries
- Communicating what we are doing rather than why it matters

**It's not about us**

*We are not building a library for librarians*

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**My Perspective: Technical Services and Collections**

- Spent 22 years as a serials cataloger, head of acquisitions and assistant director for technical services and collections
  - Key role was advocacy for technical services and collections within the libraries
  - But always also understanding the big picture of what the library was trying to achieve, its mission and vision
  - Had the luxury of focusing on what technical services and collections needed to be successful

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**My Perspective Dean/Director of Libraries**

- Dean of Libraries at the University of Kentucky, 2003-2009
- Vice Provost and Director of University Libraries at Ohio State, 2010- present
What’s on my plate today

- Hiring and on-boarding
  - a new 6 person public services cohort
  - a new associate director for research & education
  - design and staffing for a new research commons
- A new role as Vice Provost
- Two library facilities are under renovation in some stage at this time, with a 3rd on the horizon
- A budget request in process for $2.8 million
- I could go on and on ….

What is Advocacy?

- Advocacy is a planned, deliberate, sustained effort to raise awareness of an issue.
- Ongoing process in which support and understanding are built incrementally over an extended period of time and using a wide variety of marketing and public relations tools.
- Saying to decision-makers, potential partners, funders, any stakeholder, "Your agenda will be greatly assisted by what we have to offer."

http://www.cla.ca/divisions/capl/advocacy/index.htm

Who’s Your Audience?

- Identify your target audience
- Then describe your services/expertise in terms that the audience will be interested in
- Who is the target audience for technical services?

Know Your Audience

Michael T. Nietzel
Former Provost, UK
Former President, Missouri State University

Kumble Subbaswamy
Former Provost, UK
Current Chancellor, UMASS

Joseph Alutto
Former Provost, OSU
Former, Dean of Business, OSU

Joseph Steinmetz
Provost, OSU
Former, Dean of Arts & Sciences, OSU

Know your audience

- Director of public bus service making a presentation to the local Rotary Club
- What he could have talked about
  - Timely schedules
  - Clean buses
  - Low cost rides
  - Friendly service


Know your audience

- What he did talk about
  - Painted a picture of what life would be like for the audience without good, effective bus service
    - How many more cars would be on the road
    - Additional parking lots and their costs
    - Increase in traffic cops if more drivers hit the roads
    - Increased emissions and environmental impact of more cars
  - He talked about how public bus service mattered to his audience

Why Does it Matter?

- Why does everything need to be fully cataloged?
- Why do all of those MARC fields matter? And ask yourself – do they really?
- What do you contribute that is indispensable?
- How would your absence affect the library?
- How does what you do make a difference?
- Why is what you need or request more important, essential, critical than other needs within the libraries?

Developing your message

- Responsive to the priorities of those who control funding
- What are the goals of your campus?
- What is the strategic plan of the university and your library?
- Show how the library or your unit is a critical component of the success of these quests

Mom and Apple Pie Messages

- A generic message will, at best, get you generic results
  - Those that reiterate the intrinsic value of libraries
  - What we have relied on in the past
  - Not very political—not very powerful
OCLC’s Making the Case for Libraries

- To raise the visibility and highlight the viability of libraries to their funding bodies
- Series of national print ads and similar posters that could be downloaded and customized by libraries
- Their goal for academic libraries -- Remind administrative budget decision-makers that libraries are more relevant than ever, thanks to new technology and the new role it lets them play. Librarians now serve students and faculty both inside and outside the library.

http://www.oclc.org/advocacy/default.htm

Gregory Maguire, the author of the story that inspired the Broadway musical, Wicked, went to his local library every day as a child and found inspiration there for his life’s work: writing fantasy, fairy tales and science fiction.

She (the librarian) spends an hour showing the students how to quickly find the specific information they need.
Beth Doyle
Head, Conservation Services
Trained and equipped to handle everything from medieval manuscripts to comic books to felt-and-straw dolls.
Duke University Libraries

Catherine Shreve
Librarian for Public Policy and Political Science
Personal Librarian, Jarvis Residence Hall
Duke University Libraries

ALA’s Advocacy Resource Center

- The best way to influence those who control the policies and the purse strings is for those who use and value library services to speak out.
- Educate Users
  The average user of the library and your services has no idea what it costs to run a library or how funding works. Thus, they may be unsympathetic to your budget challenges, regardless of how well you treat them.
- Constant communication is the best remedy. Use your active users to help you form a powerful constituency and become your greatest allies.

http://www.al.org/advocacy/advocacy-university
More than half the students surveyed ranked the condition of a university’s libraries near the top of their list of reasons for choosing a college.

New Carpeting for the Young Library

http://www.artstor.org/
Don’t Promise What You Can’t Deliver

- Take a hard, self-appraising look at what services you offer
  - Do they still matter to anyone but the librarians?
  - Do you offer a rush service in acquisitions but only deliver on your promise most of the time?
  - Do you offer to be the metadata specialist but can’t find the time to get the project done?

Seize Public Speaking Opportunities

- Do you realize that you speak in public forums every day?
  - You attend managerial meetings and present reports.
  - You lead staff meetings.
  - You participate in professional workshops.
  - You conduct online research training classes.
  - You represent your department at institution-wide meetings.
  - You go to a job interview.
  - You are involved in community activities and speak out on local concerns or preside at meetings.
  - You participate in conference calls with other librarians

- Detailed preparation may not be needed for all of these situations, but each requires clear thinking and clear speaking.

Elevator Pitch or Speech

- a short summary used to quickly and simply define a product, service, or organization and its value proposition. The name "elevator pitch" reflects the idea that it should be possible to deliver the summary in the time span of an elevator ride, or approximately thirty seconds to two minutes.
Why Do You Need an Elevator Pitch?

- People are busy
  - Your director/dean is constantly sifting through lots of great ideas/needs/wants to determine what is a priority
- You are an expert
  - You’re more interested in your area of expertise than most people
  - You are also more knowledgeable

Chris O’Leary’s Elevator Pitch Essentials

- Concise
- Clear
- Compelling
- Credible
- Conceptual
- Concrete
- Customized
- Consistent
- Conversational

“I love the concept behind an elevator pitch. Many times, we try to describe what we do, as libraries and librarians, and we get too involved in laborious characteristics about ourselves and our jobs. If you were on an elevator with a stranger and had 30 seconds to describe what you do and/or where you work, what would you say? Remember, only 30 seconds. Go!”
Final thoughts on elevator pitches

- Memorize it and rehearse it
- Listen to your audience
  - What is the first question they ask?
- Refine your pitch

APPLYING YOUR SKILLS

RISE OF SPECIAL COLLECTIONS
Where are Today’s backlogs?

1998 ARL survey – 1/3rd of holdings of archival repositories were unprocessed

“It is better to provide some level of access to all materials, than to provide comprehensive access to some materials and no access at all to others.”

More Product, Less Process

- Seminal study of archival backlogs and call to action for more product and less process in describing special collections.
- Problem is widespread—60% of repositories had more than 1/3rd of holdings unprocessed


New Dialog and Energy in Archival Community

- Get legacy finding aids up as EAD
- Process each collection at least minimally
- Make at least collection level descriptions available online
- Use appraisal techniques to determine which collections deserve more detailed treatment
- Track most heavily used collections and use data to make sensible decisions about which collections to process in more detailed manner

The Era of Special Collections

- Rise of special, unique collections
  - In past, archival materials suffered from two limitations
    - Available in only 1 location
    - Difficult to find and use
  - Digital technology offers a solution to both of those
  - What is each institution’s contribution to the core?
  - What can technical services do to enhance accessibility?

UNIVERSITY OF ALABAMA: TAG IT

- Project allows users from any computer around the world to add valuable information to their photograph collections.
- Thousands of digitized images in their collections lack adequate or complete descriptions of the people, places, or objects displayed.
- Users apply their own “tags” (key words, descriptions) to the photos.
- The tags are added to the database, so researchers can find material by using search terms.

University of Alabama: Transcribe

- Handwriting, especially the handwriting from the 19th century or earlier, can be very difficult to decipher.
- Users can add valuable information to handwritten documents by determining just what is written.
- These transcriptions support full text keyword searching for the materials transcribed.
METADATA GAMES: CROWDSOURCING TOOLSET

• Digital gaming platform for gathering data on photo, audio, and moving image artifacts.

• The platform entices players to visit archives and explore humanities content while contributing to vital records.

• The suite enables archivists to gather and analyze information for digital media archives in novel and exciting ways.

http://www.metadatagames.org/
NYPL’s Building Inspector

- Mobile-friendly web app for improving information extracted from 19th century New York City insurance atlases.
- Building Inspector crowdsources the quality control, inviting users to check the computer’s work, building by building.

http://buildinginspector.nypl.org/

NYPL’s Direct Me NYC

- Finding a name among the millions of handwritten records is like looking for a needle in a haystack.
- NYPL build Direct Me NYC: 1940, a site that invites users to construct targeted searches of the census data via addresses found in 1940 New York City telephone directories.
- Users also share stories about the people and addresses they’ve searched, building a cultural memory bank directly out of the pages of the phone book.

http://directme.nypl.org/

NYPL’s Map Warper

- Used to align (or “rectify”) historical maps to the digital maps of today.
- Tile by tile, they are stitching old atlas sheets into historical layers, that researchers can explore with pan-and-zoom functionality, comparing yesterday’s cityscape with today’s.
- Laying the groundwork for dynamic geospatial discovery of other library collections: manuscripts and archives, historical newspapers, photography, AV, ephemera (e.g. menus) etc.
- “Cutting-Edge Service” award from the American Library Association

http://maps.nypl.org/warper/
Discovery Layer Interfaces

http://www.librarytechnology.org/discovery.pl

UNCONVENTIONAL USES OF THE CATALOG
UNCONVENTIONAL USES OF THE LIBRARY CATALOG

2,000 language-learning print and audio records
• Added 856 link with this option – “want to learn right NOW? Start here with Rosetta Stone!”
• Link took them directly to the Rosetta Stone database
Career books
• Added link to Ferguson’s Career Guidance Center

Bost, Wendi and Jamie Conklin. “Creating a One-Stop Shop: Using the Catalog to Market Collections and Services.” Florida Libraries 49, no. 2, Fall 2006, p. 6-7
UNCONVENTIONAL USES OF THE LIBRARY CATALOG

Created MARC record for Live Homework Help
- Two records – one in Spanish, one in English
- Record had lots of subject headings with school subjects such as Math
- Used subject tracings for Math as well as Mathematics
- 856 link to database

UNCONVENTIONAL USES OF THE LIBRARY CATALOG

Created a MARC record for fundraising event
- “An Evening with Carl Hiaasen”
- Listed all his titles in 505 field
- Contained link that led to web page to purchase tickets online
Environmental scan
- What’s new in your library and on your campus?
- What’s in the strategic plan and what can I do to make that a reality?
- Look for opportunities to help the library achieve its goals

Anticipate change and decide how to handle it

Consider possible futures
- What % of information resources will be available electronically five, ten, twenty years from now?
- What is the impact on technical services?
- Where would technical services like to go and what does it need to do to get there?
"Take some chances, You can always swim; maybe you can fly"

Selected Resources

Selected Resources


PHOTO AND IMAGE CREDITS

- Rick Anderson, head shot – http://musicmediamonthly.com/about/rick-anderson/
- Tom Hickerson – http://www.ucalgary.ca/provost/vp/splib
- Karen Coyle – http://kcoyle.net/presentations/
- UNC logo – http://labs.bio.unc.edu/Copenhaver/
- Wikipedian in residence graphic – http://www.childrensmuseum.org/wikipedia
- David W. Lewis photo – http://www.ulib.iupui.edu/users/dlew
- Archives cartoon – http://today.slac.stanford.edu/a/

PHOTO AND IMAGE CREDITS

- Steven M. Cohen head shot – https://twitter.com/librarystuff
- Communication horn graphic – http://tweakyourbiz.com/marketing/2012/05/21/4-effortless-ways-to-improve-your-elevator-pitch/
- Michael Gorman photo – http://mg.csufresno.edu/
- Library computer catalog graphic – http://www.rivergroveschool.org/vnews/display.v/ART/488c8d5e504e52