

Marketing Access Services through Collaboration & Outreach

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Outline

- Chicago State University
- Access Services
- Digital Access Services @ CSU
- Why to Market/Outreach/Collaborate?
- How to –
 - Outreach?
 - Market?
 - Collaborate?
- What's learnt? - thoughts to share....

Chicago State University

<http://www.csu.edu/>

- ~700 faculty
- ~7000+ students
- ~200 administrators, staff



**where PROMISE
becomes POWER**

What is Access Service?

- Services to the library's patrons to make collections accessible and usable
- 2 parts
 - digital access services
 - traditional access services
- Digital
 - interlibrary loans
 - electronic reserves
- Traditional
 - Circulation
 - book stacks

Digital Access Services @ CSU

- Partners
 - campus IT
 - media services
 - distance learning
 - internal publication
 - telecom
 - lib-PR
 - library systems
- Challenges/opportunities
 - Docutek/eRes software (campus outreach, vendor communication)
 - ILL (consortium libraries, vendors)
 - Staff/budget/equipment
 - System infrastructure
 - E-communication system
 - Library resources not in Blackboard
 - Only ~20% faculty using Blackboard

Why Digital Access Services?

Technically speaking, it enhances

- access
- manipulation
- storage
- distribution
- flexibility
- integration of information and services
- Practically speaking, it is
 - necessity for online population
 - convenience for on-campus students

Why to Market/Reach-out/Collaborate?

- Support teaching/learning/research
- Improve retention/recruitment
- Connect the library with patrons
- Increase the library's visibility
- Mutual support (from both on/off-campus communities)
- Provide quality services to the patrons
- Aim at: 700 csu faculty using e-delivery system
- Address problems in
 - staff
 - Budget
 - Equipment
 - Infrastructure
 - Systems

How to Reach-out? - committed

- Department/office visits
- Education/training
- Regularly/frequently scheduled sessions
- Monthly series on diverse topics
- Webinars with Elluminate
- Technology Day; Faculty Development Conference
- Campus-wide workshops
- Brownbags
- Face to face/individual consultations
- Email/phone consultations
- Cross-disciplinary committees
- Faculty/campus liaisons

How to Market? - proactive

- 'Up to Minute'
- Phone/voice mail announcement
- Campus literature
- Library website
- University website
- Open house
- Open hours
- Email blast
- Webcast
- Campus mail
- Flyers, brochures, handouts
- Proposals, reports, feedback
- Deliverables to various events
- Word of mouth

How to Collaborate? - passionate

- Keep communication open
- Get ready with mission, strategies, concrete plans, and time tables
- Focus on the common goal(s)
- Acknowledge the other party's strength
- Establish good relationship with partners
- Build teams
- Support each other
- Account on each other
- Develop project management skills
- Make contributions
- Willing to go extra miles...
- Bottom line? $1+1=3$

Progress so far...

- eRes up & running
- Access Services visible
- Reserves revitalized
- ILL revived
- PR much improved
- Various workshops/seminars available
- Webpage revised and updated
- Policies ready to go live
- Staff hired/more proposed
- Cost budgeted
- Infrastructure re-evaluated
- Resolutions identified
- E-communication improving
- eRes in Blackboard
- Scholarly communication

Examples of Publication - Flyers, Brochures, Blackboard, Websites

WHY eRes?

- 24/7 access
- Accessible anywhere/everywhere
- Users' expectations/needs
- Growth of Distance Learning programs
- Popularity of online learning activities
- Commuter students at CSU!
- Downloadable/printable reading
- No waiting for traditional or physical reserves
- No need to have multiple copies on hand
- Simultaneous access to one copy
- Immediate access anywhere/any time
- Copyright management
- No overdue fines for physical reserves



WHAT IS eRes?

- Electronic Reserves
- Online access to course readings
- New! web based service for CSU faculty/students

WHAT IS ON eRes?

- Course reading
- Homework
- Syllabi
- Journal articles
- More...

LINK TO BLACKBOARD?

<http://csuonline.blackboard.com/>



Academic Library
A STUDENT GUIDE TO

Electronic Reserves

eRes

<http://csu.docutek.com/eres>

Welcome to Docutek ERes

1. Search eRes Materials
Find your electronic reserve materials here.
2. Request an Account
Fill out the form online for an account - it's easy and quick.
3. Visit Reserve Home - Instruction for Faculty and Students
Click on the links on this page for an Overview, Faculty Tutorial, Student FAQ Brochure, and Sample permission Letters.
4. Copyright Guidelines
Not sure if it is fair use? Check the guidelines.
5. Library Catalog - Print Reserves
Traditional materials for your course? Check the university catalog.
6. Electronic Resources
Search online databases and other resources.
7. Library Homepage
Chicago State University Library information.
8. How can we serve you better?
Email or call us at 12699 with your comments, suggestions and questions. Make an appointment for one-on-one consultation. Stop by the Circulation

News Announcements

- 5/9/2007 10:48:33 PM: eRes & Fair Use May Series
Every Tuesday 11am - 12 noon in May 2007 in Lib-210, there is a session on eRes and Fair Use. All CSU faculty, staff and students are welcome.
- 5/9/2007 10:39:33 PM: eRes & Fair Use @ CSU Library
Seminar for the Faculty Development Conference at the CSU Technology Day Thur. May 10 in Lib-210.
- 4/19/2007 4:59:14 PM: eRes Workshop
For library faculty and staff - Mon. April 23, 2007, at 11am - 12pm, in room 210.
- 4/19/2007 4:58:12 PM: eRes Seminar
For CSU Faculty and Students Thursday April 26, 2007, 1pm - 2pm, in room 210.
- 4/19/2007 4:57:12 PM: eRes Seminar
For CSU faculty and students Monday, May 1, 2007, 11am - 12pm, in room 210.
- 4/6/2007 6:30:05 PM: Electronic Reserves Open House
In celebrating the National Library Week, the University Library hosts an Open

CHICAGO STATE UNIVERSITY

Home Help Logout

My CSU | Blackboard Assistance | Courses | Administrative Retreat | Online Computer Store | Library

Announcements
Course Information
Staff Information
Course Documents
Assignments
Communication
Discussion Board
External Links
Tools

Tools
Communication
Course Tools
Course Map
Control Panel
Refresh
Detail View

E-RESERVE > ANNOUNCEMENTS

VIEW TODAY | VIEW LAST 7 DAYS | VIEW LAST 30 DAYS | VIEW ALL

May 06, 2007 - May 13, 2007

Sat, Apr 07, 2007 - **E-reserves Open House!**
In celebrating the National Library Week, the University Library hosts an Open House for Electronic Services. You're cordially invited to come Monday, April 16, from 1:00 pm - 3:00 Pm in the Library, room 210.

The Open House will include

- 1) an overview of E-reserve services
- 2) a quick demo and hands-on of how to put your course materials online
- 3) Link E-reserves to your Blackboard
- 4) a discussion of related copyright issues
- 5) Q&A with the New Access Services Librarian
- 6) handouts, brochures and consultation information available, and
- 7) refreshments!

For more information, please contact us at reserve@csu.edu OR call us at ext. 12699.

Course Link: [/ Course Information](#)

Electronic Reserves Open House

1:00PM-3:00PM

Monday, April 16, 2007

University Library Room 210

When?

Where?

What?

- Overview of E-Reserves
- 30-Min Demo on How-to's (1:30pm-2:00pm)
- Hands-on Simple Steps to Get Started
- Link E-Reserves to Your Blackboard
- Copyright Discussion
- Q&A with the New Access Services Librarian
- Refreshments!

NEW!

HOW TO USE eRes?

FIND YOUR COURSE
<http://csu.docutek.com/eres/>

LOG ON

VIEW/SAVE/PRINT
To view the documents, applications are needed, such as Acrobat Reader, Word, Excel, PowerPoint, etc.
Save/print as needed.

GETTING HELP

- Click **HELP** button located in the upper right hand portion of every screen.
- Watch **HELP VIDEO?** located next to the **HELP** button.
- Click on **SYSTEM MESSAGES** at the bottom of every page to send us a message.
- Email us at eres@csu.edu
- Call us at 12699 on campus.
- Stop by the **CIRCULATION DESK** for further assistance.

FIND YOUR READING

Select your class.

Open the document to view



What's the point?

- Skill set
 - leadership skills
 - people skills
 - communication skills
 - tech skills
 - project management skills ...
- Ready for whatever it takes
 - goal-driven
 - objective-oriented
 - passionate
 - committed
 - proactive
- Possible model for other obligations – marketing/collaboration/outreach
 - tenure & promotion
 - professional development/continuing education
 - career opportunities
 - research
 - librarianship
 - services

Questions?

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