Roots of Success: Cultivating a Strong Program by Reaching Out to Your Users

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New user-centric web presence for service information
Online informational presentation – anytime access for users
Increased marketing for on-campus instruction sessions
More instruction sessions, in more places, and at more times!
Context:
• What: Revamping of an Electronic Theses and Dissertations program
• Who: Two Research Library Fellows, One ETD Coordinator (30% time allocation each)
• When: 2012-2013 Academic Year
• Where: Emory University Libraries
• How: User-centric approach to library services

Outcomes:
• Workout attendance
• Office hour consultations
• Help ticket counts
• # of questions @ Library Service Desk
• ETD statistics tracking

Documentation and distribution of service policies and procedures
Distance consultations – using Skype, email, and phone
Public office hours for service
Metrics – analysis of help tickets
Metrics – student surveys at instruction sessions
Usability testing for service system
More instruction sessions, in more places, and at more times!