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

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Conference Name: South Carolina/Southeastern Library Association Joint Conference 2013
Publication Date: 2013-11-13
Type of Work: Poster
Permanent URL: https://pid.emory.edu/ark:/25593/rhrfv

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Accessed October 7, 2018 11:25 PM EDT
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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

Metrics – analysis of help tickets
Metrics – student surveys at instruction sessions
Usability testing for service system
Relevant staff at all information sessions
More instruction sessions, in more places, and at more times!
Increased marketing for on-campus instruction sessions
Online informational presentation – anytime access for users
New user-centric web presence for service information
Distance consultations – using Skype, email, and phone
Public office hours for service
Documentation and distribution of service policies and procedures