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

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

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!

Relevant staff at all information sessions

Usability testing for service system

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

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