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 December 15, 2017 1:50 PM EST
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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!
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

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

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