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

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

- 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

Increased marketing for on-campus instruction sessions