University of Edinburgh Library Committee

Wednesday 21st May 2014

Promotion of Library Collections

Brief description of the paper
Report outlines current promotional activities and planned future activities.

Action requested
None

Resource implications
Does the paper have resource implications? No

Risk Assessment
Does the paper include a risk analysis? No

Equality and Diversity
Has due consideration been given to the equality impact of this paper? Yes, accessibility of the promotional materials is conducted in a variety of formats and materials are available in alternative formats upon request.

Freedom of information
Can this paper be included in open business? Yes

Originator of the paper
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May 2014
Promotion of Library Collections

This report outlines the current activities undertaken by the Library to promote our collections and lists future plans to extend these activities. There is a lot of promotional activity happening and at a local School level this is working well, there is perhaps more of a problem in raising awareness of cross-disciplinary resources and generally featuring collections overall. Some of this is due to difficulties in contacting targeted groups of staff and students and some of it is due to the difficulty in packaging subject material together due to the constraints of the present Library Management System.

The promotion of new print and electronic resources is becoming more important as the number of resources we are acquiring is providing access to an ever-growing multi-disciplinary, multi-media, multi-located collection. The Library raises awareness of the collections via various routes from school wide emails to, at a more micro level, Academic Support librarians directly contacting course organisers and informing them when new resources have been acquired. With the increase in electronic content there is a need to be able to feature and promote subject content in e-book and e-journals and target specific academics with awareness raising emails about content relevant to their teaching and research.

Current activities

1. Information skills sessions – Academic Support Librarians feature subject specific books, journals and databases. These sessions take place throughout the year with a concentration at the start of semester

1.1 New Books Search on Library Catalogue allows users to search by location

1.2 Web pages such as Subject pages featuring specific resources and Databases A-Z

1.3 Library blog this features collections and projects and subject specific links, use “Search” to find your subject, ie New College Librarian Blog

1.4 Emails from academic support librarians to schools/academics

1.5 “Resource Lists at Edinburgh” Sign up at ResourceLists@Ed

1.6 Bookmark this site: A simple “bookmark this site” link available for a digital collection allows users to keep the online location accessible in their web browser

1.7 Trials of new services which help raise awareness of new resources and facilitate a shared process in decision making on whether to acquire the resource

1.8 Twitter accounts: some collection promotion is done via these

@UofECRC    @ISforMVM   @HCALibrarian    @SPSLibrarian    @ResourceListsEd @Ihsaeul
@UoEArtArchives    @cloverodgers (Divinity Academic Support Librarian)    @towardsdolly

2. Plasma screen displays – mainly used for Special Collections

2.1 New and featured resources paper – submitted to Library Committee each semester

2.2 New Books Display in Main Library and New Book displays on other site libraries. The Main Library is a display of around 300 books, just a selection of the many hundreds of new books the Main library receives each month
Academic Support Librarians also carry out subject based activities such as:

- On the ECA library blog "Library Matters" at [http://sites.ace.ed.ac.uk/ecalibrary/](http://sites.ace.ed.ac.uk/ecalibrary/)
- In the ECA Library e-newsletter sent as a pdf to all staff (1 per semester)
- By emails to specific schools or academics
- By mentioning new acquisitions at School staff meetings
- By offering sessions during Innovative Learning Week
- By mounting displays of collections or new acquisitions throughout each academic year
- By writing features for magazines such as BITS and The Piper
- By mentioning new acquisitions at the Library & Collections Committee meetings
- “What’s New week” which was an example of promotional activity run in October 2013 and planned to be repeated in 2014
- Themed book displays linked to the curriculum
- Participating in School Learning and Teaching Committees and highlighting new resources there
- Participating in School Journal Clubs where appropriate

Special Collections

**Directory of Rare Book Collections**  This lists descriptions of all the main rare book collections. We have over 60 named special collections of rare, early and special books. These pages list the main collections. They will be updated as new collections arrive and as existing collections are catalogued. Staff are working on a **Directory of Collections** for Special Collections which will also include archives and manuscripts. We are producing a new Directory of Collections of the University of Edinburgh. This will be an A-Z listing of all the main named collections - across archives and manuscripts, rare books, fine art, musical instruments and museum collections. There will be a short entry for each collection, with information on its contents, provenance and how to access it, plus a representative image. The book is scheduled for publication in 2014 and will be available for sale in the library.

**Future activities and developments**

- Displays and exhibitions
- Posters highlighting particular subjects covering books, journals and databases
- Guides to subject resources
- Improved discovery platforms
- Automatic alert to recommender when an item they ordered arrives in the Library

**Marketing digital collections**

To increase digital collection usage, links to the collections must have high visibility. At the University of Washington libraries, knowing students turned to Wikipedia for information, the library began inserting linkbacks to its digital collections as support and citations for various Wikipedia articles and as a result hits statistics for the digital materials skyrocketed. We may have to wait for the new LMS to fully exploit this and be able to provide greater subject information and target academics and researchers via new discovery platforms. At the moment it is not easy to find all the available online or print content in e-books, journals, backfiles and databases for a particular subject and group it together.

It is clear that the added functionality of a new LMS will allow us to promote and exploit our collections even more effectively than at present.

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