

Highsmith Award Application

TYPE OF LIBRARY: School _____ Other X Specify Other Academic

Name of Submitting Organization McDermott Library, University of Texas-Dallas

Address 800 West Campbell Road, MC33, P.O. Box 830643, Richardson, Texas 75083-0643

Primary Contact Person Loreen Phillips, Head of Information Literacy

CONTACT INFORMATION:

E-mail Loreen.phillips@utdallas.edu Phone Number 972 883-2126

Federal Income Tax Identity No. (FEIN) 75-1305566

Title of Marketing Project/Program

Call, Click, Come In

Date Project/Program Began (month/year) August 2005 to September 2006

Project/Program website address, if applicable

www.utdallas.edu/library

Submit one document or visual in electronic format that was created for the marketing project or that demonstrated the marketing project's impact. *(If this is not possible, contact Sharon Swarner).* <http://www.utdallas.edu/~lsp014100/Highsmith.Application.ppt>

If your library wins this award, whom do you want notified (*i.e., city manager, principal, superintendent, director, local newspaper, etc.*)? Please list the name(s), title(s), and address(es) below:

Dean of Libraries, Dean Larry Sall, sall@utdallas.edu

Senior Associate Director, Dr. Ellen Safley, safley@utdalls.edu

Loreen Phillips, Loreen.phillips@utdallas.edu

The address for all is 800 W. Campbell Rd., Richardson, TX 75083-0643

NARRATIVE: Entrants must use the size 10 Times New Roman font. Keep answers to ½ page of application with 350 words or less.

- 1. Provide a summary of the marketing project that promoted a particular library service. Include a brief overview and a description of target customers.**

“Call, Click, Come In” was a marketing project created to bring the Library to our customers and increase their awareness of new services and collections offered by the Eugene McDermott Library at the University of Texas at Dallas. In addition, the project reached out to faculty members unfamiliar with our course-based instruction program.

The impact of a constant changing environment can make libraries more difficult to use than the internet. Using a variety of search engines, finding electronic resources, and managing citations are only a few of the hurdles faced by our students. Whether they are a freshman, sophomore, junior, senior, or graduate students, many of our customers think the library has old books not current electronic information. Libraries must make customers aware of their appealing environment for research and study while advertising how many of the collections are at their fingertips.

Why not go out and find the student or advertise in unusual places? The “Librarians on the Loose” program took advantage of a wired campus. The librarians used the technology by setting up an expanded reference service anywhere and everywhere students congregated and created a unique awareness of McDermott Library’s services. The outcome was that students, faculty and staff became more aware of the Library as a place to study and research a problem, of the assistance provided by librarians, and of the variety of electronic and print resources available. The librarians advertised the wireless program and created posters, bookmarks, and newspaper ads that appeared in the campus newspaper. One of the more successful endeavors was a one-page newsletter called “Since You’re Here” taped to the inside of bathrooms in the Library. The newsletter provided information about upcoming training provided by librarians, helpful hints, and trivia.

“Call, Click, and Come In” increased faculty requests for classroom instruction by 142%, whether in class or one on one with a librarian. In 2005 there were 136 library instruction sessions compared to 332 in 2006. The reference desk experienced double-digit increases in the number of longer research questions. Students requested a higher percentage of personal one-on-one research sessions.

- 2. Describe the goals and specific results that you wanted to achieve.**

The main goals were to improve the visibility of McDermott Library on campus and make faculty and student more aware of its services. The marketing project used campus newspaper ads, posters, and newsletters to address specific needs such as starting a paper, creating a bibliography, and using primary sources. The advertising was appealing and succinct. The use of color, catch phrases and the Library’s logo was incorporated into each ad, poster, or creation.

- 3. Describe how the marketing project was creative or innovative for your library and your service community.**

The marketing project was exciting as the librarians had a chance to use their creativity. The project focused on graphics paired with simple words or phrases. The project was innovative for the librarians who had never used marketing techniques. What was lacking in their artistic skills was overcome by enthusiasm and creativity.

In addition to purchasing give-aways with the Library's name and website (such as pens and erasers), the librarians took advantage of local resources. A Zyron machine was used to create magnets and stickers advertising different events. The campus Print Shop made library brochures. Posters and bookmarks were made with copiers. A local sign company created a tablecloth with the catch phrase “Librarians on the Loose” ... Have questions? We have answers.”

- 4. Describe the outcome of this project and how it made an impact on the visibility of the library within your service community.**

Overall, requests for instruction sessions increased by 142%. Personal research sessions with a librarian increased by 52%. Librarians found the students less reluctant to ask a question in the bookstore or student union. Once the

initial contact was made, many librarians felt that the students were more willing to approach a librarian to seek research guidance.

The Library experienced an increase in gate count after a number of years of decline. Reference statistics increased for longer in-depth questions.

The librarians continue many of the outreach efforts using trial and error. As students become more aware of new services offered by the Library, it is easier to expand their research skills during class sessions. It is hoped that the continued outreach efforts will have a positive influence on future initiatives.

E-mail, mail, or fax complete application by **January 31, 2007 to:**

Sharon Swarner, *Chair*, Highsmith Award Committee

North East ISD

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For more information, contact Sharon Swarner