

Improving the Visibility, Promotion, and Accessibility of Library Resources Via a Library Liaison Program



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Your library's online resources present a myriad of choices which faculty and students must navigate to find information, and despite instruction and reference assistance they may go unused. But a successful liaison program can greatly improve both resource usage and library relations within your academic community. Come to this poster presentation and learn about PSU Library's implementation and continual improvement of its liaison program and see how to easily and cost-effectively market your resources so that students and faculty will use them.

The Basics

- At Leonard H. Axe Library, a liaison is the first line of contact for teaching faculty and students for collection development, bibliographic instruction, and creating and maintaining LibGuides.

Communication

- Meetings with teaching faculty, individuals, groups, departments
- Let them know that while they may still contact others in the library, you are a primary point of contact for their department
- Talk to faculty and let them know what you do and how you can help them
- Newsletters and emails about library news relevant to department, such as new resources, known technical problems with resources, etc.
- Phone calls or emails to new faculty or others to offer assistance
- Soliciting feedback about acquiring new resources or weeding or cancelling existing resources. Ask what they need. Do not assume that you know.
 - In person, by email, or survey
- Listen more than talk. Take problems and requests seriously. Even if you can't do anything about it, maybe someone else can.

Education

- Bibliographic instruction for faculty and students
- Newsletters and emails about new resources
- Handouts for faculty and students at bibliographic instruction sessions
- Embed YouTube video tutorials about library databases into web pages, LibGuides, etc.
- Assessment of learning

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Service to Faculty

- Assisting new faculty one on one in learning about library resources
- Assisting faculty with learning how to do something that you know about
- LibGuides with links to relevant resources
 - Creating LibGuides for all departments and an “AtoZ” list of all resources
 - The data that feeds into our AtoZ list of all resources comes directly from Serials Solutions, so links are kept up to date.
 - Creating class-specific LibGuides on request from faculty with links to resources needed for the class
 - Offer to provide teaching faculty with usage statistics of class-specific LibGuides
 - Encourage teaching faculty to include a LibGuide link in course management system

Our Results

- Department head in one liaison area added to an accreditation report that they have a strong relationship with the library through their liaison
- Greater awareness by teaching faculty of available library resources
- Greater awareness by library faculty of needed resources
- Increased usage of databases and other library resources
- Increased good will between teaching and library faculty
- Increased requests for bibliographic instruction
- Requests for class-specific LibGuides and library materials purchases

Other Thoughts

- This approach is applicable to any library type with some adaptations.
- Be prepared for the possibility of negative feedback.
- Be prepared to attempt to do something about requests and problems.
- Needs of different faculty within a department may differ.

Bibliography

- Enis, Matt. “Making the grade.” Library Journal. 137 (19): Nov. 15, 2012. 44.
- Lee, Michelle. “Community first.” Library Journal. 138 (6): Apr. 1, 2013. 24.
- Henry, Jo. “Academic library liaison programs: four case studies.” Library Review. 61 (7): 2012. 485-496.

Digital Copy of All of My Handouts is Located at

<http://libguides.pittstate.edu/content.php?pid=521902>