

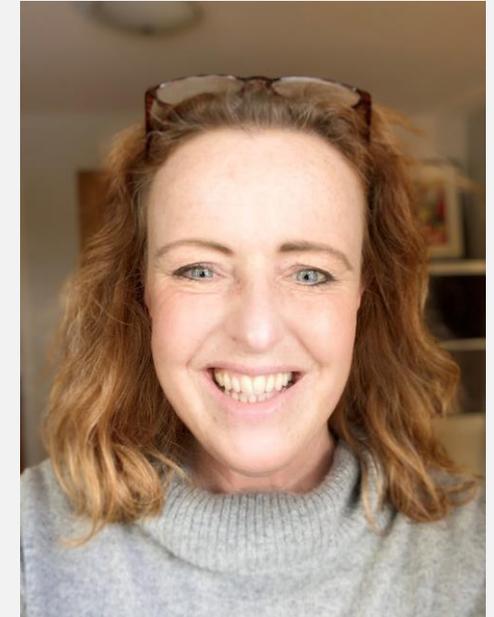


Top Tips for Accelerating Engagement



About

- 20+ years experience in marketing with faculty, faculty liaison librarians
- Product, marketing and analytics leadership roles around the world
- Worked in every division of ProQuest (except Innovative)
- Post-Grad Marketing from Chartered Institute of Marketing, UK
- Advisor to George Washington University Digital Marketing Executive Education Program
- Learning every day!



Jacqui Gilchrist, Senior Director,
Marketing

Your challenges in promoting library resources to faculty

We've heard
from you



- 1 Engaging with faculty
- 2 Virtual & hybrid environment challenges
- 3 Changing others' habits
- 4 Finding time and resources
- 5 Is it working?

“How can I get people to engage?”

Spend Time on The Message – Focus on Helping not Selling

- How does this help your audience?
- How does it help them do their job better?
- Make their life easier?
- Help them reach their goals?
- What's the right tone?

**If I had more time,
I would have written
a shorter letter**

– Various Attributions

Examples

In a time when local newspapers are declining, historical regional newspapers can take students to another time in history. Smaller local newspapers uncover lesser known voices from some of the most important moments in U.S. history.

From the first black White House correspondent and the cultural explosion of the Harlem Renaissance to exposure of, and arguments against, social injustice, [Black Historical Newspapers](#) reveal history as it was made, by the people who experienced it.

Some of the note-worthy titles included in this collection are the *Chicago Defender* (1910 – 1975), *Michigan Chronicle* (1936 – 2010) and *The Baltimore Afro-American* (1893 – 1988). I'd like to invite you to [explore these newspapers free for 30 days](#).

With Black Historical Newspapers, you'll have access to:

- **Over a century of leading voices in the** progression of issues over time with news record of fine points and facts that are over
- **Local perspectives from multiple voices** perspectives on regional, national and international insight into views, people and events when happened.
- **Cover-to-cover searchable access.** Beyond breaking stories, you'll find newspaper edit cartoons, obituaries, birth records, marriages that provide valuable information and content

LEARN MORE ▶

REQUEST A FREE TRIAL ▶

Already have access? [Log in to explore now](#).

Let me know if you have any questions!

Sincerely,



Barb Olson
Director of Product Marketing, Historical Collections
ProQuest
<https://about.proquest.com>

P.S. Need help with remote access? ProQuest is standing by to help you with any issues you're experiencing as demands for remote access and distance learning increase. Visit <https://support.proquest.com> or contact your support team to learn more.

Starts with problem we are helping with

Short paragraphs, bulleted Lists

Product information is last not first

Clear next steps

Personal

Why does this post get 1K+ faculty likes, 100+ shares?



- Interesting and engaging
- Short paragraphs
- Clear next steps* – but limited calls to action
- Product is hardly mentioned
- Custom audience advertising

*Leventhal, H., Singer, R., & Jones, S. (1965). Effects of fear and **specificity of recommendation upon attitudes and behavior**. *Journal of Personality and Social Psychology*, 2(1), 20-29. <http://dx.doi.org/10.1037/h0022089>

Alexander Street
26 February · 🌐

Behind every Irish tune is an ancient tale of love and loss, of history and heroes.

From Music & Dance Online, 'Living the Tradition: An Enchanting Journey Into Old Irish Aairs' is a documentary about cello player and composer Ilse de Ziah as she journeys across Ireland. Along the way she meets with renowned Irish musicians, scholars and local characters who share the history and stories behind the music. Ilse performs these intensely beautiful pieces in the places they originally come from, spanning the length and breadth of Ireland.

The filmmaker captures the romantic landscapes, the charm of the Irish people and the powerful resonance of the cello, creating a fresh and fascinating account of Irish music and culture.

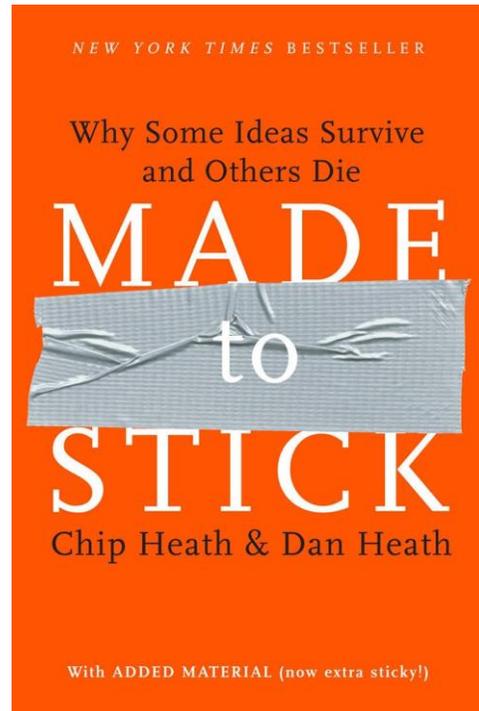
Watch the preview-> <https://bit.ly/2O4I9uo>
Already a subscriber? Watch the full documentary-> <https://bit.ly/2O4I9uo>

Living the Tradition
An Enchanting Journey into Old Irish Aairs

SEARCH.ALEXANDERSTREET.COM
Watch a Preview of 'Living the Tradition' | [Learn More](#)
Music & Dance Online

👍❤️👏 1K 14 comments 100 shares

Further Reading



Simple

Unexpected

Concrete

Credible

Emotional

Stories

You say 10 things, you say nothing.

-Chip Heath

“Everybody is zoomed out – how can I connect?”

How can you get the message and your content out?



Emails



Newsletters



Social Media Posts



Social Media Ads



Call people



Present at Meetings



Postcards & Flyers



Training



Surveys, Focus Groups



Blogs



You Tube Videos



If in doubt, ask

Create, or use others' content – including from the Leganto campus engagement team – and distribute via multiple channels



Interviews



Infographics



Quotes



Step by step guides



Social media posts



Blog posts



Whitepapers



Product Reviews

Use others' content



Leganto

An Instructor's Perspective of Leganto: Improving Teaching & Learning Effectiveness

Dr. Siobhan MacAndrew
Psychology lecturer,
Abertay University



ASU Home My ASU Colleges & Schools

ASU Arizona State University

ASU Library

ASU Library Reading Lists

This Library Guide has been designed for instructors and instructional designers to learn how to create and use the ASU Library Reading Lists tool in Canvas

Watch Dr. Leigh Wolf describe [how she uses reading lists](#) in courses in the Ed.D program at Man

LJ LIBRARY JOURNAL

ology Programs+ Design People Public Libraries Academic Libraries

Course Materials Affordability: A Win for University of St. Thomas

by Ex Libris A ProQuest Co. Nov 07, 2018 | Filed in News

SPONSORED

The University of St. Thomas is revolutionizing textbook affordability for students with the implementation of the Leganto reading solution. Greg Argo, Associate Director for Access & Digital Services, and the university libraries, embarked on implementing a new system for providing course materials within the campus learning management system.

Responding to a course materials initiative in the University Libraries' strategic plan, Argo and his team set out to provide course materials affordably from library holdings. The University now forges new pathways connecting the library with instructional designers and faculty. A key inspiration was the U.S. Public Interest Research Group (PIRG) study *Facing the Broken Textbook Market*. According to the study:

- The average student spends \$1,200 on textbooks per year.
- 65% of students said that they had decided against buying a textbook/coursepack because it was too expensive.
- 82% of students felt they would do significantly better in a course if the textbook/coursepack was available for free online and buying a hard copy was optional.

RELATED

INNOVATION
Tech Tools: Reopening and Beyond
by Dennis Pearce

SPONSORED

NEWS
Public Libraries and Open Government Data: Partnerships for Progress
by Carole L. Palmer, Nic Weber, Kaitlin Thompson, & Bree Norlander

Penguin Random House
SPRING BOOK & AUTHOR Festival
Tuesday, April 6, 2022
Free Virtual Event
REGISTER NOW
LJSU

“How can I change habits of a lifetime”

Exposure–Affect Relationship | Rule of 7

How liking increases with familiarity

First time



Meh

After few repetitions



I like this
song

After more repetitions

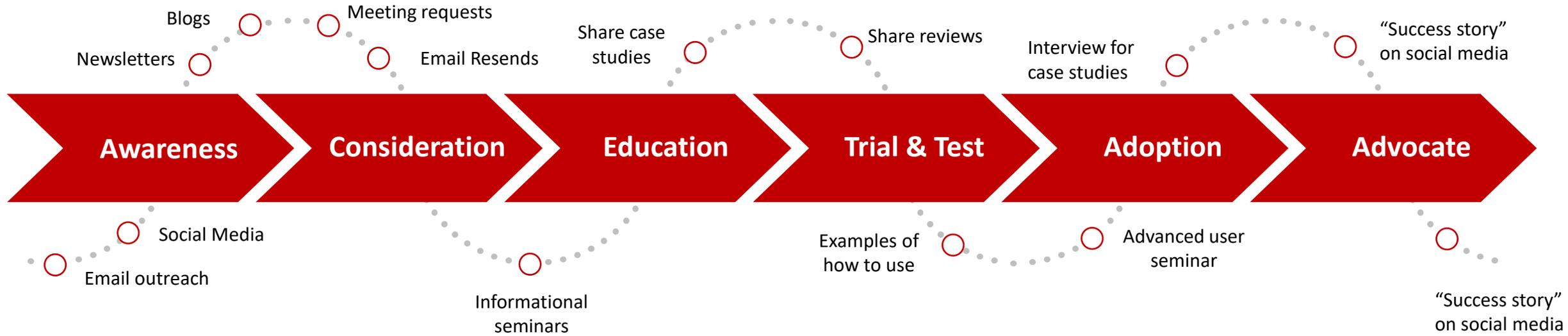


My latest
favorite

<https://productiveclub.com/mere-exposure-effect/>

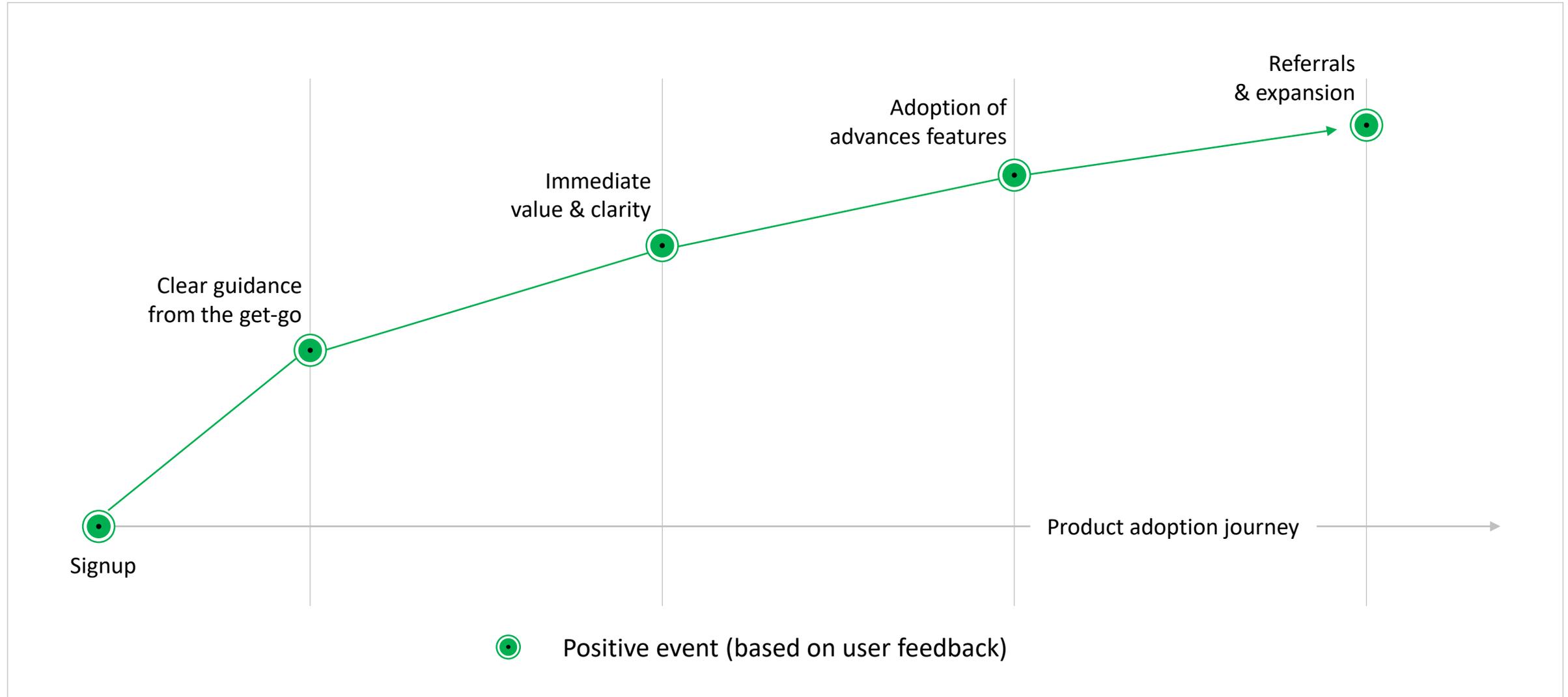
Bornstein, R. F. 1989. "Exposure and Affect: Overview and Meta-Analysis of Research, 1968-1987." *Psychological Bulletin* 106 (09): 265-289.
<https://www.proquest.com/scholarly-journals/exposure-affect-overview-meta-analysis-research/docview/57375164/se-2?accountid=131239>.

Consider the Entire Journey...



 <p>Broad outreach, multiple channels, multiple times</p>	 <p>More information</p>	 <p>Training, visits, Q&A, "how can I help" check ins</p>	 <p>Support with set up</p>	 <p>Ongoing outreach, updates, reminders</p>	 <p>Reaches out to others</p>
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... And make each step positive – boost advocates



Start with the end in mind...

... AND consider what action are you asking people to take NOW?

- Meet with you?
- Log in?
- Attend an event?
- Provide feedback?
- Watch a video?

 Early Intervention Training Program at the University of Illinois
22h · 🌐

RSVP now for the first [Military Families Learning Network](#) early intervention webinar of 2021! Free EITP CE Credits!! Learn more at <https://cvent.me/gR170B>



GOOD THINGS

COME IN THREES

STRATEGIES FOR SUPPORTING CAREGIVER-CHILD INTERACTIONS THAT ENHANCE DEVELOPMENT
April 14, 2021 11:00 - 12:30 p.m. ET



ABOUT THIS WEBINAR:
This webinar provides an overview of the triadic strategies which include: 1) arranging the environment to increase the probability of enjoyable caregiver child interactions; 2) affirming parenting competence; 3) focusing attention; 4) providing developmental information; 5) modeling; and 6) suggesting.

 NY Public Library @nypl · Mar 29

Need Passover recipes? Explore NYPL's 2500 Jewish cookbooks! on.nypl.org/3fiflp2



12 29

“I already have a full-time job”

Don't go it alone – find partners beyond the library

- Find advocates
- Partner with teaching and learning and administration, as well as individual departments – may have larger social media following
- Use/customize Ex Libris materials
- Ask other departments to help you

“A huge value is the collaboration Leganto inspires. Venturing beyond the library’s walls, we were able to develop **partnerships with instructional designers** which connected us more closely to faculty”

- Greg Argo, Associate Director for Access & Digital Services, St Thomas University

Let others tell your message

Kimbel Library @KimbelLibrary · Mar 3

CCU Professors, are you utilizing Leganto for your courses? If you'd like to learn about Leganto reading lists, click here: libguides.coastal.edu/leganto #OEWeek #OER #Leganto #AffordableLearning



“ Leganto has been a great way to organize assigned readings & videos, provide optional additional readings, and write notes on the readings. I also utilize the analytics to see how students are engaging with each reading. ”

Dr. Sheona Kauppila
Assistant Professor of Higher Education Administration,
Graduate and Specialty Studies
EDUC607, EDAD705, EDAD791

1 retweet, 7 likes

Geography Library @CamGeogLib · Feb 12

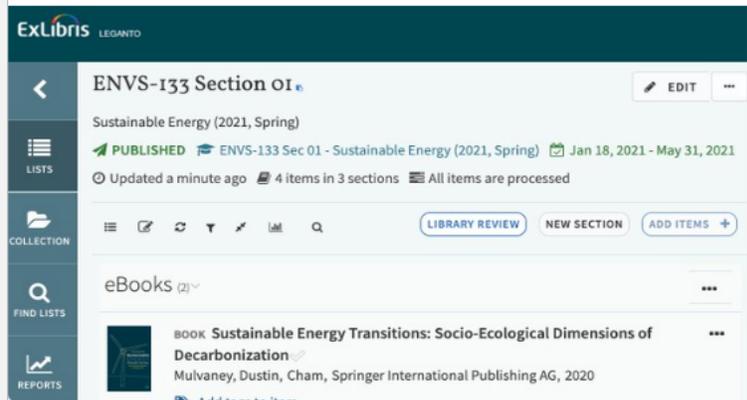
Want some useful hints and tips on how to access and get the most out of your online reading lists? We've put together a blog post with a Geography focus - but applicable to all students using **Leganto** in the most part! geog.cam.ac.uk/library/blog/



10 retweets, 10 likes

Dustin Mulvaney @DustinMulvaney · Mar 24

Our librarian helped set up streamlined access to the class books and other library resources in canvas.. super helpful.. I can now add direct links to library resources in this portal. libguides.sjsu.edu/Leganto



ExLibris LEGANTO

ENVS-133 Section 01

Sustainable Energy (2021, Spring)

PUBLISHED ENVS-133 Sec 01 - Sustainable Energy (2021, Spring) Jan 18, 2021 - May 31, 2021

Updated a minute ago 4 items in 3 sections All items are processed

LIBRARY REVIEW NEW SECTION ADD ITEMS +

eBooks (2)

BOOK Sustainable Energy Transitions: Socio-Ecological Dimensions of Decarbonization

Mulvaney, Dustin, Cham, Springer International Publishing AG, 2020

Add tags to item

Let others tell your message – ask your advocates for quotes



Dr. Tiffany Hollis
Assistant Professor, Foundations,
Curriculum and Instruction
EDUC215

“Leganto has given me the opportunity to work smarter and not harder in terms of incorporating resources into my course. It has been a learning curve for both myself and my students, but they are enjoying the resources that are being provided. I am looking forward to using Leganto in other courses.”

FACULTY NOON TIME TALKS

Showcasing faculty research

SPONSORED BY THE POLLAK LIBRARY

UT Dallas professors who are currently using Leganto:

“The new system seems amazing – very easy for students to access from within eLearning and I like that there is not a password of a website to circulate”

“I was very nervous about the new system at first, but the students report everything is fine, and I had no problems going into eLearning and following the prompts to set things off... I’m a happy customer!”

If you have any question about Library Course Reserve, please contact Johnson at libresv@utdallas.edu or 972-883-2587

Leganto Campus Engagement Team can help with materials

Top 5 reasons for using Leganto



Seamlessly integrated with your LMS

Instructors and students can access course resources directly from the institution's learning management system, without authentication barriers



Easy to create & modify lists

Search the library collection, add from web content and upload your own files. Organize and annotate for structure & context



Connect with students

See what materials students engage with and, if you like, enable discussions and let them suggest additional content



Library support & collaboration

Make materials available to students at no or low cost and ensure that there are no access restrictions or broken links



Next term? Ready to go!

Create your list now, then easily duplicate it next term making any adjustments you like

Leganto Campus Engagement Team can help with materials



ExLibris
A ProQuest Company

Leganto

Easy Delivery of Course Resources

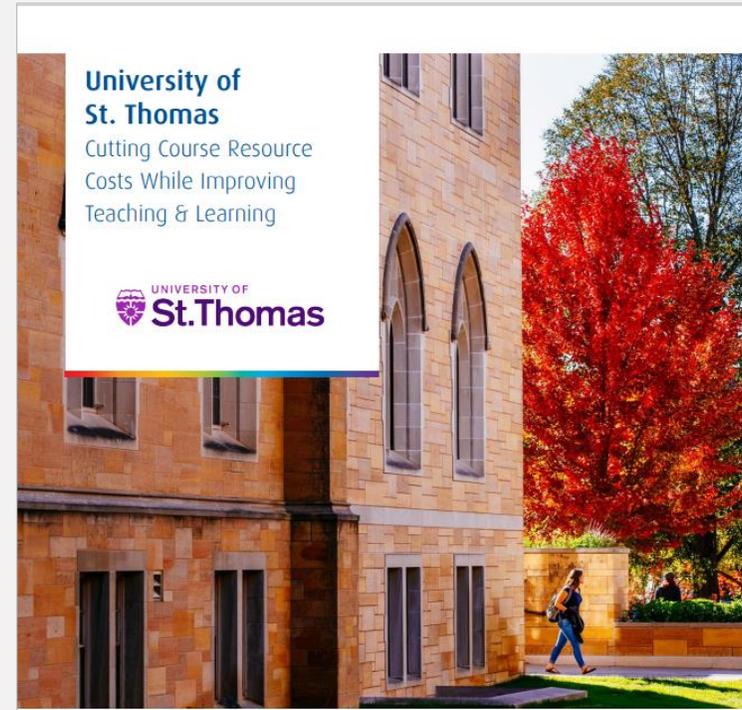
Advancing student engagement and learning

Delivering course resources efficiently is key to fostering a meaningful learning experience and improving student engagement. Whether you teach online, on-campus, or in a hybrid learning environment, Ex Libris Leganto enables you to easily select, manage, and share course resources, while saving you time and effort.

With Leganto, you can combine materials of all types to create structured, comprehensive resource lists that make your expectations clear to students. You can work by yourself or in collaboration with instructional designers, teaching assistants, librarians, and peers. Leganto embeds your resource list in Blackboard, Canvas, Moodle, or other learning management systems (LMS), making it simple for you and your students to access all materials in one place.

Leganto Essentials

-  Add all types of course materials
-  Ensure online access, on any device
-  Embed course materials in your LMS course page
-  Reduce costs for your students
-  Access engagement reports and advanced analytics
-  Roll over course resources from term to term



University of St. Thomas
Cutting Course Resource Costs While Improving Teaching & Learning

 UNIVERSITY OF St. Thomas

By adopting Leganto, the University of St. Thomas Libraries found a way to lower student spending on course readings and save on unused licensed content. They also discovered they could better-serve faculty and align with institutional objectives.

ExLibris Leganto

Leganto Campus Engagement Team can help with materials

The screenshot shows a YouTube interface with a playlist titled "Leganto Resources Lists for Faculty". The playlist contains 6 videos, all from the channel "ExLibrisLtd". The videos are:

1. Leganto Resources Lists for Faculty 01: Creating a List (1:29)
2. Leganto Resources Lists for Faculty 02: Adding resources with Cite It! (3:46)
3. Leganto Resources Lists for Faculty 03: Adding resources from the library (2:49)
4. Leganto Resources Lists for Faculty 04: Adding your own resources to a list (1:04)
5. Leganto Resources Lists for Faculty 05: Editing a resource list (2:59)
6. Leganto Resources Lists for Faculty 06: Publishing your list (2:19)

The main video player shows a video titled "Leganto Resources Lists for Faculty" with 6 videos, 2,255 views, and last updated on Nov 30, 2020. The description reads: "Learn how to create resource lists for your academic courses with Ex Libris Leganto. Leganto lets you easily find materials, add them as citations to your resource list, share them to with students, and communicate with library staff and students alike. This series is presented from the point of view of the instructor (teacher, TA, professor, etc.)."

The channel name is "ExLibrisLtd" and there is a "SUBSCRIBE" button.

“Budgets are under pressure”

Great value solutions – or partnerships – to test and try

Communications
Team

Business
School

Instructional
Design



FACEBOOK for Business

Business

Basics - Advertising - Resources and guides - Ads Help Center - Sign in - Start a campaign

Intro to Custom Audiences

“How can I tell if it’s working”

Measure what matters

Repeat what works, adapt if something isn't working



Channel	Activity	Outcomes	Impact
Email	# Sends, open rate, click rate	Download materials, agree to meeting with you	Did they actually use it as a result?
Presentation	# Presentations or training sessions organized	# Attend presentation	Usage following sessions
Social Media Post	Reach, impressions, clicks, likes, shares	# Request more information	Usage directly resulting from post



Wrap up

Get ready to
make an impact!



- 1 **Engaging with faculty:** succinct message about how the solution helps them
- 2 **Virtual & hybrid environment challenges:** reuse, recycle – and get the message out in multiple different ways
- 3 **Changing others' habits:** think about the entire journey – and make it clear what you are asking for at every step
- 4 **Finding time and resources:** don't go it alone
- 5 **Is it working?:** Measure and adapt as needed

Other resources, ideas and more

- <https://contentmarketinginstitute.com/2018/02/libraries-content-stories/>
- <https://eduscapes.com/wp/marketing-for-libraries/>
- <https://superlibrarymarketing.com/>
- <http://www.ala.org/acrl/issues/marketing>

Ex Libris Campus Engagement Team

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