Jacquelyn E. Daniel, Government Documents Coordinator (jdddani@auburn.edu)

INTRODUCTION & PURPOSE

In 2003, the Atlanta University Center (AUC) Robert W. Woodruff Library made a decision to place the majority of the Library’s print government publications collection on the Neads and Oﬀices (NOO) list, and move to a primarily electronic publications (e-publications) based government documents collection. The Government Documents Coordinator subsequently began the process of developing strategies to market government e-publications to Library stakeholders. The ultimate goal of the planned initiatives was to raise awareness about and increase the use of government e-publications in teaching and research.

STRATEGIES FOR ENGAGEMENT

Partnering with the Library’s exhibit liaisons, the Government Documents Coordinator employed various marketing strategies to promote government e-publications to AUC faculty and students. The three-pronged approach implemented in this campaign served to raise awareness about both the Library’s print and electronic government collections and appropriate research techniques.

BIBLIOGRAPHY

