

Depository Outreach --It Doesn't Have to Overwhelm You

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What Is the Purpose of the Outreach

- Awareness
- Support
- Increased budget
- Statistics
- Inspection form
- What others would you suggest???

What Is Success?

- New people in the depository library
- Referrals from non-primary clientele
- Referral from new department or areas of primary clientele
- Visibility
- Statistics – in house use, hits on a web site, ILL requests, complaints from reference about too many questions...

Select Your Target

- Easiest – A.K.A. Least work
- Largest impact – A.K.A. Big splash
- Smallest impact – A.K.A. Get feet wet
- “Political” impact – A.K.A. Most visible

Chose Your Outreach Medium:

Print

- Ad in campus newspaper
- Ad in local newspaper
- Story in HR newsletter
- Highlight on web site

Letter

- To the editor
- Model to congress – “thanks for the depository in my district”

Poster

- For the library wall
- For the dining hall
- For another library

Voice

- Luncheon speaker
- Service club speaker
- Speakers bureau, get listed, volunteer
- Political background – “know how they voted”

Manage Your Liability

- State your limitation – think small
 - One new member of the “X” department
 - One new librarian in ANOTHER library
 - One letter to the editor / voice of the people a semester
 - One splash page for the web site a season

Plan Ahead to Measure the Impact and Define Success

- “Tell ... I sent you” -- one new person a week from...
- Written referred “your depository library is at...” to give to the librarian
- Telephone calls on...
- Mention of the ad – “I saw that ad and wanted...”

Think Opportunity All the Time

- Dual purpose writing.
- Revise and re-use.
- Plagiarize, plagiarize, plagiarize.

Presenter

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