

Promoting Your Federal Documents Collection – Transcript of audio

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Hello, everyone, this is Helen Keremedjiev at GPO, I am talking out loud to give you all a chance to set the volume on your computer or speakers. We will get started in about five minutes. Thank you. Hello, everyone, this is Helen Keremedjiev at GPO. I'm talking out loud to give you all a chance to set the volume on your phone or computer speakers. We will get started in about two minutes. Thank you. Good afternoon, and welcome to the L DFT Academy. I am Helen Keremedjiev, I am a user support library and at the U.S. government publishing office, GPO. I will be the MC for this room today, GPO outreach library, Ashley Dahlen, is providing tech support if you need any assistance. Today's webinar is "Promoting Your Federal Documents Collection". Our speakers are Brent Abercrombie, regional coordinator and reference librarian at Indiana State Library, and Emily Alford, head of government information at Indiana University, Bloomington. For the Q&A during this talk, please add your questions into the chat, and either send them to all panelists or all participants. If we have a live demonstration during the talk, pass over to the blue bar at the top of the screen and click on chat to activate the chat. I will monitor the chat and questions will be answered at the end of the talk. This presentation is being recorded and will be made available shortly. I will now hand the microphone over to our speakers, who will take it from here.

Hello, and thank you for attending today's webinar, "Promoting Your Federal Documents Collection". Strategies for highlighting government documents, and improving document literacy. I am Brent Abercrombie, Indiana regional depository coordinator and reference librarian at the Indiana State Library, and I will be presenting with Emily Alford, head of government information, maps, and microform services at the library at University of Indiana Bloomington. Emily and I want to share our different experiences promoting our government document collection. A context regarding this webinar, I was initially approached earlier in the year about presenting on this topic. While I was excited to share my experience and my process, I was a little apprehensive because I work at a state library, which is a little bit different than working at a public or academic library. I wasn't sure if my strategies for promotion would really be applicable to public or academic librarians. I was really excited when Emily agreed to present with me on this topic. Our hope is that our shared experiences promoting government documents collection will give attendees ideas of practices that will fit their library or institution. Our hope following today's webinar is that you will be able to understand the process of promotion, learn strategies for promoting your government documents collection, and gather ideas to promote at your institution. We want to focus our talk on the various ways Emily and I promote government docs, government resources, and our library. We will not be pointing out various titles that are fun to exhibit, or wonderful guide you can link to, there are certainly too many available and it really boils down to understanding what you want to promote. It is important to remember that your government documents collection is more than just your tangible collection. It is your website, your guides, you, the government documents librarian, and all of the wonderful web resources that are created by the web docs community in government. Before I discussed the various ways I promote our federal documents collection at the Indiana state library, I want to focus on the process of promotion. In preparing to give this webinar, I started thinking about my methodology for planning a conference or a presentation, a guide, or any create station that is designed to promote. It was during this reflection that I realized everything I planned or created could be boiled down to the what, who, how, when, and where. The what, as in, what are you promoting? Usually, we are promoting multiple things at once. It is the document resource, but also promoting our collection, our institution, the agency that published

that document or resource, the FDLP, and GPO. We set up a display in our library, create a new whip guide, organize a new webinar, or host an event. The what represents the starting port for representing your collection. And depending on the individual, that is either the easiest or hardest part of the process. If you are one of those individuals who struggle to identify the what to promote, then I encourage you to think about for whom you are promoting to, or your audience. Your audience will likely fall into three groups, library community, professional community, or the public at large. Determining your audience will help influence what you promote. For example, the Indiana state library hosts a government information day conference every other year. The audience for that conference is predominantly public librarians and governments document by variance from Indiana. Knowing who our primary audience is helps dictate the kind of sessions that we try to offer. That same thought process can be used for creating guides for specific groups like university students or genealogists. GPO published an online guide titled "promotional tips and ideas" back in 2021, which we can share in the chat. The first point they highlight when relating to promotional efforts is, keep your audience in mind. And I quote, "diverse audiences will respond differently to the messages and mediums." After I have decided what I wish to promote and to who, then the next step is how. For me, the best way to uncover the how is to ask the question of, what is the goal? What am I trying to accomplish? Usually, it is to improve literacy or improve awareness. But, if you know what your goal is, that makes it easier for me to figure out how to accomplish it. The how really boils down to logistics. The two questions that need to be answered are where and when. The where can mean, in your library or on your library's website, or in your community. And the when is simply the duration. That really summarizes my process, and it is an approach that are used for creating anything promotional. Not every promotional example I use at the Indiana state library will use at your library. It is really important to know your institution, where are the logistics of your institution? Where can you exhibit, in your building? Do you have a designated area? Is your library adaptable to what you can exhibit? Also, learn what your digital space is. If you are a digital FDLP library, you should already have a page educated to federal documents collection. Do you have any other digital spaces you can utilize? Try to learn what technology options you have available, too. Can you embed videos to your webpage? Can you host online training? Can you archive life training like a webinar, or upload recorded videos on YouTube, or some other place? And also, try to learn your library community. Who visits your library? Who does your library serve? I am assuming most attendees here are part of the FDLP, but is your library also part of a consortium like a scroll, or the Big Ten academic alliance? And finally, know the mission of your library as well as the FDLP, keeping America informed. Those missions will help guide you as you develop promotional material. Understanding what you can and cannot do will help influence you on how you promote your collection. Now that I have explained the methodology behind how I promote my library's collection, but see some examples during my time at the Indiana State Library. Here is my beautiful place of work. The Indiana State Library serves as the regional depository for Indiana, from a library community standpoint, the state library serves and collects material from the entire state. I will our library, structurally, is divided into three divisions, the public services division -- which is the division I work in. It is the public facing portion of the library that directly interacts with patrons in person, over the phone, or online. Our statewide services division is principally made up of our library development, professional development offices, which oversees library and library standards across the state. They handle a lot of the statewide grants, and offer online and in library training to public libraries across the state. Our third division is our historical Bureau. They oversee how our historical Michael program in the skate as well as our manuscripts in the library, and are leading the charge in our digitization efforts. I have oversimplified the workings of our library, but I just wanted to give everyone a sense of how the Indiana State Library is constructed, and where I fit in. We are also very proud to have been named the 2022 federal depository library of the year. As I mentioned earlier, the Indiana state library serves all 92 counties in the state. It means that we serve patrons from all parts of Indiana, with such a vast audience along with ISL's role as the regional

depository for our state. I try to focus big picture and frequently utilize the train to trainer approach, when it comes to promoting the collection. The state library is typically not the first stop for someone who is doing the research. Typically, it is their local library or school or library. So, I try to promote our collection to librarians, who get more foot traffic, but may receive fewer research type questions. It is an approach that I believe has the best chance to produce the largest reach. I want to create content that is targeted to educators in my state, teachers, librarians, parents. Really, anyone who is in a position to teach or educate someone else. The prime example of the train the trainer approaches the planning and hosting of our government information day conference, at the Indiana state library that we have every two years. The conference is a free, one-day event that is entirely dedicated to promoting government information. Our previous conferences have been exclusively in person, minus the 2020 pandemic year. It also includes representatives from various state agencies, who explained who they are, and highlight some of the work that they do. The conference is a great opportunity for companies to network, and learn about the vast world of government information. Our next government information day conference will be Friday, May 17th, 2024. It will be a hybrid conference for the first time, to allow librarians from out of state or in the corners of Indiana, a better chance to attend virtually. The state of Indiana requires public librarians to earn a certain number of learning education units over a five-year period. Or, as we call them, LEUs. It is typically 50 or 75, depending on your position. Our conference offers attendees a chance to earn up to five LEU credits for attending. From the conference planners perspective, I know Indiana government document librarians and public librarians from around central Indiana will at least be interested in attending. Those are my target groups. I work with my planning committee to identify topics or resources that will appear to those groups. I work with other government document librarians to gather additional inputs to help identify certain topics or potential speakers. I utilize popular public library investors in my state to raise awareness of the conference, as well as request input, and I also asked previous conference attendees to complete a conference survey to gauge feedback. I am promoting the event while I also work on planning the event to fill out our schedule. The entire process of planning this conference can take up to a year. It is by far our most ambitious example of promoting the collection. In addition to the conference, the state library also hosts a handful of webinars per year. They are very much similar to the format and length of the webinar I am giving today, and are also eligible for one LEU, just like this webinar is for Indiana public librarians. It is not just ISL staff that presents these webinars, too. We frequently play the GPO role, where we will have a speaker from another institution speaking either in our library or remotely, and ISL just handles the hosting duties. After the live training is completed, we are able to upload the session onto our YouTube page for viewing at a later time. The live training opportunities from the conference and webinars are great because attendees have a chance to ask questions in real time and are also great for allowing a topic or resource to be able to exploit in much greater detail. The train the trainer approach can also be applied to crafting guides, blogs, or other digital content. The process for getting your message out is slower, and the lack of live interaction means limited feedback. But, it is still a good tool to utilize to promote your collection, or a particular part of your collection. Every media we use for promotion has its pros and cons. While blogs and guides may not engage an audience as effectively as live training, those written resources are easier to create, modify, and maintain. So, what type of content can you cover online? Whether you have a webpage on your library's website, or able to run a blog site, creating the lid guide or resource page is a great place to start. This is a site that I run called Indiana federal documents. The URL was also included in the chat. But, the site includes guides, blog posts, links to webinars that have been done, as well as links to various listeners. I created the site to help more government librarians in my state. It is not uncommon for someone to join the government docs field with limited previous experience. I wanted to centralize important information that librarians would need to know, like the rules for weeding in our state, or instructions on how to create and upload a disposal. My thought process was to focus on creating content that new Indiana government

document librarians would need to know, and then grow the site by creating guides and highlighting resources that public librarians would find useful. I am able to explain and promote the FDLP and raise awareness on lots of great content that has already been produced, and the content is easily accessible. I like having the word press site because I can immediately create, edit, or upload content without needing to send in information to somebody else to have it uploaded online, which is what I have to do when I make changes to the Indiana state library's federal documents collection page. If all you have to work with is your library website, consider highlighting various mediums available that promote information, and also create content specific to certain audiences, like students, genealogists, or other librarians, instead of just doing it by subject. Another great approach for promoting your government documents collection, is through partnerships. Those can be internal, like working with another colleague to create a subject's guide or create a webinar, or work with your professional community like Emily and I presenting today. I actually asked for help presenting on this very webinar during an indigo meeting this past spring. Indigo is Indiana's professional library group that promotes government information. We meet twice a year to catch up, talk about what we are doing. We will get a presentation or listen to a roundtable discussion. It is a great environment for collaboration opportunities. What is the professional group in your state? That could be go door or something else. But, this is great for creating partnerships, and I encourage everyone to look into the professional group in their state. Also, build relationships with your library community, or if you are on a campus, build relationships with student groups or faculty. There is so many opportunities that can occur through networking. Creating partnerships is really all about not being afraid to ask, and not being afraid to say yes. Here are some examples of partnerships formed, starting with government information, and government information. That occurred in 2020 during the pandemic. We had to postpone our in person conference. But, luckily, we were able to reschedule it. And a virtual conference over two days. What would have it, that very same week we were having our conference, the Western states group, which is a group of FDLP library spaced out on the West Coast, was also hosting a similar virtual conference on government information. I reached out to one of their planning committee members about promoting both conferences together. Creating a government information week. We created a logo, we reached out to GPO and we promoted both events in every form -- or, every promotional effort that we did for that event. As I mentioned earlier, partnering with the local group is another great opportunity. We have a local chapter of the DAR whose members frequently utilize our genealogy resources, contacted the library about promoting for constitution day. Being a proud FDLP member, we gladly accepted their offer to have a display commemorating Constitution week, which you can see in the slide. We had that up for the month of September. And I also shared this photo with GPO, who encourages depositories to submit photos, celebrating the day, and it is a partnership that started pre-COVID. We were happy to reconnect when things kind of return to normal. And we are continuing the tradition. The state library also tries to work with GPO to help promote and strengthen the profile of our government documents collection. In addition to having GPO out for government information day or give webinars with GPO, we have also formed a partnership with GPO as a preservation steward. I would encourage everyone to look into the partnership options with GPO, like being a preservation steward or print selector, or becoming a digital content contributor. GPO has a partnership page that details everything involved in all of that process. It is another opportunity to raise awareness and visibility of your government documents collection. Before I wrap up my portion of this webinar, I want to circle back a little and talk more about the planning of the conference or training event. Some of the things that you will want to think about are the scope of your event. A full day conference will generally consist of three or four sessions. You can choose to run concurrent sessions if you wish to offer more options for attendees. You will just want to determine your format, in person, online, or hybrid. From my experience, hybrid is the most preferred method. Logistically, in person training will require the most planning. But, those types of events are also the most enjoyable for attendees. You will want to identify your audience. That goes back to what I

mentioned earlier about, who are you creating this content for? You will need to know what -- if any -- budget you have. You may not, and that is okay. You can still create quality content that promotes your collection and the FDLP. It may just mean hosting a training, or having the conference be virtual. Work your networks. That can be recruiting colleagues to present, or asking colleagues to pass along promotional announcements to different targeted groups through list serves. There are GovDoc ones, both statewide or national, once for law school, data specialists, public librarians. Really, any specialized group in the library profession will have a list serve. Ask your colleagues and anyone in your network to show those announcements to help spread the word. Ask GPO. They can help promote your event on their events page. They can even offer training virtually, or sometimes, in person. And best of all, they don't charge a fee, either. The truth is, anyone can put together a conference or a training session. So much of promoting your collection comes down to knowing your institution and its capabilities, and build from there. Know what you can and cannot do. Hosting a conference may not be feasible. You may not have a website or a blog to run. Focus on what you can do. Remember your purpose. What are you promoting, and why? Know your audience, plan ahead, but be adaptable. There are so many opportunities to promote your collection, your library, and the FDLP. Even during my portion of the webinar, I was able to promote the Indiana State Library, our upcoming government information day conference happening May 17th, 2024. Our Indiana federal documents site, INDIGO, Indiana's government documents professional organization, and resources by the FDLP. It just reinforces what I touched on earlier, which is that we are often promoting multiple what's simultaneously. And now, with that, I am going to pass the ball over to Emily and let her share some of her experiences and strategies, promoting her government documents collection at an academic library.

Good afternoon! Brent, that was great. Thank you. As was said earlier -- excuse me -- I am Emily Alford from Indiana University, just a few miles south from the state library. I am going to talk a bit about promotion techniques that have been tried, and tested, and proven useful here at our academic library. Some of these will be similar to techniques Brent discussed, but the way we go about delivering them in the audiences served are worth consideration, as the FDLP runs the gamut in types of libraries and people who utilize the government information we provide. My primary role here is the head of our gyms department, which is a briefer version of referring to government information, max, and microform services. This department is located in Wells library, the flagship library on our Bloomington campus. Therefore, we have the largest number of students coming in and out of the building, the broadest hours, we are open, and of course, all of the more space for collections and physical promotion. Indiana University itself is a public research university with over 40,000 students. We are a member of the Association of American universities and classified as a R1 doctoral University, meaning our faculty and students participate in very high research activity. Programs of note here include the Kelley school of business, the O'Neill school of Public and environmental affairs, the School of Public Health, and of course, the college of arts and sciences. Rich in both humanities, and the hard sciences scholars. I wanted to start with the simplistic example of promotion, physical exhibits. Myself, my staff, and our colleagues like to curate these in a wide variety. There are several key points that I want to address, which we have found useful to bear in mind while planning such an exhibit. First of all, the topic being focused on. It is important to have a topic that is broad enough to appeal to a wide audience, yet niche enough to grab attention. Simply saying, here are the government documents, does not pull many people toward us. But, if we focus in on something specific, like recent NASA strides, and accompanying publications, this will turn some heads. Secondly, location. There are endless walls on a campus where posters might be long, but not all of these areas in the library are created equal. I like to do broader displays in our main library, with more focused promotion in areas with such particular collection and focus. Of course, the materials used in the exhibit themselves are important. With government documents, we do not always have bold colors and fancy covers to draw in excitement. However, we

can certainly scan original covers, and use this as a backdrop. Blow up a table or graphic, and alter the coloring to really make it pop. Or, simply add some confetti or other objects to add more pizzazz. A couple autumns ago, we did an exhibit on agricultural materials. We use the dollar store plastic produce to lighten up the display case. Okay. So, putting this into practice, like I said, we did an agricultural display in the fall. This one first came to be, simply because there was unclaimed space in our lobby at the time, and I was asked to supply some content. I figured, everyone loves all things, right? Pumpkin spice, pumpkin pie, all of the pumpkin things. Why not throw in some other harvest crops? My staff and I were able to utilize the USDA's natural agricultural statistics to highlight key facts, as well as propping up other books and related USDA publications. We received many compliments on this particular one. While it did not necessarily call out the attention of any one school or department within the University, it was fun, colorful, and drew in the eyes of a broad audience toward government resources. Elections are obviously a great time to promote government information collections and services. As part of the Big Ten academic alliance, IU participates in the Big Ten boating challenge, a from the competition between our institutions to see who can rack up the highest percentage of students voters, as well as who can have the largest increase of voters from the previous election. The past few cycles, IU libraries have been ventricle to this initiative, through signage and social media efforts. We also put on display key dates for voters, Federal election commission information and resources for neutral, unbiased, local candidate information, and during the pandemic when folks were unable to physically come into our space, I teamed up with the University archives and our visual literacy library and to create a digital exhibit, recognizing the women's suffrage Centennial marketing, included were photos from the national archives, presidential addresses, and constitutional amendments themselves. This spring, we are located geographically, conveniently, right in the line to view the upcoming solar eclipse. I am teaming up with one of our science librarians to carry a multimedia exhibit incorporating NASA and the National Weather Service materials and resources. While displays and exhibits are usually constant through a few weeks or even a few months -- depending on the topic -- you can use pop-up libraries to do some physical promotion in places you may not have long-term access to. Pop-up libraries are essentially a table, cart, mobile bookshelf, or a combination of multiple of these, brought to a location outside of the library to display materials and engage passersby in conversation about library resources and services. I like to do these during certain awareness month in the School of Public Health, or before or after a talk on a particular topic in the school of informatics, computing and engineering. I often team up with the subjects specialist to go to the lobby of the department or school they liaison with for pop-up libraries. A science library and maybe exhibiting astronomy books and resources, and I can add NASA publications to the display. That is just one example. I have also taken pop-up libraries on the road. As most of our attendees today likely know, the mission of the Federal depository Library program is to serve the community and general public. So, even though we are at an academic institution, I strive to bring our government information collections out to public libraries, farmers markets, street fairs, and any other opportunity that a part of our collection might complement it nicely. So, most libraries today have websites that are easily updated. This can make posting little news bulletins or some might even write periodical blog entries, easier, and generally simpler. We are doing handouts, or giveaways, or certain events, I just take 5 to 10 minutes to write up a little blurb and have it highlighted on our website, in the two days or so leading up to it. This is a quick and easy way to bring folks to your department or service desk with little preparation effort or time on the library's part. I also like to write up longer postings when there is a new report, publication, or even simply new census data released. Calling out specific statistics or new legislation, or anything similar to that, and tagging particular subject areas that may benefit from this content. A few years back, we faced a government shutdown. Right away, my staff wrote up a posting detailing how this would affect government documents and publicly accessible digital material. We provided resources and offered services for both academic affiliates, students, and faculty, as well as the public, to sustain the delivery of government information for the duration of the

shutdown. This was not only an opportunity to explain the process and definition of what a federal government shutdown means, to those with little exposure to them. But, it was also a great way to simply promote our departments resources and services, to those who hadn't utilized us as much previously. Similar to website postings, social media can be a quick and easy way to promote not only events and giveaways, but also new additions to the collection, or simply to say, hey, we are here. Little tweets like, did you know, Indiana University is a Federal depository library? Et cetera, et cetera. Those at time to time have been successful in conversing with our followers. Just reminding folks that we may have access to that one data set or report that can help them with the research question they have been working on. My biggest advice with social media is to plan ahead, which may sound -- on some platforms, which may sound odd -- since they are very much made for in the moment, or instant posts. However, if I have to plan an event, or display, or giveaway, I often go ahead and write up a quick post in the weeks leading up to it and save them in my own files to remind myself to post that, day of. This lessens the chances of getting busy with a phone call, or a slew of meetings that somehow made their way onto your calendar and you consequently forget to post something. I have even made myself little 15 minute calendar appointments, for the purpose of posting to social media on special days. I love keeping photos handy after the fact. On this slide, actually a tweet that was posted this year for constitution day. While I do not have time to turn it around on the day of and get it online, this year, I will be able to utilize the photo in next year's promotion of our Constitution giveaway. I just wanted to mention one-shot instruction sessions. I realize instructions and teaching are not typically thought of when we say the word, "promotion." However, in the case of academic libraries, I feel it can very much do that. As a government information librarian, I do not have direct liaison relationships with faculty instructors who would always think to bring me into their classroom to speak. However, I have colleagues that have these relationships, and this is what I mean when I put on the slide, two ways into the classroom. Keeping my colleagues who are subject librarians a price on government information resources, I keep in their mind the ways that depository materials may Inc. accompany the instruction sections they are doing. I have tagged along to one-shot sessions in all sorts of fields, from journalism, to the hard sciences. Of course, workshops work, too. I like to do a semester census data 101 workshop, in which anyone can show up and learn how to navigate and incorporate census data into their work. I also offer periodic genealogy sessions which invites members of our surrounding community to learn how government information can aid their projects, too. All of these brought on both institution affiliates and community members' utilization of government information. One of my favorite things that always comes out of attending a classroom library session, art requests for one-on-one consultations. This allows for the researcher and myself to set up a time to really dig into what information they are searching for, and what resources best fit their needs. I touched, briefly, on the importance of letting our colleagues who are not GovDoc librarians know what types of resources and services we can provide. I have also found that a great way, an easy way, to do this, was by hosting internal workshops and demos to my fellow librarians, to come and see what is new, and how some updated databases work. During each biannual survey of the FDLP, I like to host what I call a FDLP report out. I invite my colleagues to come here about the program, sometimes as a reminder, and sometimes completely fresh information to those who have been hired on within those past two years, and to let them know of the new statistics that GPO releases, where Indiana University falls in comparison with other depository libraries, as far as selection, library size, and other areas are concerned. I really do think spreading the word and promoting the government document collections internally is one of our best and, quite frankly, easiest methods of promotion. So, at this point, Brent and I have both shared our best tips and tricks, and we do invite questions from the audience, as well as, perhaps, there have also been some put in the chat.

Yes, there have been some questions. So, I group them up in a certain way. We are going to start with Brent, he answered in the chat, but I will share with the group. There were questions concerning the Indiana State Library conferences. Are they opened up for everybody? And are they virtual? Brent has answered, yes, they are. Everyone is welcome to attend, and they are virtual. Is there anything you would like to elaborate on, Brent, in regards to the conferences?

Yes. So, the plan is for the 2024 government information day conference to be a hybrid conference, meaning that it will be in person with live presentations, but there will also be -- they will be available, likely via zoom, so that you will be able to choose a session and watch it. We have an open registration up for that, we just have to save the date at this point, as we work on filling up the schedule. But, when we do, I will be sharing all of that information on the various list serves. So, hopefully, you will be seeing something about it in the near future.

All right, next question is for Emily. Do you have another government shutdown post prepared, since there will likely be another one starting this weekend?

Oh -- well, actually, I will probably use some of the same content that we had posted last time around. But, actually, recent events and news on that is -- as I was preparing for this webinar -- that made me think to mention that we were doing that. So, we will see. [Laughter]

So, I am going to open up the question for both of you, how do you measure success for promo initiatives, like website clicks, surveys, et cetera? Any method more useful than others?

Yeah, I can start. It really depends on what it is. We sometimes try to count -- you know, if we do a pop-up library or an event like that, sometimes we do try to count how many folks come in and interact with us. Often, we are kind of swarmed with people, so it has gotten kind of difficult to count that. But, website things -- yes. We have looked at clicks, and one thing that I like to do -- especially if something has been posted to the website or social media -- we can look at retweets, likes, things like that. I also like to then look at our statistics. We keep statistics at our desk. So, let's say it was Constitution day. I like to go back and see, was there an increase that Monday morning of folks that came to our desk? Or, in this case, it was a Sunday. Did we have more people coming on a Sunday than we normally have coming? Because I feel like that has a little bit more weight than just getting people to like our posts, or retweet something. But, yeah, those are the major metrics we use, just sharing numbers of people showing up. I do not like to disqualify qualitative metrics. You know, those emails you get that really just warm your heart as a GovDoc library and, you know, thank you for pointing my attention to this data set, or this resource, it helped tremendously, and this project or this paper I was writing, those also carry a lot of weight.

And just like Emily had mentioned, you know, with statistics, I get a report of the number of views on my WordPress site. I will get metric stats for what pages are getting viewed the most. We try to track information for any webinar or conference that we host. For like, in person foot traffic, for exhibits, it is tough for us to kind of quantify what is successful or not. We don't necessarily take stats on that. But, for like, conferences, webinars, we do try to -- you know, we keep track of the numbers. Even if we have numbers that are a little bit lower, say, in 2022, we are less numbers than in 2018. Back in 2018, I don't think that means it was less successful, it was still a little bit more that goes onto promotion, and the quality of the sessions that we are able to check. So, but, we do try to keep track of that to see how many people are coming. Is it worth the effort and time that is put into it?

So, the next question is for both of you. For current and future librarians, what skills or training do you recommend for folks to learn about, related to promoting successfully a project, a FDLP collection, or even the whole library?

Get comfortable. Get comfortable speaking to a computer, you know? This medium of webinars, I think, is going to be the preferred method just because you can have anyone from around the country attend a session and just kind of being able to effectively communicate without having a live audience, and just kind of being up-to-date with the current technology and strategies. You know, I think exhibiting is going to try to become more interactive, story driven, being familiar with our GIS technology. Those things. It is really just kind of, you know, being comfortable with new technology and incorporating them into the library standards. I think if you are able to do that, you will be effective in your position.

Yeah, I would definitely second Brent on the digital measures. You know, as you get the opportunity to learn skills like tableau, art GIS, things like that, especially for promotion purposes, and I will throw in a colleague of mine and myself always joke that they should add an event planning course to library school. Which, that sounds ridiculous -- and probably a whole course would not be necessary -- but, if you can find a webinar presentation like this one, and you know, try to get crafty, with ways to work events, and whether it is an exhibit that will be up for months, or an event where you are inviting a lot of guests to come, because you will inevitably be asked to do something like that. It can be a little bit overwhelming. So, you know, volunteered to serve on committees and things like that, that do more of those social efforts, so that you will be more prepared when you are in the leadership or chair position for that event for promotion.

Next question is for both of you. Any recommendations to minimize the digital divide issue when promoting a FDLP collection? For example, not everyone has a smart phone, let alone uses QR codes.

Yeah. That is a wonderful point. 2020 definitely taught us that. Here in Indiana, we have a lot of rural communities where Internet access is not fantastic. There were -- you know, I talked about, we did the women's suffrage in his centennial, we did it with a digital exhibit. We also did some, I think, a public libraries did them, as well. A DIY craft thing, where you could, you know, pick it up at the library and do it at home. And then the accompanying tutorial video where, you know, we had to watch how to do it. Well, if you didn't have Internet access, that would kind of prohibit you from participating in that. So, we just kind of try to keep that in mind, accessibility of all sorts of measures. So, in that case, you know, we found a way to create PDFs and print those PDFs, and include them in the little kids. But, yeah. I think the more awareness of this issue, that will certainly heighten the amount of people working to solve the problem. Just getting crafty.

I think Emily really answered that pretty well. You know, I guess from my standpoint, with statewide and regional, you know, luckily, we have a large, tangible print collection available. So, it is not uncommon for us to get researchers that prefer the tangible over the more digital. So, it is kind of just where the GovDoc library and is able to shine, and working with that patron, to get the information that they need to them, whether that is printing out the item, or working and talking them through how to access it. Yeah, that is a tough one. But, I think Emily kind of did a great job of covering everybody there.

Before I start wrapping up this webinar, do you want to elaborate more on something you mentioned in your talk, Brent and Emily?

I can't think of anything, necessarily right now. But, I do welcome anyone to, you know, send an email to me after the session if they have a question, or would like to see some examples or, you know, a link to one of our digital exhibits, something like that. I welcome further conversation on the topic.

Yeah, I would really just kind of echo what Emily said, as well. You know, I am happy to talk in greater detail about the process of planning a conference, and this will be, I think, the fourth or fifth one that I have planned. I can tell you, the first time that I planned a government information day conference, it felt like a very overwhelming process. And so, I have tried to document the whole process over the years that I have done it, to make it be easier for myself for the future me to continue to host this type of event. And I am happy to share any of that information. But, I didn't want to just kind of focus all of my promotional efforts on just that one item, because we do try to do more than just that, at the state library.

Thank you, Brent and Emily. Your presentation was excellent. This webinar has been recorded, and you will be notified shortly thereafter, when it is available to view. We are putting in the chat, a link to a voluntary survey about this webinar. If you enjoyed today's webinar, please check out some of our upcoming FDLP Academy webinars. We will put two links in the chat. The first link is about the FDLP Academy, and the second link is our calendar of events. We also have next month, the 2023 fall federal depository library conference. It is a free, virtual event and we will also share the link in the chat to learn more about it and sign up for it. So, I will go ahead and click the link. The first one is of the survey. And then, if you want to know more about the Academy and calendar of events, and then if you want to attend our conference next month -- thank you again, Brent and Emily, for a great presentation. Have a marvelous day, everyone. [Event Concluded]