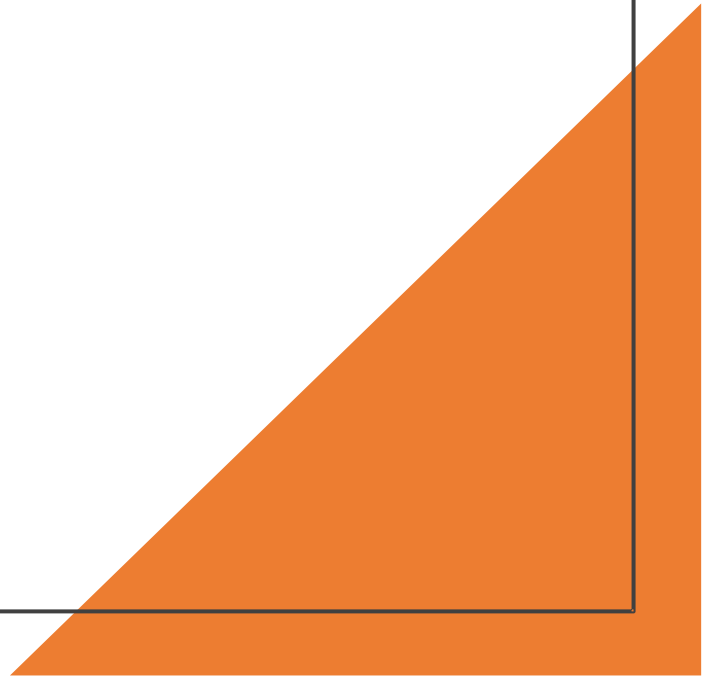# Promoting Your Federal Documents Collection

Strategies for highlighting government documents, engaging your audience, and improving government information literacy

Who Are We

- Brent Abercrombie
  - Indiana Regional Depository Coordinator, Reference Librarian, Indiana State Library

- Emily Alford
  - Head of Government Information, Maps and Microform Services (GIMMS), Liaison to Applied Health Sciences, Health & Wellness Design, and Social Work, Herman B Wells Library, Indiana University Bloomington

Webinar Objectives

01
Understand the Process of Promotion

02
Learn Strategies for Promoting

03
Gather Ideas to Promote at Your Institution

Process of Promotion

The What, Who, How, When, and Where

What Are You Promoting?

Resource

Collection

Institution

FDLP

GPO

Who, Or to Whom, Are You Promoting?

Library Community

Professional Community

Public at Large

First the What & Who, Then How

What's the Goal?

Logistics of Promotion

Where

Your Institution

Your Community

Online

When

Duration

Knowing Your Institution

Logistics

- Where can you exhibit
- Where's the digital space
- Knowing your technology

Community

- Who visits your library
- Who does your library serve
- Are you in the FDLP

Mission

- Institution
- FDLP

Applying the Process

Let's See Examples!
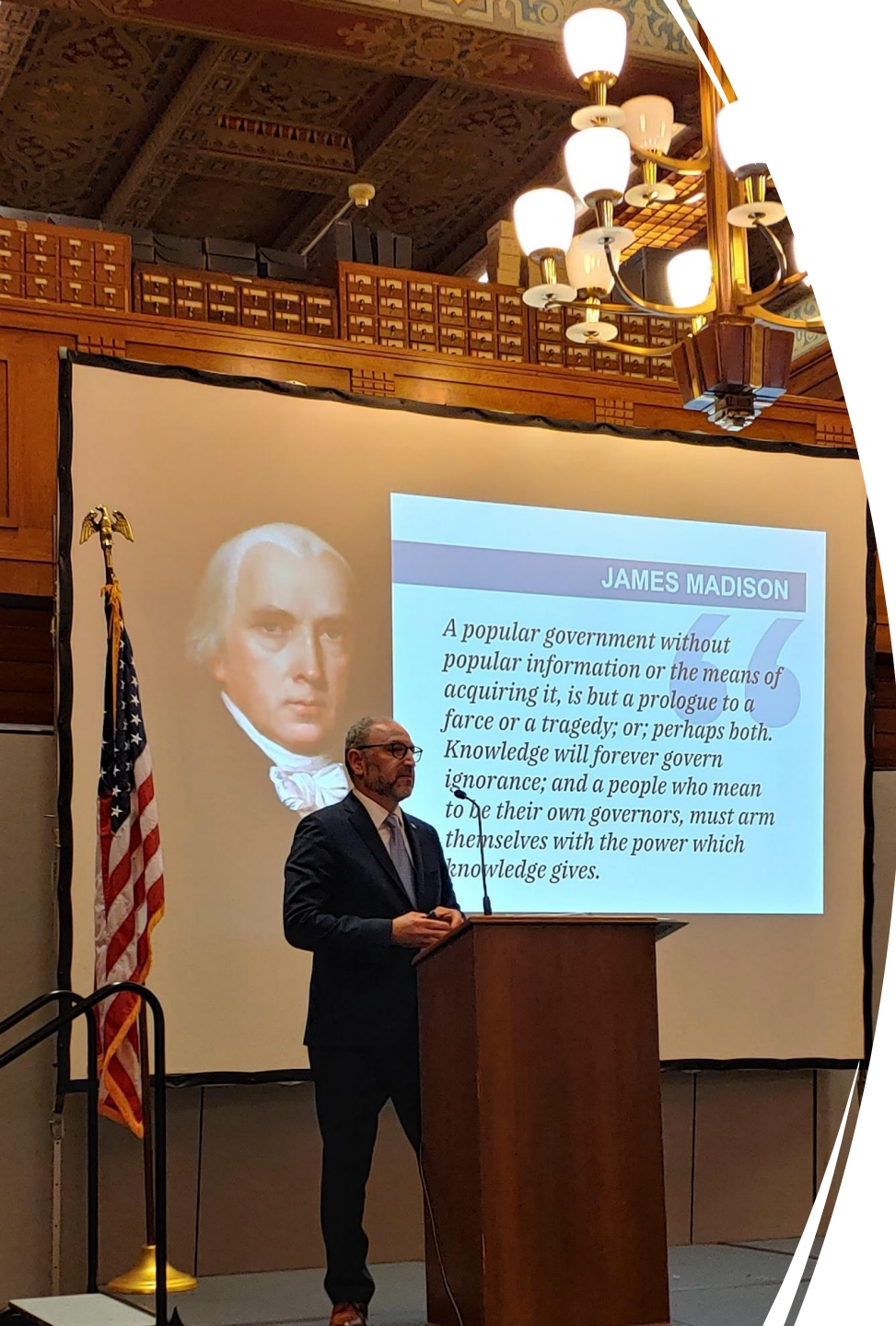
Indiana State Library

- Regional Depository for Indiana

- Community Scope
    - 92 Counties

- 2022 Federal Depository Library of the Year

- 3 Divisions of Service
    - Public
    - Statewide
    - Historical Bureau

Reaching 92 Counties: Macro Approach

- Train the Trainer
  - Identify Educators
    - Teachers, Librarians, Parents, etc.
  - Identify Message
    - What's the training
  - Determine Method
    - Conference, Webinar, Libguide, etc.

Examples at ISL

- Conference (Government Information Day)
  - Big approach, highest level of interaction w/ audience
- Webinars (Presenting or Hosting)
  - Medium approach, smaller scope but live interaction; added benefit if presentation is archived
- Blogs/Posts/Guides
  - No live interaction, slower way to get message out, but easiest to create/manage
  - Gov Docs Webpage on ISL website
  - Indiana Federal Documents (Wordpress site)
  - Government Information Minute section within ISL newsletter

Web-Based Content

- Libguide or Resource Page

- Blog Posting

- Continuing Education

- Networking

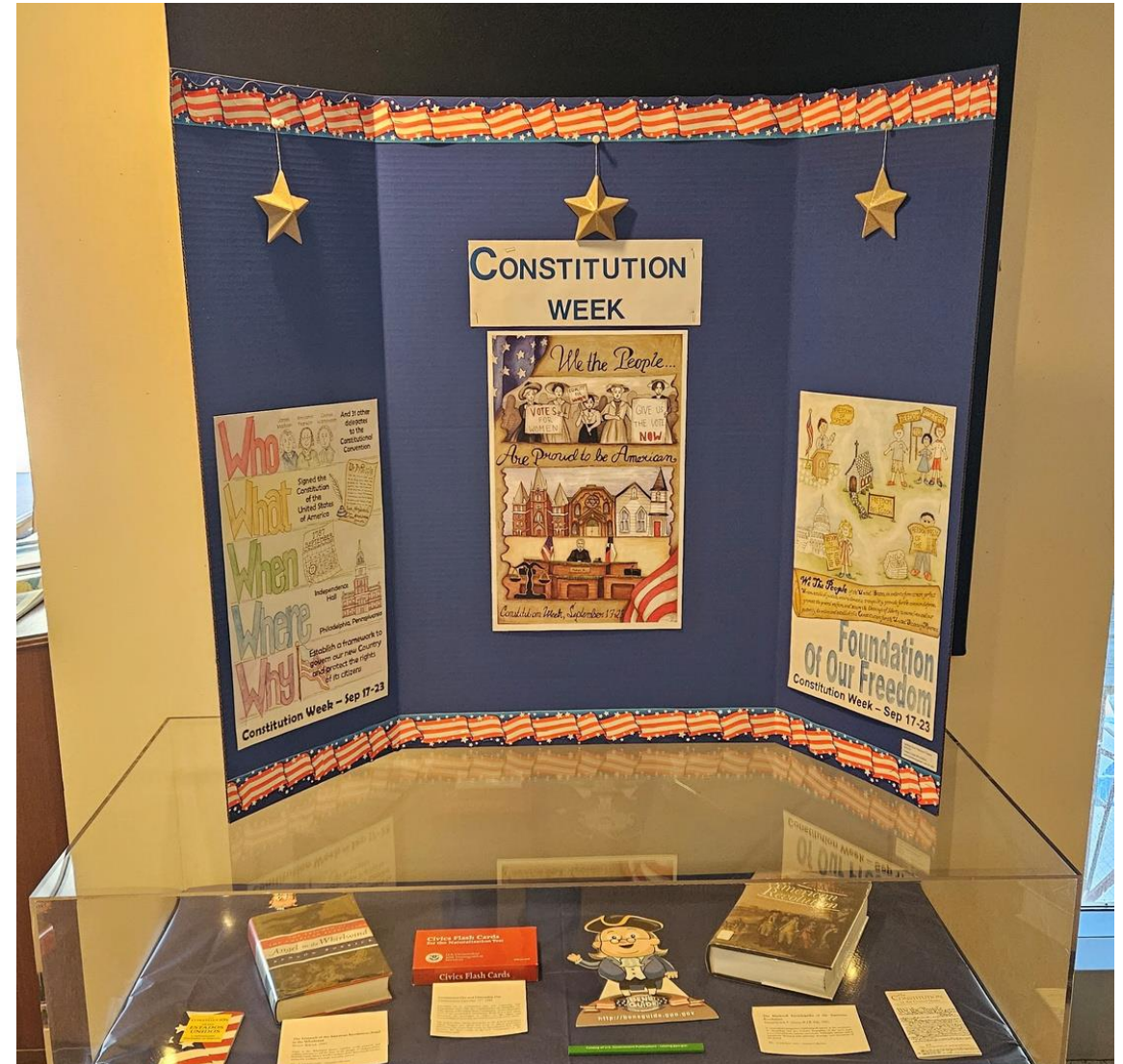- Information Spotlight

https://feddocs.lib.in.us/

Creating Partnerships:

- Internal
  - Library Colleagues and Administration
- Professional Community
  - Be involved w/ library community
  - Indiana's GovDoc Community is INDIGO
- Local Community
- Don't Be Afraid to Say "Yes"
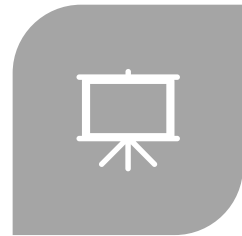
Examples with the Indiana State Library

- Government Information Day (May 17th, 2024)
- Government Information Week with Western States Group
- Constitution Week Display with Local DAR Chapter
- Preservation Steward with GPO
- Hosting Webinars and INDIGO Meetings

Planning a Conference or Training

DETERMINE THE SCALE OF THE EVENT

DECIDE ON A FORMAT

IDENTIFY TARGETED AUDIENCE

KNOW YOUR BUDGET

WORK YOUR NETWORKS

Know Strengths & Weaknesses

Understand What You Can & Cannot Do

Remember Purpose
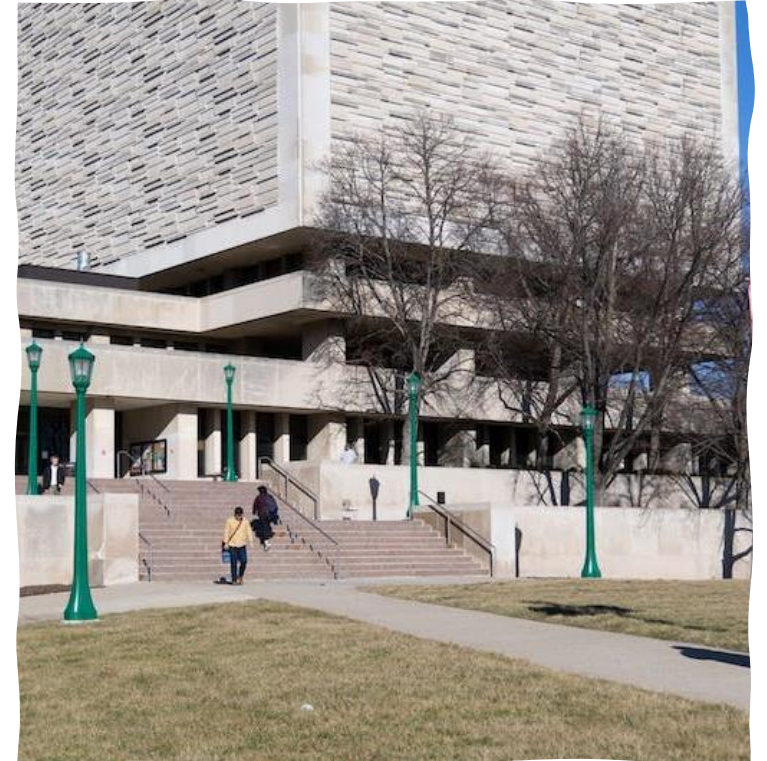
Know Your Audience

Plan Ahead But Be Adaptable

Emily Alford

Indiana University

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Indiana University

Exhibits

- Topic
- Location
- Material
- Attention grabbing

Exhibits

- Agriculture
- Elections
- Upcoming Solar Eclipse
- Suffrage Movement

WOMEN'S SUFFRAGE, 1787-2016

Pop-up Libraries

- What? Where? Why?

❖ School of Informatics, Computing and Engineering

❖ School of Public Health

- In the community!

Website/Blog Postings

❖Constitution Day

❖Earth Day

❖New Census Data

❖Government Shutdown

Social media

Wells Library @HermanBWells · Sep 15

Sunday and Monday, Sept. 17 and 18, we are celebrating Constitution Day! Stop by the Government Information, Maps & Microform Services department (GIMMS, on the 2nd floor of the East Tower) on those days and get a free pocket U.S. Constitution.

libraries.indiana.edu
Celebrate Constitution Day!

One-shot Library Instruction Sessions

Difference between this and workshops

Two ways into these classrooms

Broadening utilization of government information

Consultations that follow

Internal Workshops

Thank You For Listening

Question and Answer Time!