

A New Discovery - Marketing Primo to Faculty and Students

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Persistent Link to this Slideshow:
<https://tinyurl.com/rwsgc7k>





Know your environment

- How is Library Information disseminated on your campus?
- How much Library Instruction occurs on your campus?
- Is anything mandatory? (College Writing classes w/a library instruction requirement, a 1-credit library course, six weeks, etc.)
- What kind of budget (if any) do you have to promote Primo?
- What skills do you have available/in-house?
- When is Discovery going live, if it hasn't already?



Pre-promotion Pep Talk

- Worry about what you can control, don't worry about what you can't.
- Don't get discouraged.
- Some events will be successful - others will bomb.
- Focus on consistency and quality



About SRU and Primo





Our Pros and Cons to consider while promoting Primo

Pros

- First Discovery Search on-campus
- Blank slate for instruction
- Could plan and promote the rollout with Primo as an add-on

Cons

- General distrust of Discovery Searches
- Blank slate for instruction
- No universal/required library instruction on-campus
- Retraining



Branding our Primo Instance

Our considerations:

- Stick with Library Catalog?
- Call it Primo?
- Discovery?
- Something Rock Themed?

We settled on Discovery.

In hindsight, this was:

- Good, not great
- Somewhat user unfriendly
- Can still be confusing with Library Catalog (Especially because we have a Library Catalog Search Scope and a Discovery Search Scope)



How did we get the word out?

Website and LibGuide Revisions

Print and E-Mail Materials / Handouts

Library Instruction

Workshops and Presentations

Video Tutorials



Website Revision Recommendations

- Renewed focus on “student-friendly” language
- Use your branding and make it noticeable where possible
- If you have an announcements section or blog, announce the heck out of Discovery
- Place links for quick/easy access
 - Consider implementing a Primo search bar directly in your website or LibGuide*
- Work with IT to embed Discovery or links in online course shells*
- www.sru.edu/library



Print and E-Mail Materials

- Announcement Flyer
 - Distributed to all faculty and staff via Provost's Office
 - Posted around library computers, campus computer labs*
 - Appeared digitally via e-mail
 - https://drive.google.com/open?id=1Y6G63U_RpS4isKxFRJ1pc_BtqXVem5TP
- More Advanced “How-To in Primo Guide”
 - Available at library
 - Reserved for workshops, instruction, FAQs
 - Task-focused: “How do I find a book? An article? Etc.”
 - https://docs.google.com/document/d/1gZrnVhlgcNHvIU3TvcpxeYDulFB02QOP90UsN_oRd5l/edit



Emphasis During Library Instruction

- Using Primo at the beginning or end of a search
 - Begin to learn about a topic
 - Have a really strong search? Take it to Discovery's Advanced Search if unsure where to use it
- Learn the differences in your Primo search scopes
 - Recommend naming them better than we did to start
- Active learning whenever possible* - don't just show and tell
 - Interactive Tutorial - Good for homework - I've also seen librarians use them as part of the lecture to great effect
 - <http://sru.libsurveys.com/FindLibraryItems>



Workshops and Presentations

- Leadership Development Workshops
- Faculty [“Resource Refresher”](#) Workshop
- New Faculty Orientation
- University Forum Appearances
- Teaching Conversation
- Department and College Meeting Visits*
- Faculty Union Meeting*



Videos

- Video Guidelines
 - Script them especially if you're voicing over them live
 - Short - no longer than five minutes and even that may be pushing it
 - Accessible - Be sure to include subtitles or choose a platform that will make fairly accurate ones
 - Focus on one particular skill and build a series if you want to show all the bells and whistles your Primo has to offer
 - Keep it as simple as possible



Promotional Materials

Using Discovery Search Handout -

https://docs.google.com/document/d/1gZrnVhlgcNHvIU3TvcpxeYDuIFB02QOP90UsN_oRd5I/edit

Discovery Search Scripts for Video Tutorials -

https://docs.google.com/document/d/1gBbtOSKOTg68pQeWg81JsZG8c9FMUZnQ_TWVUIr4zS4/edit

Discovery Search Flyer

https://drive.google.com/open?id=1Y6G63U_RpS4isKxFRJ1pc_BtqXVem5TP

Library Resource Refresher (Workshop) Flyer

https://drive.google.com/open?id=1UM-2lpui2J3hgB2ftRV_V8vX0V-DUDXu

How to Library @ Bailey Library - Video Series on Discovery

<http://sru.libguides.com/videos/discovery>

Tutorial made with LibWizard

<http://sru.libsurveys.com/FindLibraryItems>



Sample Instructional Materials

Search Strategy Creation Worksheet -

<https://docs.google.com/document/d/1ihjrl3FavUeyQxpTSEnrDWimftLzdmsL8OZr4UFWVu8/edit?usp=sharing>

Creating an Effective Search Strategy Worksheet

(More Discovery/Primo focused but very text-heavy - more of a walkthrough)

(BLANK VERSION)

https://docs.google.com/document/d/1RNbXJ_ipOid5XX336ssl9a191KspH3__rQTefliU9rQ/edit?usp=sharing

(SAMPLE FILLED OUT VERSION) -

https://docs.google.com/document/d/1ivAz03BmGo4f15JRT_FRclG8Eei7UCu_3lXl2wRpJ6o/edit



Thank you!

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