

Telling the Database Story

Increase Awareness & Usage of Your
Online Subscription Databases

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Washington State: Statewide Database Licensing Project



- In place since 1997
- Provides a general periodical collection, Washington newspapers, and K-12 resources, all from ProQuest
- Public, academic, school, and some hospital/medical/research libraries participate
- Federal LSTA subsidy pays half the cost; libraries collectively pay the rest
- Free to smallest public and to tribal libraries

Oregon: Statewide Database Licensing Program



- Began in 2003
- Provides 50% subsidy for a full-text general periodicals database package from EBSCO for all public and academic libraries
- A 100% subsidy for small public libraries, where cost for the databases is \$225 or less
- Administrative support for the State Library for licensing and billing.

Public Library Databases

- Library subscription databases often include
 - Periodicals and Newspapers
 - Antiques and collectibles
 - Auto repair
 - Genealogy
 - Business & investing
 - Medical information
 - Homework help
 - More . . .



Academic Library Databases

- Academic libraries typically provide
 - Access to scholarly and peer reviewed journals
 - STM (Scientific, Technical, & Medical) literature
 - Large collections of full-text e-journals
 - Subject-specific databases
 - Federated searching
 - OpenURL link resolving



Library databases: best-kept secret?



Or . . .



Library databases:

Submerging Technology?

*Submerging as
opposed to *emerging**





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Search

[Advanced Scholar Search](#)
[Scholar Preferences](#)
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Stand on the shoulders of giants

[Google Home](#) - [About Google](#) - [About Google Scholar](#)

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Google is scanning and indexing popular magazines!



Library databases: best-kept secret?



What's the problem?

Library patrons typically remain blissfully ignorant of subscription databases



People use Google and the open web

- At best
 - OK for ready reference type questions
 - Often meets the “just good enough” information need
- At worst
 - Unverified information
 - Frequently biased
 - Mixed with advertising; many sites are selling something



Library databases are usually better

- Subscription databases provide:
 - Trustworthy and authoritative information
 - Information that has been vetted through an editorial process
 - Patrons are less likely to encounter inappropriate content
 - Includes peer reviewed scholarly journals

Databases are expensive

- If we can't encourage people to use the databases and usage statistics remain low

THEN

- Library directors and boards may not see the value for the money, and may choose to put resources elsewhere (and maybe they should!)

We know databases are usually better.

How do we persuade our patrons?



MARKETING!

- Whitman County Rural Library System has been doing this successfully for quite a while
- Peggy Bryan is here to tell us how they've done it, and what has worked for them



ProQuest: Library Marketing Kit

- How-to Marketing brochure for library staff
- Customizable patron brochure and flyer
- Database user guides
- Brief database descriptions for use on library web pages
- Flash-based “ad” that can be installed on your web site
- Visit

www.secstate.wa.gov/quicklinks/PQTools

Gale: “Power to the user” website

- Gale has recently announced their marketing site for libraries:
www.gale.cengage.com/power/public.htm
- Includes targeted resources for K-12, Public, Academic, and Special/Government libraries
- Provides marketing and PR tools
- Monthly event themed sites (for Black History Month, National Poetry Month, etc.)
- Collections of “Success Stories”

EBSCO: Customer Success Center

- Resources for different types of libraries: Public, College/University, K-12, Hospital/Medical, Corporate, Government
- Marketing tools, teacher tools, student guides
- Success stories, funding guides, logos, buttons, icons, professional development resources, and more
- Free databases: LISTA, GreenFILE
- All at: www.ebscohost.com/customerSuccess/

More EBSCO Resources



- Download, customize, and print marketing flyers, posters, bookmarks, and more
- Find media promotional tools (press release templates, radio/PSA scripts, print ads, etc.)
- “Reading Rave” toolkit for promoting reading among teenage patrons
- Thematic units and lesson plans for teachers
- All available from:
support.ebsco.com/customer_success/promo.php

Library Websites

- Consider how your website is organized
- How are the databases presented?
 - Are they easy to find?
 - Easy to identify?
 - Described adequately?
 - Organized logically and conveniently?
- Ask your local patrons for input; consider using an informal focus group

Listing of terms I have seen:

- Databases
- Databases/Full Text
- Indexes/Databases
- Reference Databases
- Premium Databases
- Library Databases
- Online Databases
- Research Databases
- Electronic Resources
- Online Resources
- Research Resources



Better examples I have seen:

- Research
- Reference Services
- Search our databases

And my favorite:

- Find Articles



Expand your database links

- You can create links to subject components within the EBSCO suite. Examples:
 - Business Source Premier
 - Religion and Philosophy Collection
 - Psychology and Behavioral Sciences Collection
 - Legal Collection
 - Vocational & Career Collection
 - Health Source: Consumer Edition
 - Health Source: Nursing/Academic Edition
 - Alt HealthWatch
 - Newspaper Source





More EBSCO databases:

- Spanish language resources:
 - Fuente_Academica
 - MedicLatina
- Government databases (citations):
 - MEDLINE
 - AGRICOLA
 - ERIC
- Educational and K-12 resources:
 - TOPICsearch
 - MAS Ultra (includes Lexiles)
 - Middle Search Plus
 - Primary Search
 - Professional Development Collection

Provide database descriptions

- Don't leave users wondering what they're linking to
- Write succinct, tantalizing descriptions of each database
- Give the patron a good reason to select the database link



Training: Prepare your staff

Make sure your staff is knowledgeable and comfortable with databases and ready to direct and help patrons use them



Training: staff awareness



- EBSCO Flash tutorials require no downloads:

support.ebscohost.com/training/tutorials.php

- Sign up for free webinar training sessions:

www2.ebsco.com/en-us/app/training/Pages/TrainingForm.aspx

- E-mail lists are available for general product content updates, interface enhancement updates, and for marketing resources:

support.ebscohost.com/contact/mailing_list.php

In house in the library

- Make sure databases are featured on your computers: use desktop icons, browser bookmarks, or the library's website
- Have printed guides and promotional materials available

Market into the community

Example:

- If you have an automotive repair database:
 - Market to auto repair shops
 - Market to auto parts stores
 - Market to the high school auto tech class
- Create an automotive marketing kit
 - Database flyer describing the product
 - Bookmark with the library's URL
 - Include a Kasey Kahne Read poster!

Speak to community organizations

- Chamber of Commerce
- Service clubs (Rotary, Lions, Elks, etc.)
- PTA and school teachers
- Anyone else who will listen



Exhibit at community events

- Local farmer's market
- Local festivals or other community events
- The county fair



Promote Promote Promote

- Feature a “database of the month”
 - on the library web page
 - in the library newsletter
 - in a column at the local newspaper

That's just a start

- What has worked for you?
- What else has anyone done?
- Share your successes with one another

Thank you!

Are there any questions?

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available as PDF files on
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<http://nwcentral.org/>

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Slide 5: Academic Library Databases: “databaseconfusion” by bfistermn: www.flickr.com/photos/41507974@N00/2679386829/

Slide 6: Library databases: best-kept secret?: “Day 174: Amazing Push-Button Shushing Action!” by bookgrl: www.flickr.com/photos/bookgrl/1290565748/

Slide 7: or . . . : “This or That” by Natman: www.flickr.com/photos/natman/20264671/

Slide 8: Library Databases: Submerging Technology? : “bike, submerged” by cactusmelba: www.flickr.com/photos/cactusmelba/169623777/

Slide 9: Google Scholar: cropped from a screen image of the Google Scholar search page: <http://scholar.google.com/>

Slide 10: Google is scanning and indexing popular magazines! : 4 images clockwise from upper left:

“Magazines” by bkajino: www.flickr.com/photos/bkajino/3386229124/

“Journals and Magazines @ Alaska State Library” by AlaskanLibrarian: www.flickr.com/photos/alaskanlibrarian/26379642/

“Day 291...” by Manchester Library: www.flickr.com/photos/manchesterlibrary/2964473159/

“Seattle Public Library: magazine racks” by katie appleton day: www.flickr.com/photos/thelibrarianedge/2701951455/

Slide 11: See Slide 6

Slide 12: What’s the problem? : “Ignorant” by topgold: www.flickr.com/photos/topgold/127825232/

Slide 16: We know databases are usually better: “2.0 Patrons Want:” by libraryman: www.flickr.com/photos/libraryman/1364445632/

Slide 17: Marketing! : “searchengineppt copy” by London Public Library: www.flickr.com/photos/londonpubliclibrary/2228115447/in/photostream/

Slide 23: Listing of terms I have seen: “Ship listing” by Tim Zim: www.flickr.com/photos/timzim/345407791/

Slide 24: Better examples I have seen: “my desk” by *w* : www.flickr.com/photos/documentingtrees/131547704/

Slide 27: Provide database descriptions: “links” by Rigamarole: www.flickr.com/photos/furnari/99112636/

Slide 28: Training: Prepare your staff: “the last cult of England” by francistom: www.flickr.com/photos/ftoms/756630464/

Slide 28: Training: Prepare your staff: “Week 1 – Staff Training Week” by heymarchetti: www.flickr.com/photos/csb555/3358069967/

Slide 32: Speak to community organizations: “Shriners in Trenton” by Brad Stabler: www.flickr.com/photos/bstabler/25565095/

Slide 33: Exhibit at community events: “Jefferson County Farmers Market” [cropped] by acnatta: www.flickr.com/photos/acnatta/325488839/

Slide 33: Exhibit at community events: “Farmers’ Market” by NatalieMaynor: www.flickr.com/photos/nataliemaynor/2539111053/