

# Creating a Personal Librarian Program: Engagement, Effectiveness & Efficiency

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# Overview

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- **Engagement** - how our PL program is designed
- **Efficiency** - how we administer our program
- **Effectiveness** - how we assess our program

# Miami University (Ohio)

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- Public University in midwestern US
- Focus on undergraduate education
- ~19,000 students on the primary campus
- ~3700 first-year students each year

# What Is A Personal Librarian

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- Different model for outreach
- Student is assigned a librarian before starting university
- Assist with all subjects/tasks as appropriate

# Why Have Personal Librarians

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- More librarian-to-student communication
- Aim to foster relationships beyond point-of-need
- Reach students who may never ask

# Why Have Personal Librarians

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- Proactive instead of reactive
- First year focus not always on major
  - Undecided
  - Other identities (athletes, high-achieving students)
  - General/Liberal Education

# Our Personal Librarian Program

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- Started in 2014
- Increased scale each year since
- Now: All entering (undergraduate) students have a personal librarian

# Connections

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- Connections with Key Courses
  - First Year Experience
  - English Composition
- Identified additional populations
  - Non-native students
  - Athletes
  - High-achieving



# How the Program Works

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- All public-service librarians participate
- Students enter with a librarian assigned
  - Work with student affairs and admissions
- Weekly messages

# Program and Event Tie-in

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- First week orientation events
- Workshops
  - Study techniques
  - Writing arguments
- Other Outreach Programming
  - Finals week breakfast
  - Meet & Greet Tours

# Weekly e-mails

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- Program year one: each librarian used own e-mail account
- After year one: utilized e-mail marketing software (Constant Contact, then Emma)

# Weekly e-mails

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- Content
  - Library resources
  - Library services
  - Events (library and university)
  - Partner services (writing center, technology support)

# Weekly e-mails



[Miami University Libraries](#) / [LibGuides](#) / [New Student Resources](#) / [Library Basics](#)

## New Student Resources: Library Basics

[Home](#)

[Transitioning to College](#)

**[Library Basics](#)**

[Personal Librarian](#)

[Research Tips](#)

[Other Resources](#)

How do I checkout books and find other resources?

You can check out **books** and **other equipment** for free at the circulation desks at our Libraries

- Through the Libraries, you have **access to millions of books and other media**. Even if Miami

Where are the libraries?

There are **4 libraries** on campus where you can find resources, study, meet with groups and find help on papers and projects.

### CAMPUS LIBRARY LOCATIONS



# What We Tell Them

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- Library ‘Secrets’ and Tricks
  - The best study spaces
  - When to schedule study rooms
  - Printing
  - Technology to check out
  - Fun stuff (leisure reading, puppets)

# What We Tell Them

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- Hidden Spaces
  - The best study spaces
  - Subject-specific libraries
- 'Fun' Items
  - Leisure Reading (Book Club)
  - Special Collections
  - 3-D Printing

# **Why Use E-mail Marketing Service**

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- Message Consistency
- Message with Visual Elements
- Tracking Messages Sent
- Understanding Who Reads Them



# Message Workflow

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- Monday: Message text is completed
- Wednesday: Text turned into e-mail template
- Friday: E-mail templates shared with PL and 'scheduled'
- Monday: Message sent by personal librarian



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*Your Personal Librarian*



**Eric Resnis**  
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# Messages

## Avoiding Plagiarism in Your Writing

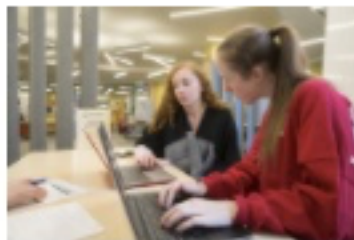
Citing your sources - and citing them correctly - is an important part of academic integrity in college. When you properly cite a source in your paper, you are acknowledging that person's ideas and work, instead of claiming their ideas and work are your own - that's plagiarism!

Citing is just one piece of the puzzle. Knowing how to properly incorporate the work of others into your own writing is another key to not only succeeding academically but avoiding potentially costly mistakes.

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### How do I cite in MLA (APA, Chicago) style?

Our librarians have put together a Citation Resources LibGuide that lists numerous websites to assist you with APA, MLA and Chicago/Turabian style, as well as a page dedicated to citing in the sciences. Check out our Citation Managers LibGuide for information about using EndNote, Zotero and



# Messages

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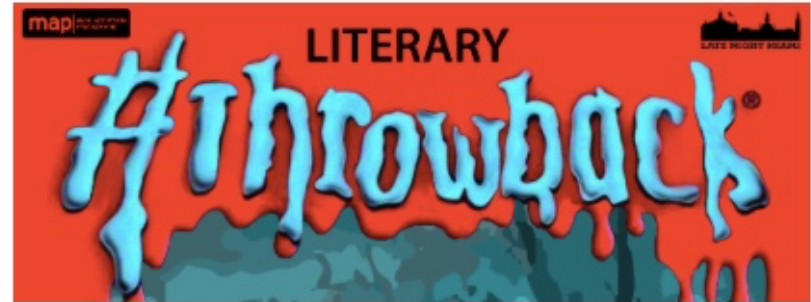
[Citation Resources LibGuide](#)  
[Citation Managers LibGuide](#)



## Quoting, Summarizing and Paraphrasing

What is the difference anyway? While quoting might be easy, it should only be used when the author's original words are an essential part of your argument.

You will usually write about the work of others by summarizing (condensing the whole work into a sentence or two) or paraphrasing (rewording a certain section or paragraph). This isn't always easy! This source from the Howe Center for Writing Excellence has some great tips: [Plagiarism Prevention](#)



## Literary #ThrowbackThursday: Nineties Nostalgia Night

Thursday, November 9, 2017 9-11 PM, *Armstrong Student Center 1086*

Take a study break and join the Miami University Libraries and Lane Public Library to talk about your favorite books and series from childhood and discover new favorites that rekindle that nineties nostalgia! Event features stations for series including *The Boxcar Children*, *The Babysitter's Club*, *Dear America*, and *Goosebumps* where you'll have the chance to share your memories with other fans while crafting make-and-take collectibles.

**FREE themed refreshments provided!**

# Efficient Administration

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- Consistency is important
- Small group oversees the program
  - Writes message content
  - Develops e-mail templates
- Use project management tool :  
Basecamp

# Basecamp Benefits

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- To do lists: Can plan ahead and assign deadlines and those responsible
- Discussion: Records all in one place
- Files: Collect and share weekly content

## Latest project updates

- Nov 2** Laura B. added a to-do and assigned it to Lindsay M. and due on Dec 12, 2017: [Check Emma for unsent PL emails](#)
- Nov 2** Laura B. added a to-do and assigned it to Laura B. and due on Dec 5, 2017: [Check Emma for unsent PL emails](#)
- Nov 2** Laura B. added a to-do and assigned it to Lindsay M. and due on Nov 28, 2017: [Check Emma for unsent PL emails](#)

[See all updates](#)

## Discussions

 [Watch a quick video about Discussions](#)



Lindsay M. [Letter to UNV instructors from PLs](#) - Send in week 1 or 2.

Sep 6

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# Project Management

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- Easier for team to collaborate
- Reminders during busy times
- Daily summaries of what has been completed
- Content and records saved for future years



# Assessment

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- Message Analytics
- Impact of the Program

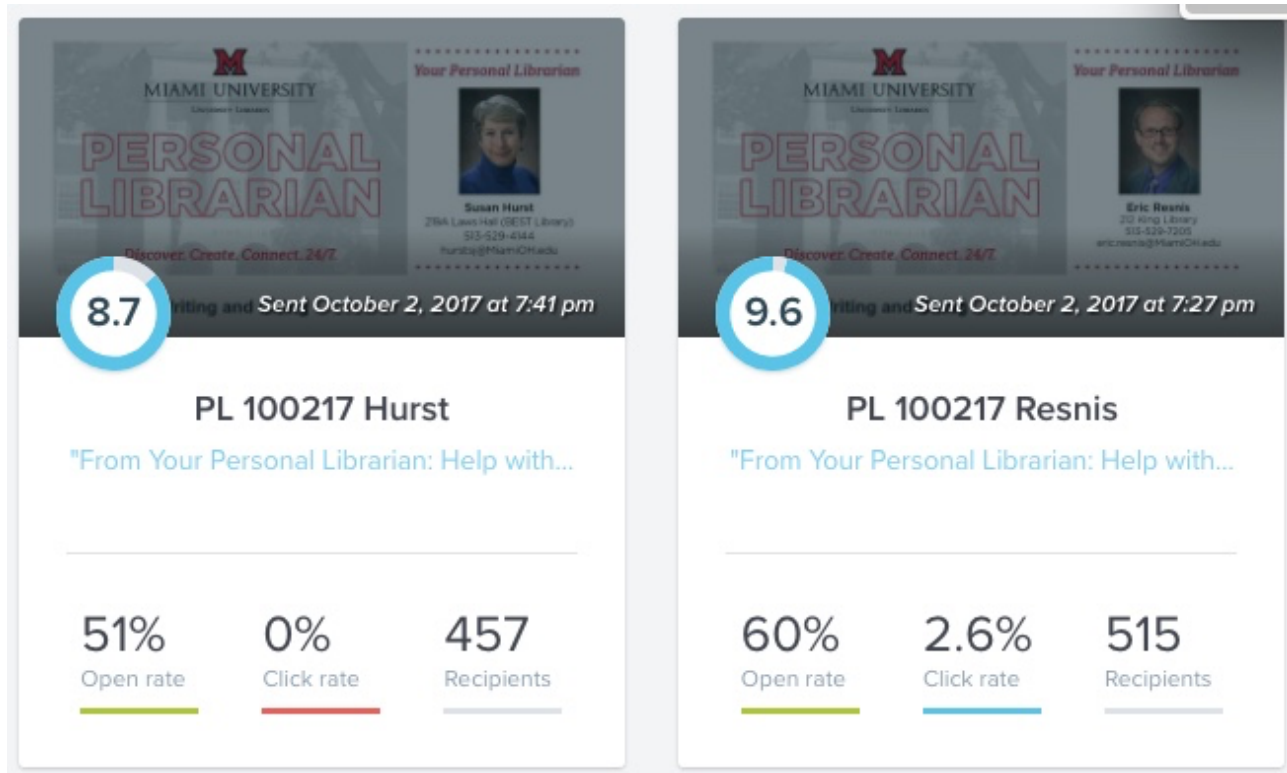
# Assessment

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- Outcomes

- Students have a basic understanding of the library in order to actively utilize our collections.
- Students will engage with library services in order to reduce library anxiety.
- Students will engage with librarians in order to realize their value as research partners.

# Message Analytics



# Message Analytics

PL 100217 Resnis

Response as of Nov 4, 2017 6:27 am

Compare mailings

Export responses

Save as PDF



Your response

Overview

Opens

Clicks

Shares

New sign-ups

Opt-outs

From Your Personal Librarian: Help with Writing and Citing

Sent to 515 recipients on Oct 2, 2017 11:27 am

Eric Resnis <resnisew@miamioh.edu> to [1718 PL Resnis](#)

[Open webview in a new window](#)



this mailing  
 community avg

Opens

**60%**

307 opens

Clicks

**3%**

8 unique clicks

Delivery

**100%**

515 delivered  
0 bounced

Opt-outs

**0**

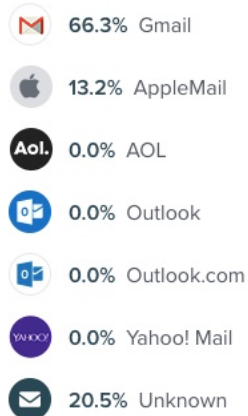
0% of recipients

Shares

**0**

# Message Analytics

## OPENS BY CLIENT



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## Help with Writing and Citing

### Writing Help

You might be busy writing some of your first research papers of your college career. If you feel like there is room for improvement or you just want another set of eyes on your work - make sure to visit the Howe Center for Writing Excellence. [Make an appointment](#) to have them review your writing and give you tips for improvements.

### Research and Citing

For the part before and after the writing - researching and citing - I am a great resource for you - or come in to any of our library information desks. Let us help you find good sources for your papers and make sure you're giving proper attribution. Feel free to email me anytime.

### Online Resources for Citing

Our librarians have put together a [Citation Resources Guide](#) that lists numerous websites for

# Message Analytics

Member since Aug 23, 2017, 2:38pm / Updated Aug 23, 2017, 2:38pm

Status: **Active** ▼

Emails sent

10

Open rate

90%

Click rate

10%

CONTACT DETAILS

EMAILS

Email	Delivered ▼	Received	Opened	Clicked
<a href="#">PL 10/30/17 Eric Resnis</a>	Oct 31, 2017,	✓	✓	✓
<a href="#">PL 10/16/17 Eric Resnis</a>	Oct 16, 2017,	✓	✓	✗
<a href="#">PL 10/9/17 Eric Resnis</a>	Oct 9, 2017,	✓	✓	✗
<a href="#">PL 100217 Resnis</a>	Oct 2, 2017,	✓	✓	✗

# End-Of-Year Survey

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- Survey sent to all PL students
  - Communication preferences
  - Quality of content
  - Balance of information
  - Library anxiety

# Usage Study

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- Compare Library Usage
  - Books checked out
  - Room Reservations
  - Computer Logins
  - Event Attendance
  - Reference Transactions
  - Proxy Server Usage





Thank You!

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MIAMI UNIVERSITY

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LIBRARIES