

# Strategies for the implementation of new tools in academic libraries

By Larissa Image.

The 2012 B.C. Library Conference yielded a number of insightful and engaging sessions, including two Saturday sessions, "Free Range Library: Information Literacy Outcomes Come Home to Roost" (sponsored by Canadian Electronic Library) and "Mad Men of SFU Library: Creating a 'Buzz' for our Collections and Services".

## Free Range Library: Information Literacy Outcomes Come Home to Roost (\$3)

E-Resources Librarian Dana McFarland from Vancouver Island University, and Public Services Librarian Leanna Jantzi and Web Services Librarian Roën Janyk from Okanagan College shared their experiences with launching web scale discovery tools, which are capable of easily searching across all of a library's resources.

Vancouver Island University (VIU) launched Summon in late 2010, while Okanagan College (OC) introduced EBSCO Discovery Service (which a student contest subsequently branded 'Octopus') in September 2011. While both academic libraries share similarities, the difference in student populations and size between the two institutions led to different choices in web scale tools. The discussion of the two tools covered the similarities and differences, and how each tool worked well for the particular academic library.

In conjunction with the ALA standards of information literacy, the presentation then covered the students' usage of the new search tools. For example, rather than sharing specific databases, reference librarians are able to focus their efforts, demonstrate how to construct a query, look at scholarly resources, instead. Despite the effectiveness of the tools, the EDS and Summon don't eliminate critical thinking and research skills, but the implementation of the new search tools proved a positive experience for both academic libraries.

## Mad Men of SFU Library: Creating a 'Buzz' for our Collections and Services (\$10)

In a Mad Men themed presentation, Yolanda Koscielski (Liaison Librarian for Criminology, Computing Science and Engineering at SFU Burnaby); Donald Taylor (IR Coordinator and manager of Interlibrary Loans at SFU Library); and Holly Hendrigan (Liaison Librarian for Education and Arts & Social Sciences at SFU Surrey) discussed marketing strategies for three new tools introduced at Simon Fraser University (SFU).

In the fall of 2010, SFU Library launched Summon and gained insightful experience into marketing strategies. The Summon tool was dubbed 'Fast Search', a name that is descriptive, yet implies there are better search methods available—an important distinction for students. SFU Library hosted a launch party that was a hit, featuring free cake (highly popular amongst the students!), swag, tattoos, and bookmarks, all for an under-budget cost of just over \$1,550. As students began using Fast Search, changes were made in response to feedback and user needs.

SFU also renamed the Institutional Repository, which is now Summit. Marketing included a logo designed by the Teaching and Learning Centre, a video produced by staff, bookmarks, featured space on the SFU library website, direct emails, and presentations by liaison librarians. Additionally, unexpected marketing through word-of-mouth from the Teaching and Learning Centre and the Scholarly Digitization Fund increased Summit's presence in the community.

A third new program at SFU involved the Txt-US, a quick reference tool utilizing text messaging. Marketing avenues included a presence on the SFU library website, bookmarks, paper tents, ads in the student paper, and e-posters on SFU video monitors.

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