

PROMOTING THE COLLECTION...

ONE TITLE AT A TIME



BY JESSICA DALY

The mission of the R.A. Williams Library is to support the educational programs and goals of AdventHealth University by providing instruction and resource materials that promote spiritual, professional, and personal development.

As the Head of Collections and Electronic Resources, it is my responsibility to further the mission of AdventHealth University and the library by providing access to resources which support and enrich our curriculum. An additional objective is providing spiritual, recreational, and general resources to the university community. Electronic resources are available equally to students who are on campus and those who are distance learners. I serve the campus in Orlando, Florida as well as a campus in Denver, Colorado. I also serve all AHU online students making sure each one, no matter their location, has access to all library resources and services.

Promoting these resources can often be a challenge for a librarian. My goal is for all AHU students to understand how to take full advantage of the resources within our very extensive collection. I am working to form relationships and collaborations with faculty so they can share the value of the library with students they teach. I promote the collection through AHU's social media by creating short

attention-grabbing videos, and designing interactive posters for each of our on-campus degree programs. I am working to promote the collection to the university community.

Social media is the means by which most of our students communicate, so it is imperative we utilize this to our utmost advantage in sharing our collection resources and services. I started by reaching out to the AHU social media team and requesting a virtual meeting to discuss how the library might contribute content. By the end of the meeting, it was decided I would create two posts each month for the next six months. Additionally, I would also be able to have special posts promoting events or new services within the library. This has been an easy and productive collaboration.

People use short informative videos for many purposes, including learning new skills and entertainment. Short videos grab the audience's attention and are a highly effective way of notifying students, faculty, and staff of available library resources, both in the physical space and online. The video series is shared within the weekly AHU online newsletter and is titled "Collection Connection." The short videos are narrated with catchy background music and raise student awareness of print and online titles, while also highlighting the library's services.

PROMOTING THE COLLECTION...



While reaching students who are taking classes online or through our Denver campus is a top priority, I cannot forget our students who are on our physical campus in Florida. Promotional interactive posters have been created with these students in mind. Each month a poster promoting e-books for a specific department is displayed in the department's primary office and classrooms, preferably in high traffic areas.

Each e-book chosen for the poster relates directly to the department and contains QR codes, which students can use to instantly access books on their choice of device. People are accustomed to gaining the information

they desire with one click, so we aim to deliver that efficiency with e-books.

Without the support of my library director as well as the staff and faculty of AHU, none of these promotional ideas would have come to fruition. As a result of the collaboration within the university, more students, staff, and faculty will become active patrons of the R.A. Williams Library of AdventHealth University.

Jessica Daly, B.S.Ed., MLA, is Head of Collections and Electronic Resources, Faculty Librarian, and Assistant Professor at the R.A. Williams Library of AdventHealth University in Orlando, Florida