



Atlanta University Center
Robert W. Woodruff Library

One Scoop At A Time: Reaching Out And Introducing Government Publications To Students In The Atlanta University Center



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2016
Excellence
in
Academic
Libraries
Winner

ABOUT OUR LIBRARY

Constructed in 1982, the Atlanta University Center (AUC) Robert W. Woodruff Library is named in honor of the late Robert Winship Woodruff, philanthropist and former CEO of The Coca-Cola Company. The library supports the teaching, learning and research missions of four institutions of higher education that comprise the Atlanta University Center: Morehouse College and Spelman College. As the "center of the center," the AUC Woodruff Library is the intellectual and information hub of the Atlanta University Center.

The AUC Woodruff Library is also home to the Archives Research Center, which is noted for the extensive and unique holdings of materials on the African American experience, including the John Henrik Clarke Collection. In addition, at the request of Morehouse College, the library serves as custodian of the Morehouse College Martin Luther King Jr. Collection.

The Library participates in resource-sharing programs that benefit the Atlanta University Center academic community. Consortial memberships include:

- Atlanta Regional Consortium of Higher Education (ARCHE)
- Council on Library and Information Resources (CLIR)
- Georgia Library Learning Online (GALILEO)
- HBCU Library Alliance
- Libraries Unlimited
- Oberlin Group
- Online Computer Library Center (OCLC)

Mission, Vision & Core Values

Mission

We serve as the center of the academic village for Clark Atlanta University, the interdenominational Theological Center, Morehouse College and Spelman College, providing the highest level of information resources and services in support of teaching and learning, scholarship and cultural preservation of the Atlanta University Center.

Vision

To reflect the excellence of our member institutions by being the first and best choice for our users in their search for information.

Core Values

- Quality Services for All Customers
- Service to the Community
- Respect for the Individual
- High Expectations for Performance.

INTRODUCTION & PURPOSE

In 2005 the Atlanta University Center (AUC) Robert W. Woodruff Library made a decision to place the majority of the Library's print government publications collection on the Needs and Offers (NSO) list, and migrate to a primarily electronic publications (e-publications) based government documents collection. The Government Documents Coordinator subsequently began the process of developing strategies to market government e-publications to Library stakeholders. The ultimate goal of the planned initiatives was to raise awareness about and increase the use of government e-publications in teaching and research.

Less instructions on these:



More instruction on using these:



STRATEGIES FOR ENGAGEMENT

Partnering with the Library's subject liaisons, the Government Documents Coordinator employed various marketing strategies to promote government e-publications to AUC faculty and students. The three-prong strategy approach implemented in this campaign served to raise awareness about both the Library's print and electronic government collections and appropriate research techniques.



1 INSTRUCTION

During the 2017-2018 school year the Government Documents Coordinator conducted Library 101 instruction sessions with students. Workshops were also given on the use of the library's e-publications collection. In addition, the library's Government Documents Research Guide and government search engines.



2 EXHIBITS

Multiple government publications themed exhibits were put on display throughout the school year. Themes used to develop exhibits were:

- Constitution Day
- Mathematics
- Veterans Day
- Voter Registration
- President's First 100 Days



3 PROGRAMS

A number of events were hosted to promote government publications, librarians developed a street team to pass out fliers and other information materials about government e-publications to encourage stakeholder participation.

INSTRUCTION



GOV GAMES



PSYCHOLOGY CLAS - CELEBRATING END OF GENOME PROJECT

PROGRAMS



CONSTITUTION DAY 2018 FACULTY PANEL



EVENT MARKETING DISPLAY

CUPCAKE RECEPTION

STUDENT PARTICIPANTS

SUMMARY

The Government Documents Coordinator used multiple forms of communication to engage AUC faculty and students and encourage use of government print and e-publications. One significant outcome of the instruction partnering initiative was a 22% increase in the instruction sessions as compared to the previous year. Modes of communication and marketing employed were:

- Instruction
- Exhibits
- Workshop Discussions
- Social Media & Email Blasts
- Street Teams
- Drop-in Government Publications Instruction Sessions

BIBLIOGRAPHY

Courtesy, N., [Ed.]. (2009) Academic library outreach: beyond the campus walls. Libraries Unlimited, Connecticut.

Keeran, P. & Forbes, C. (Eds.). (2018) Successful campus outreach for academic libraries: building community through collaboration. New York: The Rowman & Littlefield Publishing Group, Inc.

Caro, S. (Ed.). (2018) Government information essentials. Chicago, A.A. Edition, an imprint of the American Library Association.

EXHIBITS



STUDENT ENGAGEMENT

EXHIBIT STATION

PUZZLED STUDENT