Display Creators
A blend of talents

-Jaime Huaman
Government
information
Specialist

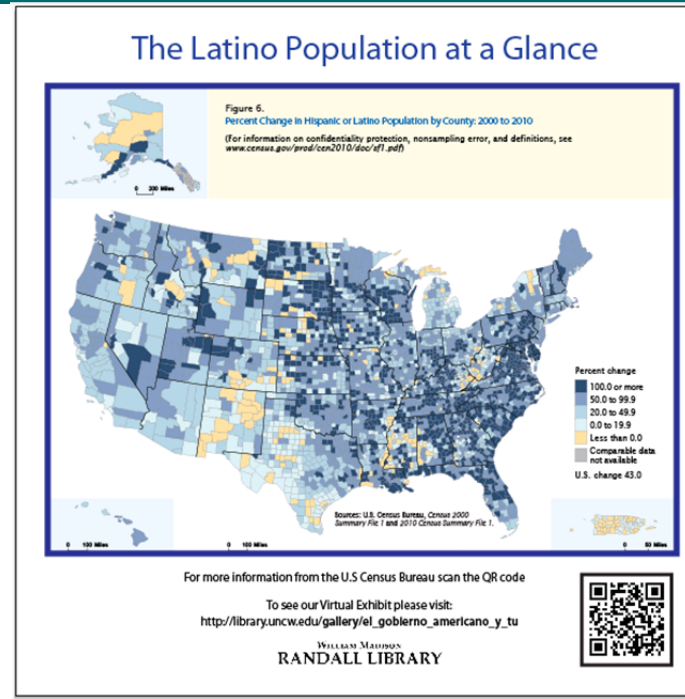-Cheryl Chernis
Library Specialist

-Sandra Burgman
Interim Digital and
Visual Media
Coordinator

-Christopher Rhodes
Facilities & Events
Coordinator

-Laura Wiegand
Information Systems
Librarian

-Lisa Coats
First Year
Engagement
Librarian

-Sarah Barbara
Watstein
University Librarian

Display Titles
On various topics

-Recent and Notable Publications from the U.S. Government Printing Office

-Get to Work! Researching Careers using Government Resources

-El Gobierno Americano y Tú: Información para los Latinos y la Comunidad (The American Government and You: Information for Latinos and the Community)

-Creepy, Crawly, Scary & Strange. Or Not? Get the Facts by Using Government Resources!

Promoting Government Documents through Physical and Digital Displays

Jaime Huaman, Government Information Specialist/Lecturer, University of North Carolina Wilmington, huamanj@uncw.edu
Cheryl Chernis, Library Specialist, University of North Carolina Wilmington, chernisc@uncw.edu
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Abstract

Beginning in August of 2012, the Government Documents Department of the William Madison Randall Library embarked on a campaign to promote government resources through physical and digital/virtual displays. These displays where created by a talented team of library staff members who brainstormed ideas for themes and then selected appropriate items.

Born digital documents were printed and transferred to foam poster boards. These contained QR codes that linked either to the original document in the catalogue/internet or to the image gallery. Every physical display was represented by an image gallery which could be reached via the library's homepage and in some cases, pathfinders were created as well.

Data Collection and Evaluation Methods

Displays were placed in high traffic areas of the library for a period of two weeks to one month. Data on display usage was collected from a variety of sources including:

- Click counter embedded in QR codes when born digital items were displayed.

- Google Analytics, which was used to count the number of unique visitors to virtual image galleries, guides and library news stories about the displays.

- Circulation statistics of displayed materials.

QR Code Usage

Quick Response Code, or QR codes, were used in exhibits as a way to link the physical display to the virtual display. QR codes were also placed on foam board posters so viewers could locate the document in its entirety. Google Url Shortener creates a unique link that allowed for the tracking of public, real-time analytics data, complete with traffic over time, top referrers, and visitor profiles. The link created by Google Url Shortener was then used to create a QR code using open source QR code generators.

QR Code Reader Application

SCAN

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