

Expanding Our Reach: Incorporating Government Resources In Poster Presentations

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With the overall success of the poster presentations being created by the UTRGV University Library for different occasions and themes, we opted to bring government resources whenever possible into new poster presentations. After careful consideration, creating a slide(s) where we added links and QR codes to various resources including government resources worked best and could easily be replicated and fit within many of the poster presentations being planned.

Selection of Material & Design

- There are many government resources including websites to choose from. Make sure what you choose fits with your theme or topic.
- GovInfo, FDLP Libguides, and Library of Congress Research Guides are three resources often used. The variety of themes and topics from these sites made it easy to find topics/information that aligned with our posters.
- The FDLP logo was added whenever possible to help promote the library as a depository library and to highlight and draw attention to these particular resources.



Benefits

- Incorporating government resources in our various posters allows us to engage and bring awareness of government resources to a wider audience that we may not have typically reached via other outreach efforts.
- Since posters are upload to our Institutional Repository (UTRGV Scholarworks), we are able to gather useful statistics such as page hits and downloads.
- We are able to promote and draw attention to government resources in posters with general themes as well as in posters that support intercultural and diversity programming.
- We are generating equity through open access.