

# Let's talk about USA.gov & the Lesson Plan

James Rhoades

April 30, 2014

DLC Meeting & FDL Conference

# Warm up!

(Conferences/sessions should motivate attendees!)

Who are some of the most intelligent, hardworking, and resourceful librarians?

- A. Government/Document librarians
- B. Librarians using government resources
- C. Professionals attending GPO conferences
- D. FDLP Depository Coordinators
- E. All of the above

# W.A.I.T.

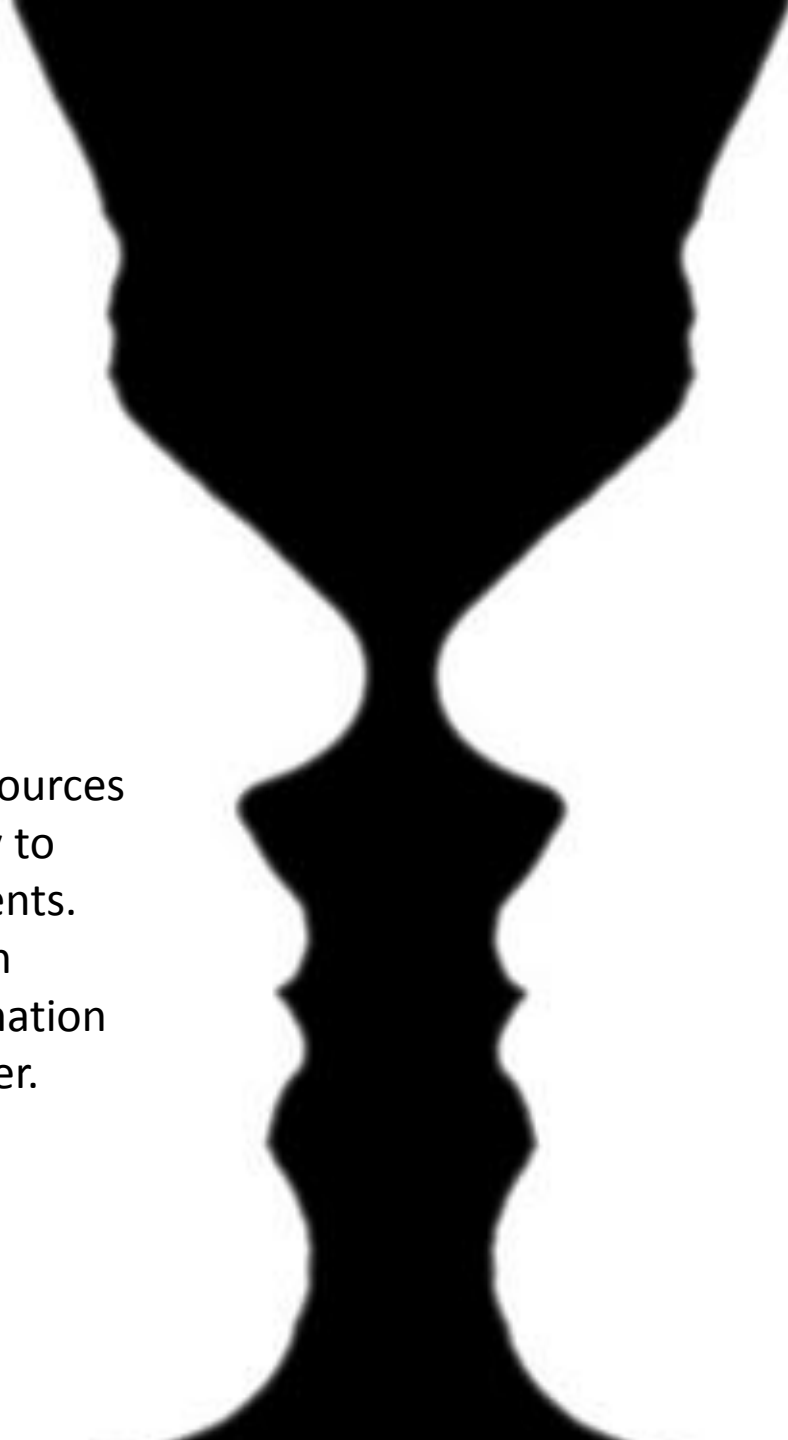
(Why.Am.I.Talking)

1. Perception of government resources (ours, colleagues, & students)
2. Reality (how groups use information)
3. Motivation (how to encourage change)

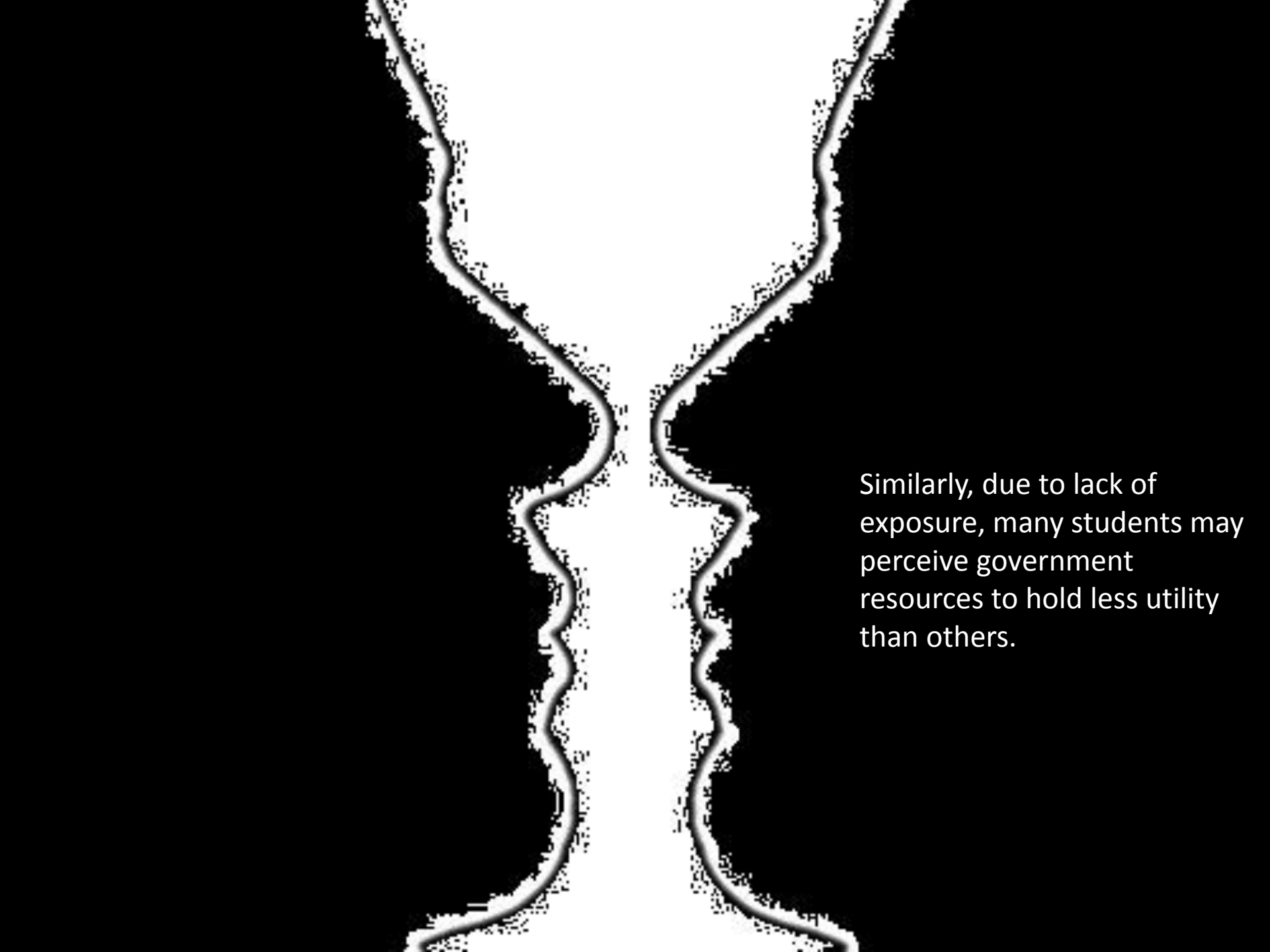
# Perception



Most people think hot dog when they see this image, but it's clearly not a hot dog. Many people do this with information and the resources they use to locate information. This is especially true with government information. Many people establish or create a faulty perception built on past associations.



Many librarians may not perceive government resources as the most practical way to convey concepts to students. They hold one perception while government information professionals hold another.



Similarly, due to lack of exposure, many students may perceive government resources to hold less utility than others.

individual  
report number

Agency (Commerce)

series designation

**C 3. 186: P-23/ 190**

Limited knowledge of SuDoc  
classifications may have created a  
negative and unfair perception of  
government resources with many  
librarians and students.

Subagency (Census)

report/series number



# Reality

Finding information can be a scary and rough ride for many!





# ProQuest<sup>®</sup>

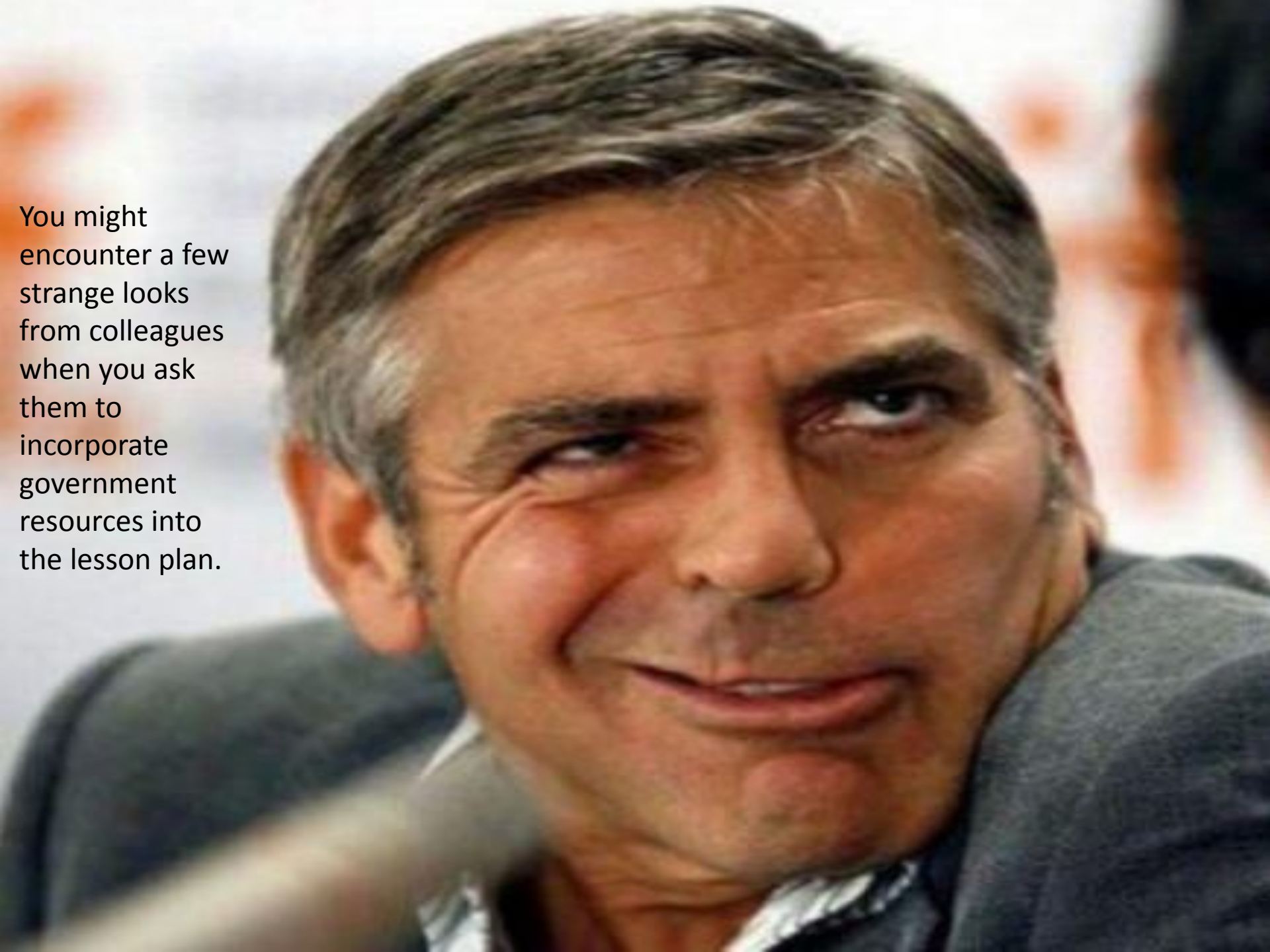
Most librarians want to demonstrate library concepts with these tools. But how will most students use these after graduation?

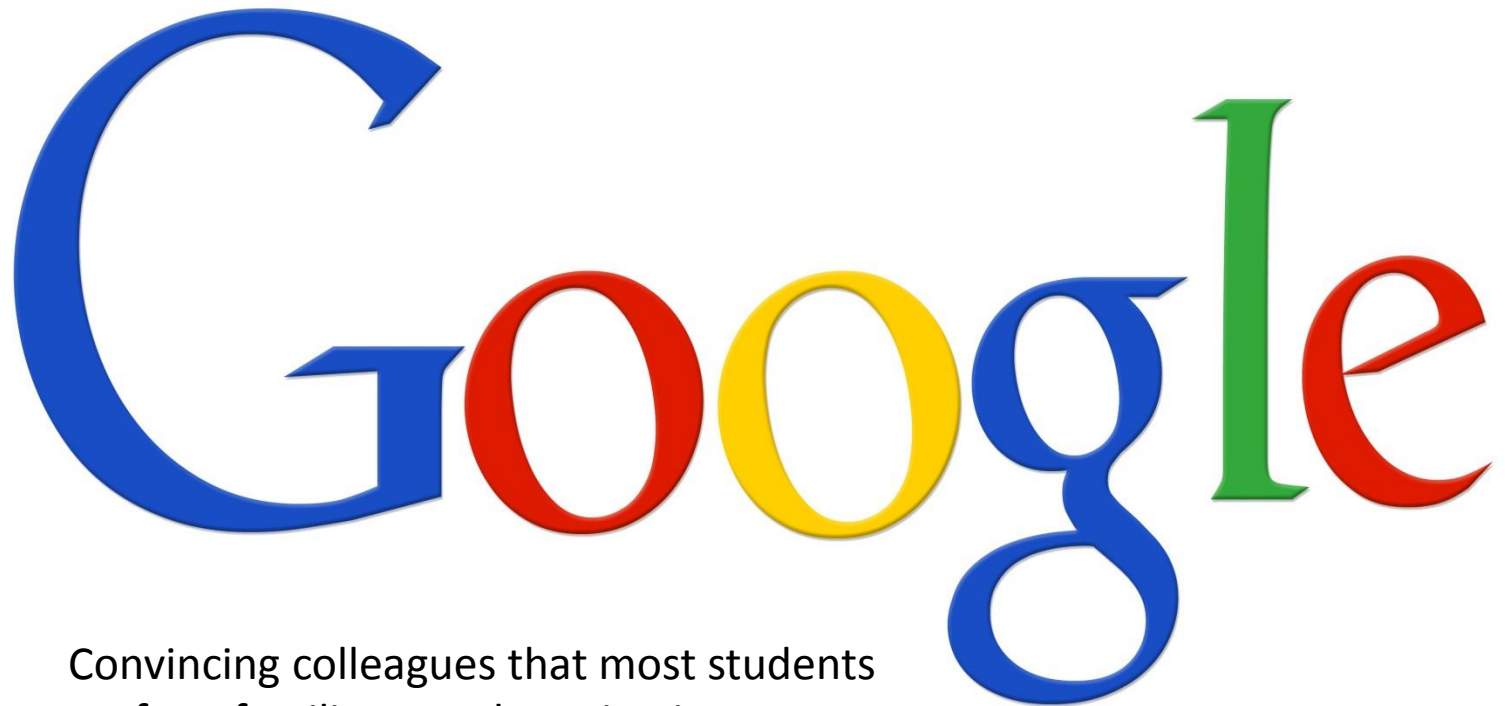
**Start here.**

# EBSCO

INFORMATION SERVICES


You might encounter a few strange looks from colleagues when you ask them to incorporate government resources into the lesson plan.





Convincing colleagues that most students prefer a familiar search engine is not a tough sell.



A close-up photograph of a baby with light brown hair and blue eyes, crying with a pouting mouth. The baby is wearing a white bib with black, blue, and grey polka dots. The baby is holding a banana in their hands. The background is a solid light blue color.

Of course convincing students to use something other than Google might be met with resistance.



USA.gov is a tool that librarians can use to convey searching concepts, while utilizing familiarity and wider and longer access.

Librarians and students can get excited with USA.gov!





A close-up photograph of a person's bare foot stepping onto a path of glowing, hot coals. The coals are bright orange and yellow, indicating they are very hot. The person is wearing light-colored pants. The background is dark and out of focus.

# Motivation

Remember you're not asking your colleagues to walk on fire...even though as a government information professional you probably could! You just want to convince them to put USA.gov in the lesson plan.

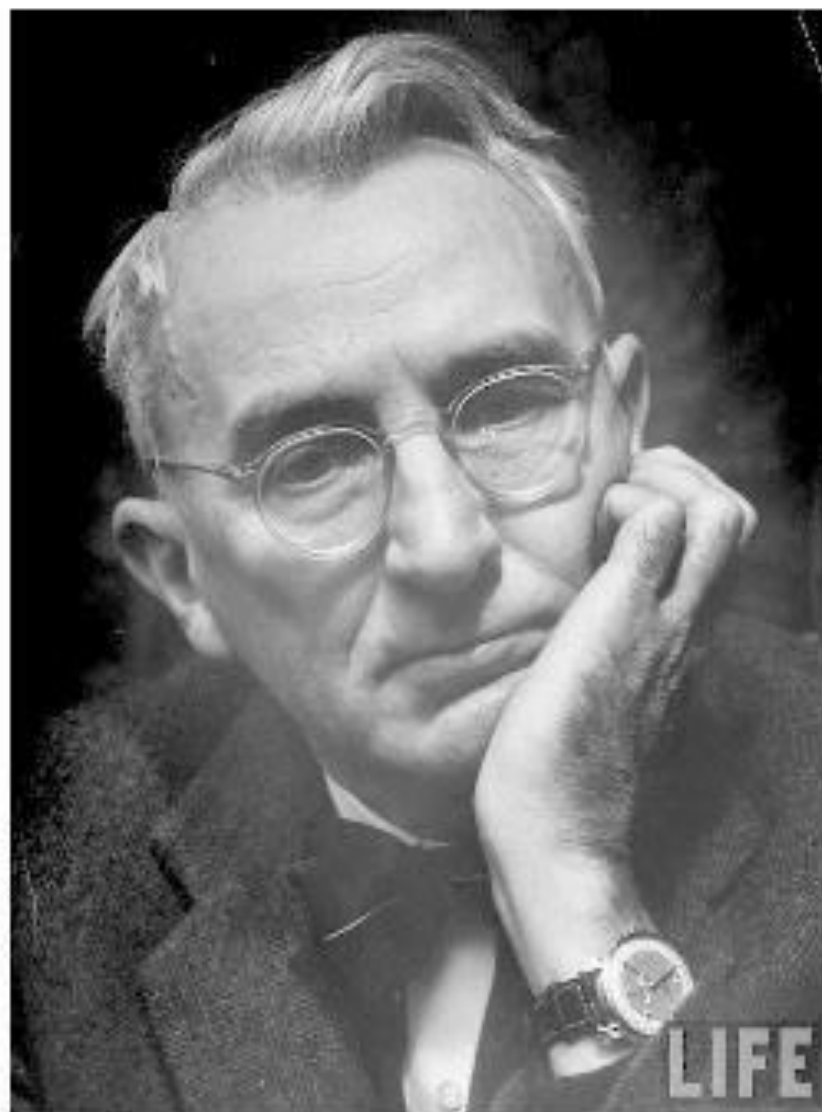
THE POWER

Be positive when speaking  
about the benefits to all parties!

*of*

POSITIVE

THINKING



**“the only way on  
earth to  
influence the  
other fellow is to  
talk about what  
he wants and  
show him how to  
get it.”**

*-Dale Carnegie  
How to Win Friends and  
Influence People (1936)*

# Influence Colleagues

1. Sincerely convey benefits
2. Know your objective
3. Keep in mind the objectives of the other person
4. Consider benefits from your suggestion
5. Match benefits to person's wants
6. All about the delivery & benefit to the other person



Thanks for all you do!