

**2001 Federal Depository Conference
and
Fall Depository Library Council
Meeting**



**Alexandria, Virginia,
October 14-17, 2001**

**Depository Promotion:
You Can Do It!**

**Earl Shumaker, Head
Government Publications Dept.
Northern Illinois University Libraries
October 16, 2001**

A. The Building Blocks of Promotion

1. Defining (your audience)
2. Planning
3. Staffing
4. Funding
5. Communicating



B. The NIU Libraries Depository Program

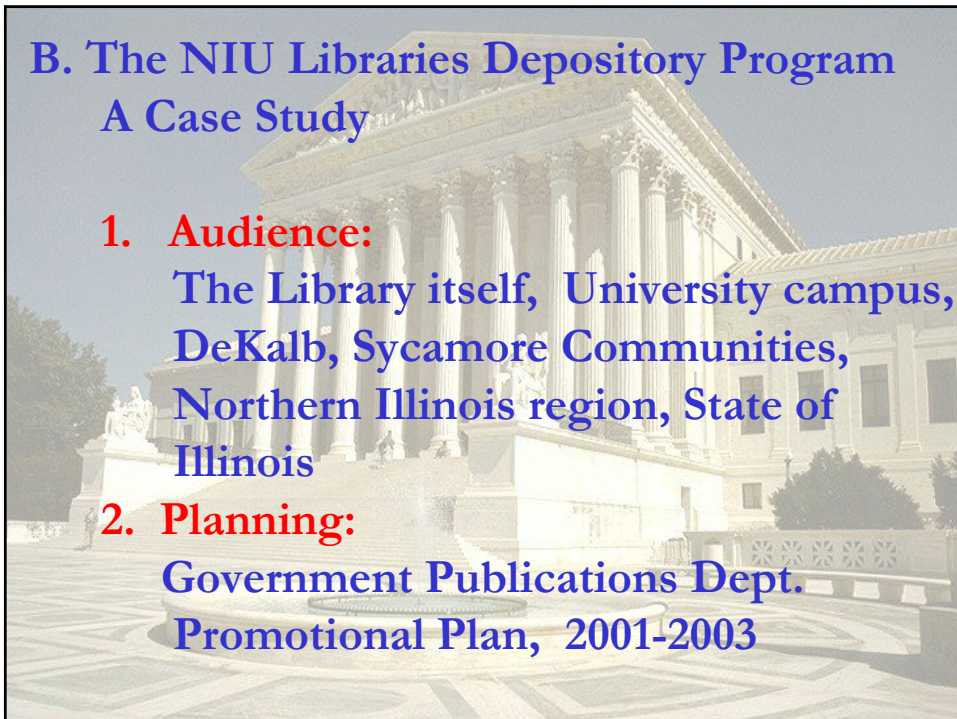
A Case Study

1. Audience:

The Library itself, University campus,
DeKalb, Sycamore Communities,
Northern Illinois region, State of
Illinois

2. Planning:

Government Publications Dept.
Promotional Plan, 2001-2003





3. Staffing:

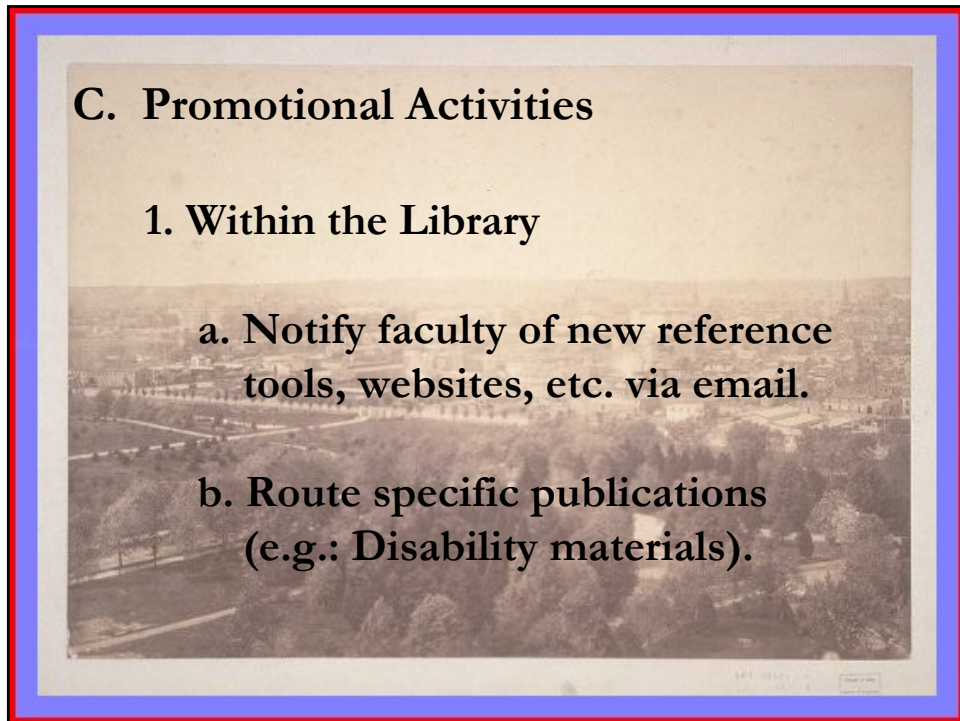
Position descriptions, Training staff,
Public Service attitude

4. Funding:

Personnel and promotional materials

5. Communicating:

Within the department, University
campus, off-campus



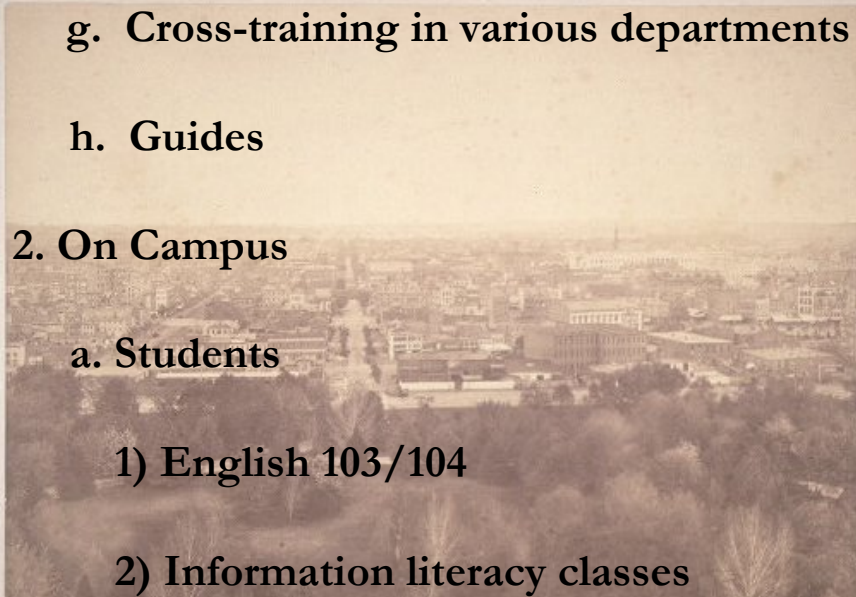
C. Promotional Activities

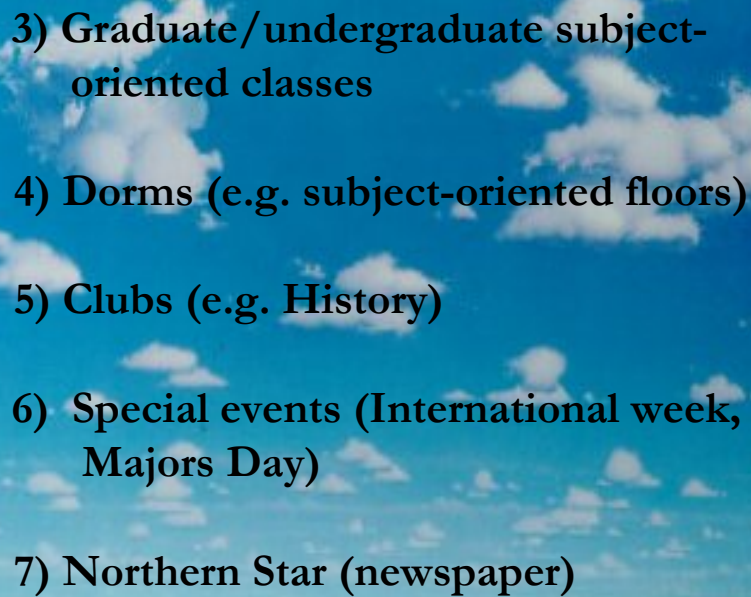
1. Within the Library

a. Notify faculty of new reference
tools, websites, etc. via email.

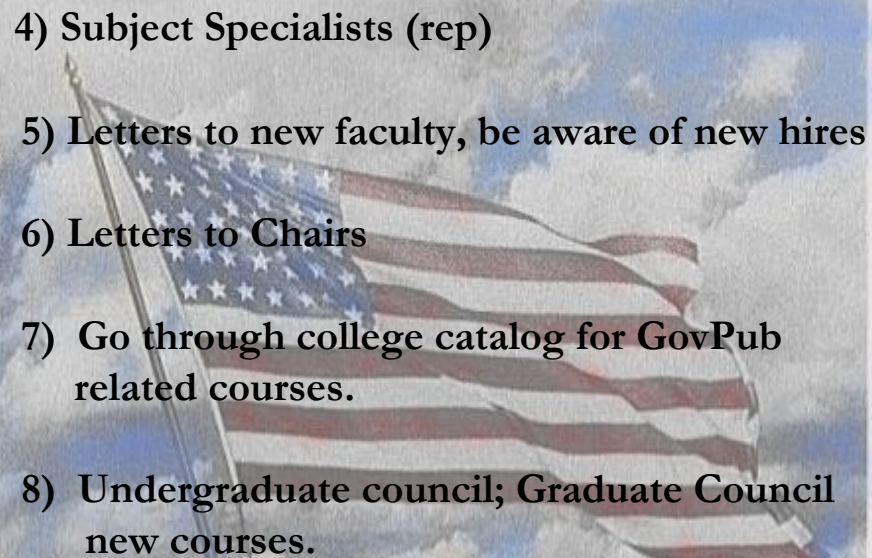
b. Route specific publications
(e.g.: Disability materials).

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- c. Exhibits (e.g. U.S. Constitution;
The Black Experience as reflected
in U.S. Government publications)
 - d. Home page
 - e. Department Heads meeting
 - f. Committees within the library
(Collection Development, Bibliographic
Access)

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- g. Cross-training in various departments
 - h. Guides
 - 2. On Campus
 - a. Students
 - 1) English 103/104
 - 2) Information literacy classes

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- 3) Graduate/undergraduate subject-oriented classes
 - 4) Dorms (e.g. subject-oriented floors)
 - 5) Clubs (e.g. History)
 - 6) Special events (International week, Majors Day)
 - 7) Northern Star (newspaper)

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- 8) Deputy Registrar, DeKalb County elections
 - 9) Newsletters of departments
- b. Faculty
- 1) New faculty forum
 - 2) Teaching Effectiveness Institute
 - 3) Faculty Development Office

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- An American flag waving in the wind, set against a light blue sky with soft clouds. The flag is the central background for the text in this box.
- 4) **Subject Specialists (rep)**
 - 5) **Letters to new faculty, be aware of new hires**
 - 6) **Letters to Chairs**
 - 7) **Go through college catalog for GovPub related courses.**
 - 8) **Undergraduate council; Graduate Council new courses.**

A photograph of the White House in Washington, D.C., viewed from a distance across a green lawn. The building is white with a prominent portico and columns. The sky is clear and blue.

c. **Community**

- 1) **Media**
- 2) **Business (DeKalb, Sycamore Chambers of Commerce)**
- 3) **Government (DeKalb, Sycamore City Planners, Freedom of Information resolutions)**
- 4) **Companies (Monsanto, Farm Bureau)**

5) Clubs (Womens League of Voters, Rotary)

6) Organizations (DeKalb Drug Council, AARP)

7) Phone book (Depository collection cited in U.S. & Illinois government sections.

8) Computer literacy training for elderly.

Government Publications
Northern Illinois University
Libraries

This website provides contact information about the Government Publications depository library located on the second floor of Founders Memorial Library at Northern Illinois University. It also provides links to important online resources for people needing information about U.S., Illinois, and International documents.

ONLINE RESOURCES

Many government documents require the free Adobe Acrobat plug-in in order to read them.

- United States Government
- Illinois and Other State Governments
- International Resources

See updates to the Government Publications Dept. homepage
<http://libws66.lib.niu.edu/maingov.html>