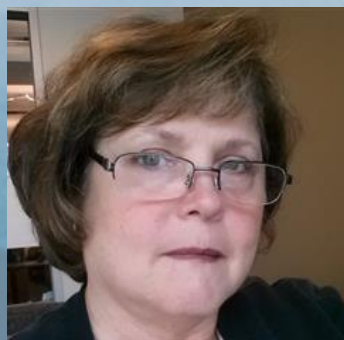


# Sign Spinning:

## Promoting Library Resources at Regional Campuses



Barbara Petersohn



Teresa Nesbitt



Stephen Michaels



William Brogdon



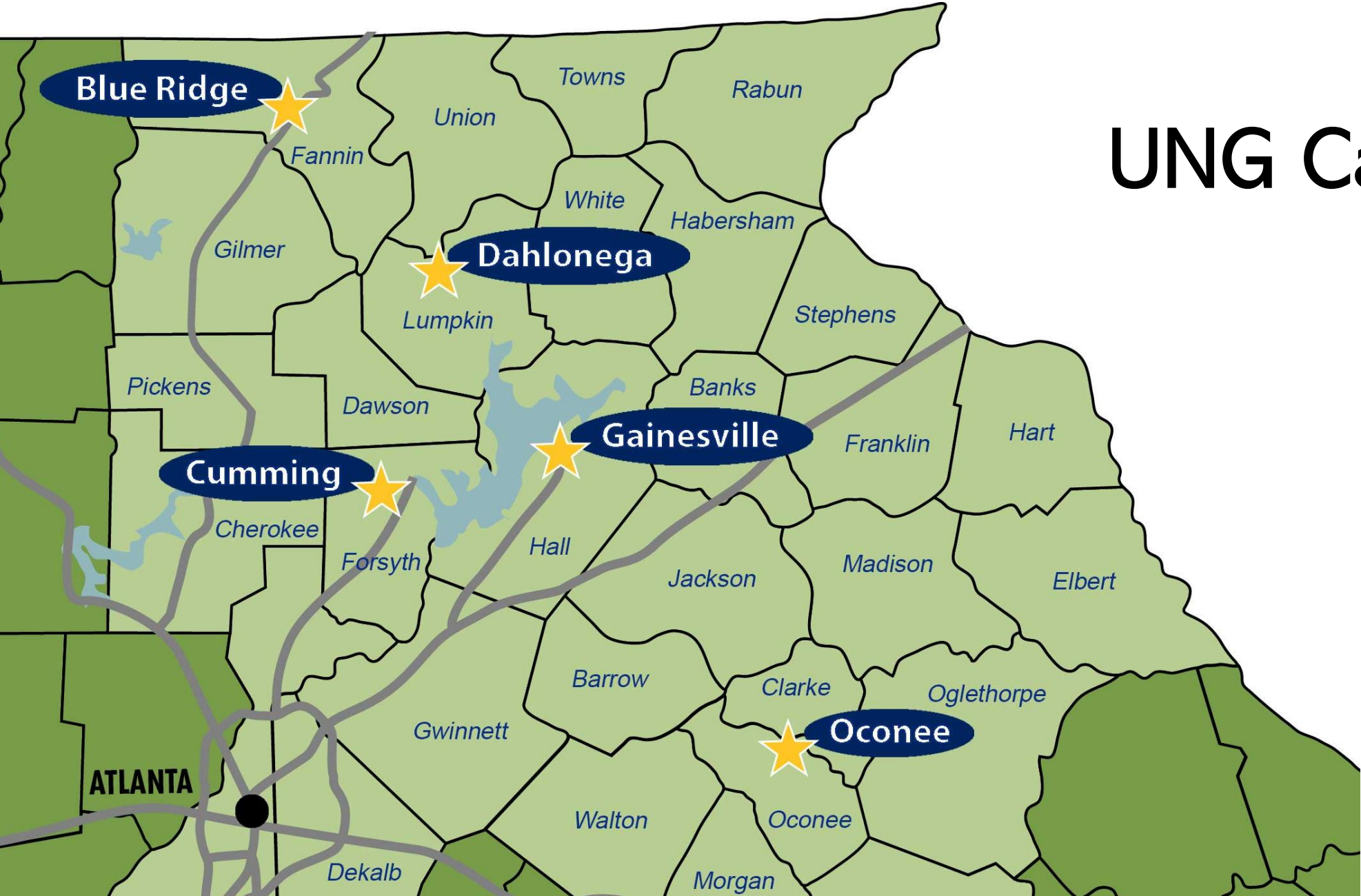
# Sign Spinning: An Overview

- Reference & Instruction librarians are sign spinners who promote/connect users to library resources/lending system
- Regional campuses are more resource-dependent on GALILEO & GIL Express
- Challenges associated with sign-spinning



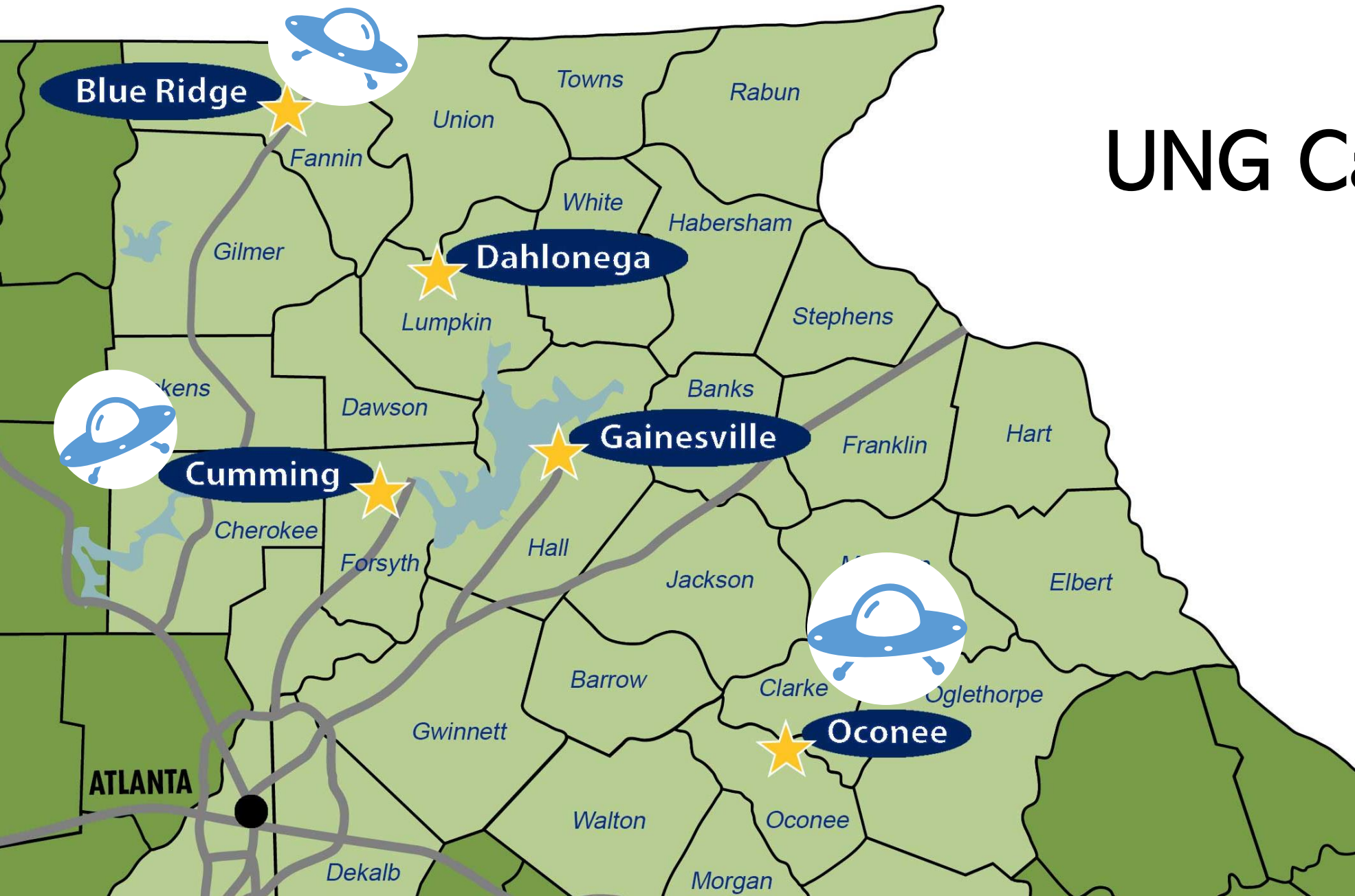
<https://www.gettyimages.com/search/2/image?family=creative&phrase=%22sign%20spinner%22>

# UNG Campuses

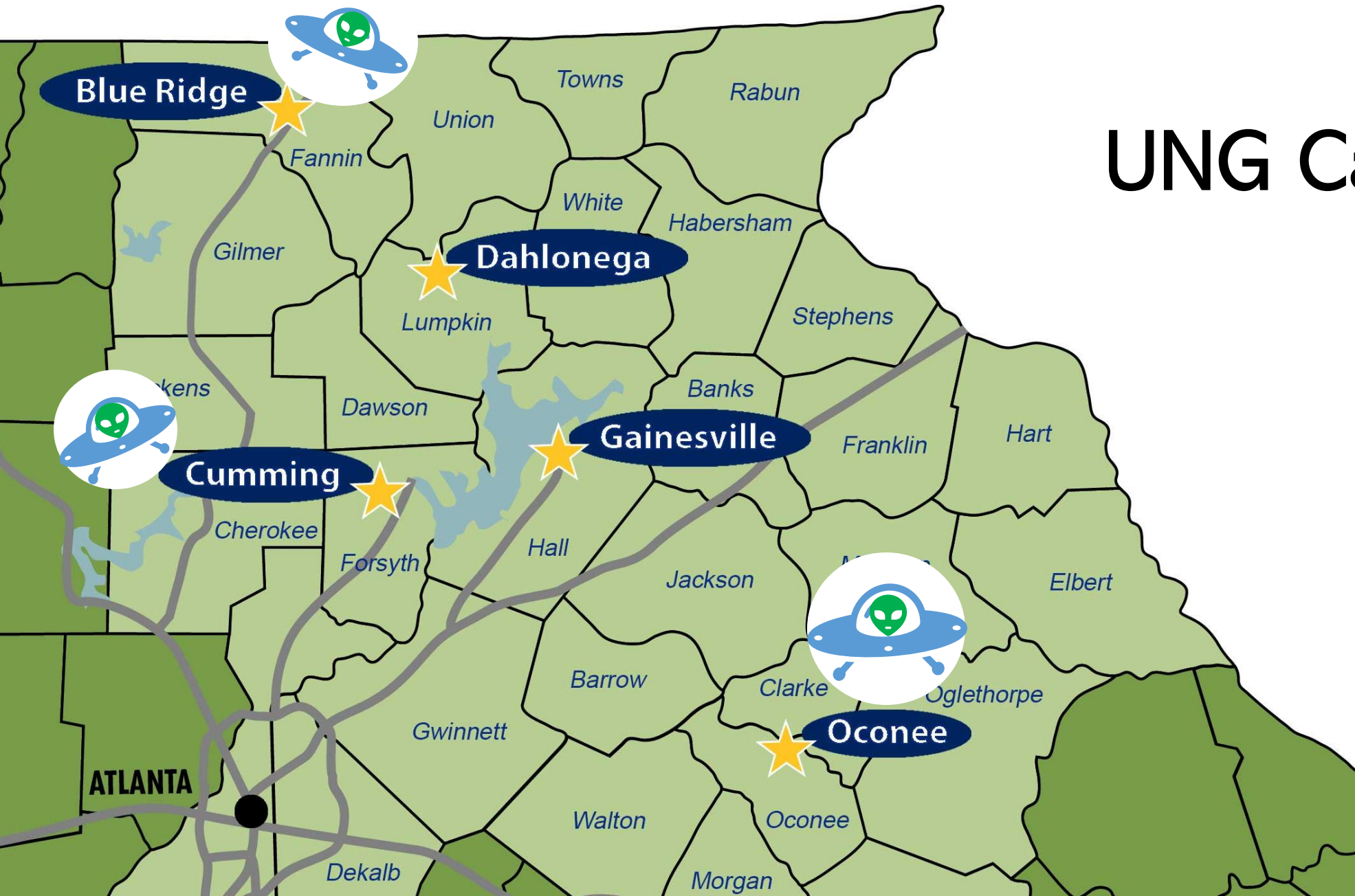




# UNG Campuses



# UNG Campuses



# UNG Regional Campuses At a Glance



	Blue Ridge	Cumming	Oconee
Students	225+	1000+	2600+
Campus Type	Commuter	Commuter	Commuter
Programs	Undergraduate (first two years)	Undergraduate & Graduate	Undergraduate (first two years)
GIL Express Requests 2017-2021	(not available)	293	250



# UNG Libraries Overview

---

Each campus: library presence, if not substantial collection

---

Technical/Access Services more centralized; Oconee also has some Access Services staff

---

Reference Services librarians at regional campuses focus on instruction/promotion of library resources & services



# Oconee Campus

- Dedicated library space within Student Resource Center
- Two librarians and 2.5 Access Services staff
- Approximately 11,000 items in physical collection





## Blue Ridge Campus

- Opened at another location in 2015, moved into its new building 2021
- No dedicated library space, cabinets with a small collection (~70 items)
- Logistical issues with GIL-Express and Intercampus (made changes to fix)
- Librarian on campus 1-2 days/week beginning in 2021



*books*

*library*

# Cumming Campus

- 160 items permanent collection/reference
- Reliant on GIL-Express & online resources
- Limited visual cues that this is a library space



# GIL Express requests made by UNG patrons by campus

---

Request Year	Pickup Library	# of Requests
2017	Cumming Library	10
	Dahlonega Library	428
	Gainesville Library	238
	Oconee Library	20
2018	Cumming Library	63
	Dahlonega Library	1,471
	Gainesville Library	735
	Oconee Library	71
2019	Cumming Library	61
	Dahlonega Library	1,174
	Gainesville Library	853
	Oconee Library	88
2020	Blue Ridge Library	4
	Cumming Library	55
	Dahlonega Library	634
	Gainesville Library	422
	Oconee Library	44
2021	Cumming Library	104
	Dahlonega Library	679
	Gainesville Library	717
	Oconee Library	27
2022	Blue Ridge Library	1
	Cumming Library	34
	Dahlonega Library	177
	Gainesville Library	198
	Oconee Library	3
<b>Grand Total</b>		<b>8,311</b>



# Questions?

---





# Resource Promotion: Regional vs. Traditional

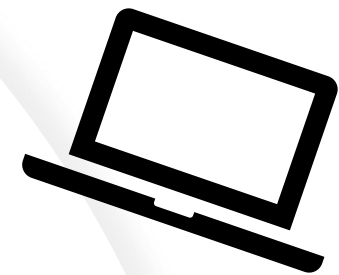
---

- Emphasis on:
  - The fact that we're a library
  - Existence of services/resources
  - How to access and use services/resources



# Connecting patrons to resources

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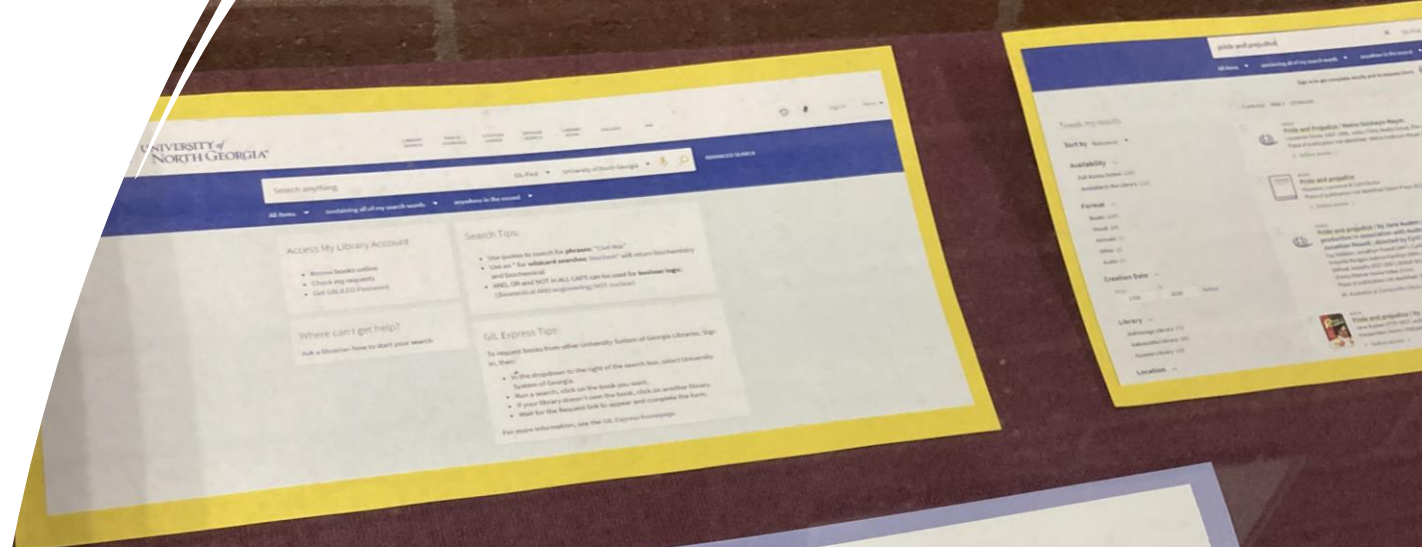


# Signage

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# Signage

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## GIL Express & Intercampus Loans:

- If a book or other physical item you want isn't in our collection on Oconee campus, it might be available on another campus in the university system.
- Using GIL to look for materials searches all UNG campuses by default.
- If you find an item from another campus that you want, click on the title, sign into your account, and click on the "request" option, and make sure you change the pickup location to campus you want to receive it at.
- If you can't find what you're looking for within the UNG library system, you can broaden your search to all Georgia University libraries, by changing the "University of North Georgia" option to "University System of Georgia" in the search box.





# Signage

---


Resources



Need Help


**Research Consultations**

If you're in need of in-depth research assistance, you can set up a one-on-one appointment with one of our librarians. Consultations are available Monday-Thursday 8:00 am- 6 pm and Friday 8 am- 2 pm. Scan to make an appointment:




**Tutorials**

If you're having difficulty figuring out how to request books from other libraries, how to find peer reviewed articles, how to locate a specific journal, or if you need to know anything about Galileo, we have video tutorials for you:




**Subject Guides**

Our subject guides offer a compilation of databases, and other resources that will help you when doing research in a specific area. Scan to see a list of our subject guides:



**Chat & Text**

For quick questions like whether or not we have a book or how to get a password for a database, you can text us at 706-622-4525, send an e-mail to [askus@ung.edu](mailto:askus@ung.edu), or ask us a question in the library's chat box:




**Book Requests**

When searching for materials in our online catalogue, you may discover items that are not available at your home campus. You can have these materials sent to you by clicking the "Request" button under the "Get It" tab. Scan and begin your search here:




**Databases**

If you need to find resources for a paper, project, or other classroom assignment, our databases are one of the best places to start your search. You have access to over 350 databases, including GALILEO. Scan for an Alphabetic list of all our databases:




**Software Portal**

Through the IT department's website, you can download software like the full Microsoft Office Suite. Scan the QR Code, click on the Software Portal link, and log in to download these programs to your personal device:



**E-Books**

Other online materials can be found in our online catalogue. Enter your search terms and make sure to select the "Full Text" option on the left-hand side of the search results. Scan to begin your search:





# Workshops

## Introducing: GIL-Find

A quicker, simpler universal catalog



GIL-Find Course

that contain my search

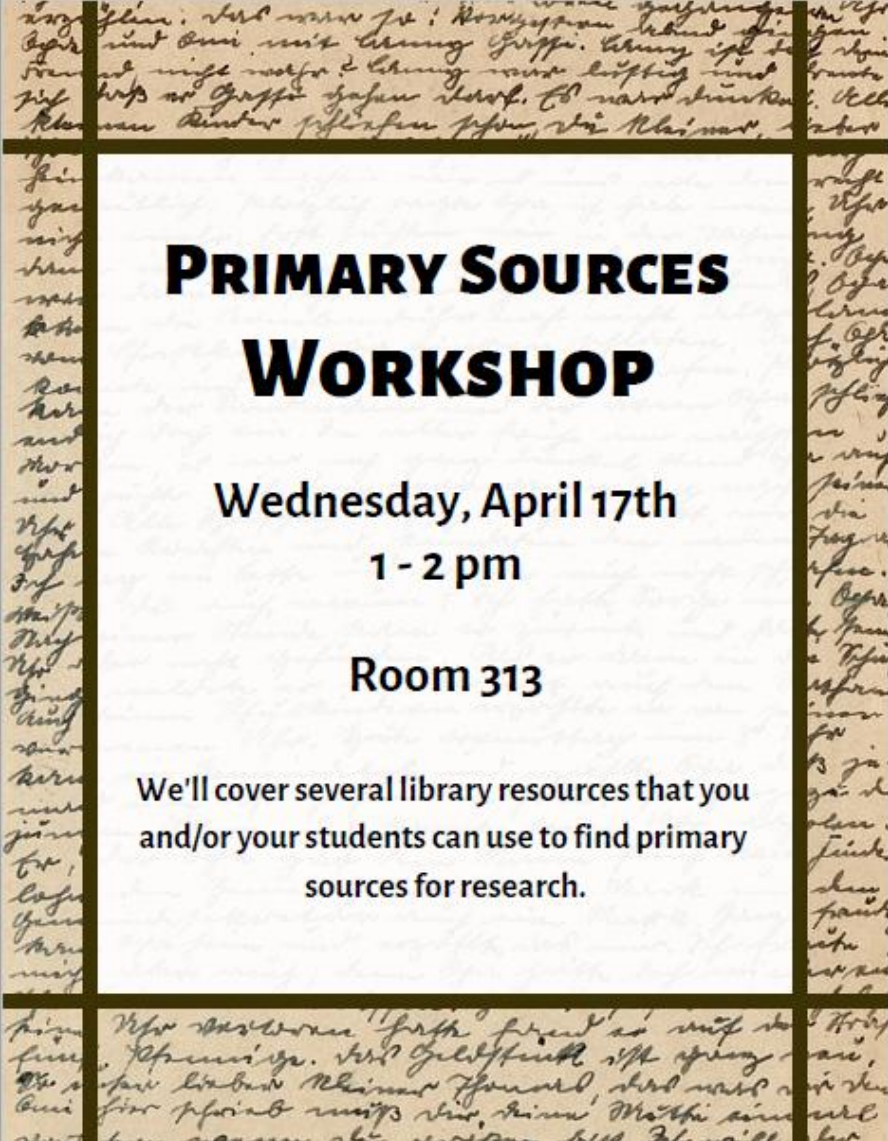


## Search USG library holdings

Use the drop-down  
selector to choose  
'University System of  
Georgia'

A screenshot of the GIL-FIND search interface. The search bar contains the word "Pandas". A red circle highlights a drop-down menu with three options: "University of North Georgia", "University of North Georgia", and "University System of Georgia". The search results show 54 results for "University of North Georgia". The first result is "Pandas" by Chris Cattan, available at the Dahlonega Library. The second result is "Giant Pandas Biology and Conservation" by Don Lindburg and Karen Baragona, available online. The third result is "Giant Pandas Biology and Conservation" by Don Lindburg and Karen Baragona, available online. The fourth result is "Do we need pandas?: the uncomfortable truth about biodiversity" by Ken Thompson, available online. The interface includes navigation links like "Home", "Search", "Find e-Journals", "Citation Linker", "Browse Search", "Help", and "Language: Eng".

# Workshops



**PRIMARY SOURCES  
WORKSHOP**

Wednesday, April 17th  
1 - 2 pm

Room 313

We'll cover several library resources that you and/or your students can use to find primary sources for research.

# Online Promotion: Social Media

**ACCESS THROUGH GALILEO**

CHRONICLE OF HIGHER EDUCATION

**DATA**

**Top Producers of Fulbright U.S. Scholars and Students, 2020-21**

Ten doc... institution  
were top producers of both U.S. scholars and U.S. students

**Race on Campus: How Colleges Can Build Trust in the Covid-19 Vaccines**

In some states, eligible Black and Latino residents are getting the vaccines at lower rates than other residents are. Distrust is a likely culprit.

**Continue to Shed Employees as Covid-19 Rages**

January 2020, by sector. Updated December 6, 2020.

University of North Georgia Libraries  
Published by Teresa Nesbitt · February 22, 2021 ·

You may have heard the exciting news last week: UNG once again ranks as a top producer of Fulbright scholars!

Want to read the full rankings list in the Chronicle of Higher Education? You're in luck, because the library subscribes to the Chronicle! Find the article here by logging into GALILEO:

<http://bit.ly/chronicleUNG>

Edit

4 1 Share

Like Comment Share

Comment as Universit...



# Pandemic-era Promotion: Library Website

**UNG** UNIVERSITY of NORTH GEORGIA

Search

**Libraries** All Find Books + Find Databases Subject Guides My Account

For Students v For Faculty v Research Help v Copyright Help v Special Collections v About v

Bento Search Classic Search

Search GALILEO Search

Advanced Search

Get started with a quick search of different resources.

Your search results may include scholarly articles, books, journals, news reports, videos, and much more.

[Get more help finding different types of information.](#)

You will use your normal UNG username and password to [log in to GALILEO](#).

### Today's Hours

**MAY 10**

[All Hours](#)

**Online:**  
9:00am - 5:00pm

**Cumming:**  
7:30am - 5:30pm

**Dahlonega:**  
8:00am - 6:00pm

**Gainesville:**  
8:00am - 5:30pm

**Oconee:**  
8:00am - 5:30pm

### Ask Us

[Email](#) [Phone](#)

[Text](#) [How Do I...?](#)

[More options](#)

Available Online Chat

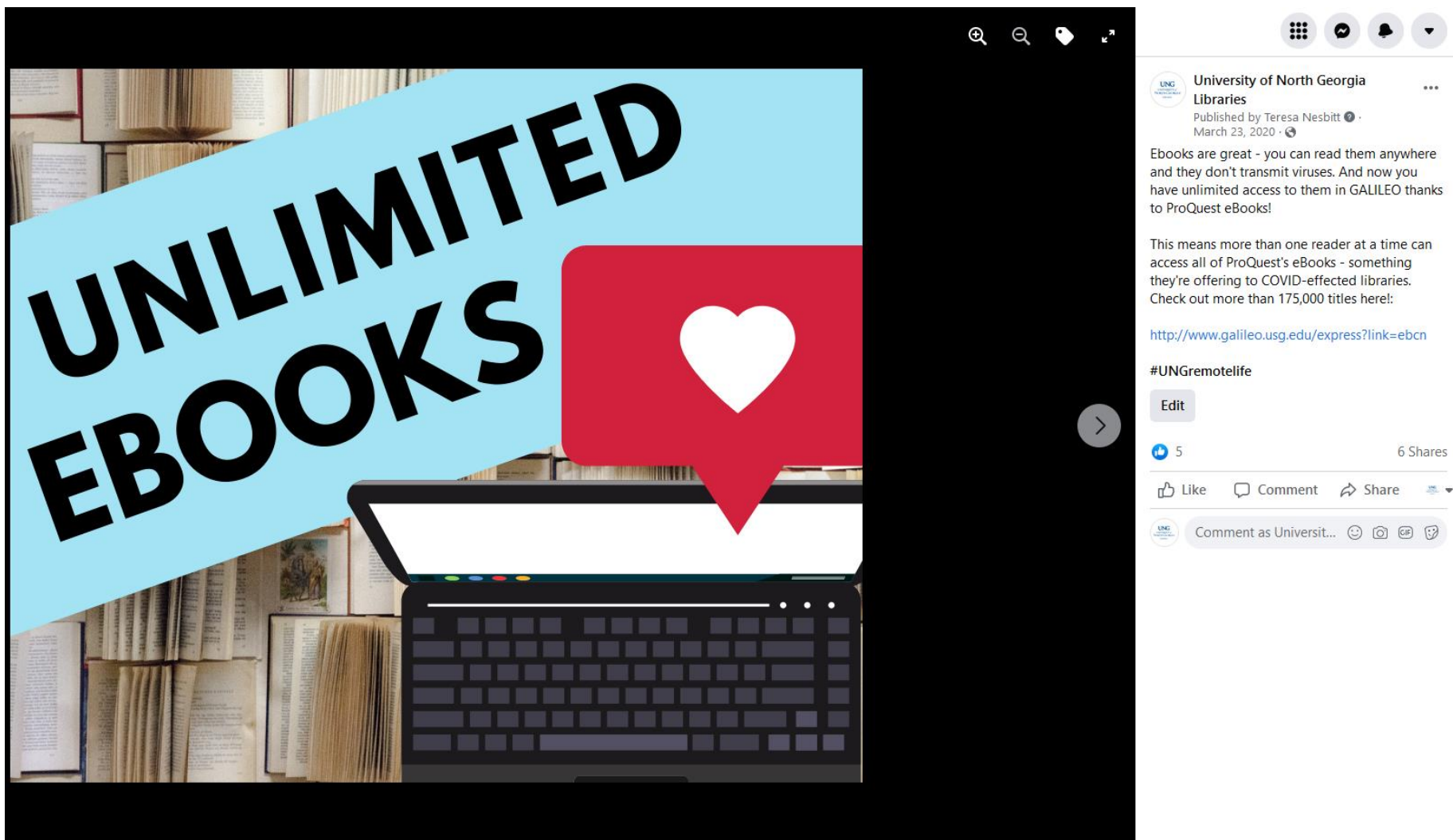
Type here to chat. Press ENTER to send.

### KEEP CALM

and explore databases!

GALILEO has hundreds of handy digital resources!

# Pandemic-era Promotion: Social Media



**UNLIMITED EBOOKS**

University of North Georgia Libraries  
Published by Teresa Nesbitt · March 23, 2020 ·

Ebooks are great - you can read them anywhere and they don't transmit viruses. And now you have unlimited access to them in GALILEO thanks to ProQuest eBooks!

This means more than one reader at a time can access all of ProQuest's eBooks - something they're offering to COVID-affected libraries. Check out more than 175,000 titles here!

<http://www.galileo.usg.edu/express?link=ebcn>

#UNGremotelifelife

Edit

5 6 Shares

Like Comment Share

Comment as Universit...


# Library Instruction: How does it differ by campus?

- **Oconee Campus**
  - Promote physical access to neighboring UGA library collection
  - Some assignments in OC classes explicitly instruct students to find print books at the library
- **Blue Ridge Campus**
  - Emphasize the ebook collection
  - Demos on search techniques
  - Emphasize services – RCs, chat reference
- **Cumming Campus**
  - High faculty turnover
  - Dual enroll students





# Library Instruction: How is it similar across campuses?

- Teaching databases to upper level vs lower level; undergrads vs grad students
  - Commuter campus syndrome
  - Catching students in the “stacks” and letting them know about the access they have to other collections.
  - Promotion of various databases for specific assignments during RCs
    - “If you have an assignment, we have the database for you”
  - Sample assignments that lead to database promotion
  - Distinguishing GALILEO database content from open web content
- 



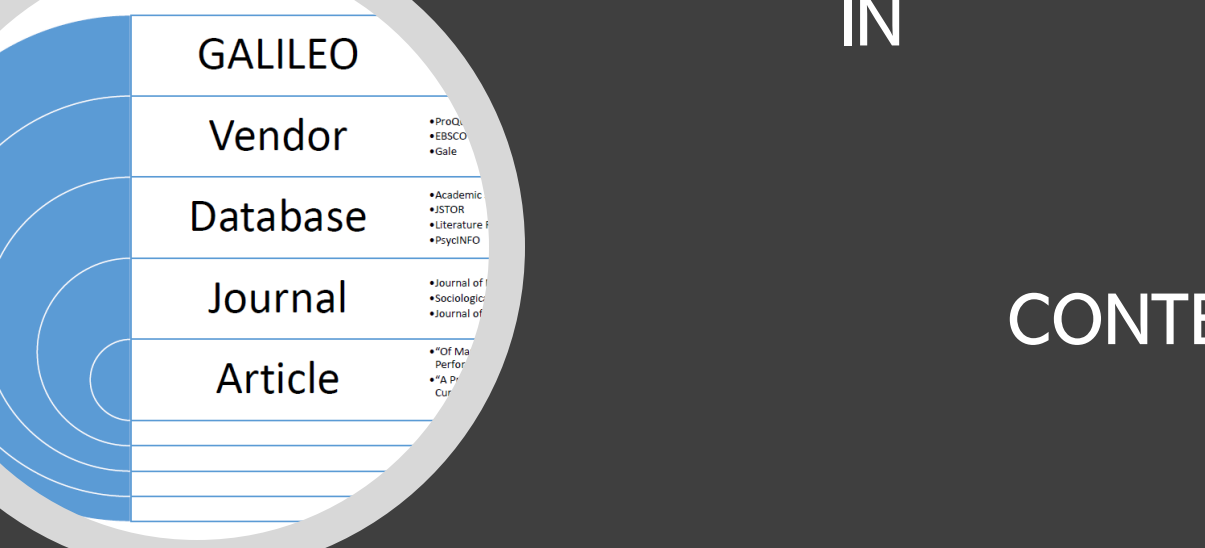
Library Databases)  
 Peer-Reviewed  
 Journals  
 Magazines  
 Reference Sources (including  
 specialized encyclopedias)  
 Publications  
 Streaming Video  
 Government  
 Documents, organizational  
 records, data, etc.  
 Provides much full text,  
 but some content  
 is low-quality, credible  
 information not available

- CONTAINS
  - Wide index of existing *visible* websites, some with paywalls
- PROS
  - Easy to use
  - Intuitive searching
- CONS
  - Many untrustworthy sources and low-quality information mixed in with results
  - Access to many full text sources is restricted

- CONTAINS
  - Catalog of both USG's books, eBooks, videos, and more
- PROS
  - You can quickly see if your keywords will return full text of eBooks
  - UNG students can find print books not available at UNG from other schools
- CONS
  - Receiving information from other countries or US

# GALILEO

# IN



# CONTEXT

Encyclopedias

Events

- Newspaper\*
- Magazines\*
- News websites
- Social Media

Statistics & Data

- Statistical Abstract of the United States (GALILEO)
- Google > type "site.gov" along with your search to find government-collected data on your topic.

Analysis, Opinion, Pro/Con

- CQ Researcher (GALILEO)
- Opposing Viewpoints in Context (GALILEO)
- Magazines, Blogs, News/Opinion/Essay Websites (e.g. Salon.com)

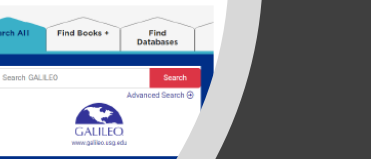
Scholarly Research

- Scholarly Journals
  - [ung.edu/libraries](http://ung.edu/libraries) > Search All or Find Databases
    - limit to Peer Reviewed/Scholarly
    - scholar.google.com

Limit by Type

- All Results
- News (256)
- Magazines (119)
- Academic Journals (2,527)
- eBooks (223)
- Reviews (189)

\* full text available in GALILEO



**Library  
Instruction:  
Research  
Guides**

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**D2L Modules**

---

**LibGuides**

---

**Google Sites**

---

**Sutori**



# LibGuides

<https://libguides.ung.edu/newspapers>

The screenshot shows the UNG Libraries Subject Guide for Local Georgia Newspapers. At the top left is the UNG Libraries logo, and at the top right is the 'Subject Guides' title in a script font. Below the logo is a breadcrumb trail: 'UNG Libraries Home / Subject Guides / Newspapers / Local Georgia Newspapers'. The main title 'Newspapers: Local Georgia Newspapers' is centered, with a search box to its right. A navigation bar below the title contains tabs for 'Home', 'How to Select and Cite Newspapers', 'Local Georgia Newspapers' (which is highlighted), 'Popular US Newspapers', 'Business Newspapers', 'International Newspapers', and 'Historical Newspapers'. The main content area features a collage of newspaper mastheads, including 'Gwinnett Daily Post', 'Augusta Chronicle', 'The Atlanta Journal-Constitution', 'The City Herald', and 'The Telegraph'. A text box with the prompt 'Click to add text' is overlaid on the collage. Below the collage is a text box stating: 'Links to Georgia newspapers from across the state as well as information for titles available in print at the UNG Libraries.' At the bottom, there are three columns: 'Atlanta & North Georgia Publications' with a list of 10 newspaper titles, 'Daily Publications' with a list of 10 newspaper titles, and 'Ask A Librarian' which contains a chat window that is currently offline.

UNIVERSITY of NORTH GEORGIA LIBRARIES

Subject Guides

UNG Libraries Home / Subject Guides / Newspapers / Local Georgia Newspapers

Newspapers: Local Georgia Newspapers

Search this Guide Search

Home How to Select and Cite Newspapers Local Georgia Newspapers Popular US Newspapers Business Newspapers International Newspapers Historical Newspapers

Click to add text

Links to Georgia newspapers from across the state as well as information for titles available in print at the UNG Libraries.

**Atlanta & North Georgia Publications**

- Access North Georgia
- Atlanta Business Chronicle
- Athens Banner-Herald
- Atlanta Intown
- Atlanta Journal-Constitution
- Atlanta Leader
- Atlanta Voice
- Dahlonega Nugget
- Dunwoody Crier
- El Nuevo Georgia
- Forsyth County News

**Daily Publications**

- Albany Herald
- Americus Times-Recorder  
Access to articles requires answering surveys.
- Athens Banner-Herald
- Augusta Chronicle
- Brunswick News
- Clayton News Daily
- Cordele Dispatch  
Access to articles requires answering surveys.
- Dalton Citizen News
- Gwinnett Daily Post
- Henry Herald

**Ask A Librarian**

Chat is unavailable. UNG Libraries Chat  
Chat is offline.

Chat is offline.

Phone  
Cummings: 478.239.3120

# Google Sites

[https://bit.ly/COMM\\_1110](https://bit.ly/COMM_1110)



## In this section:

Where to find stuff!

Verbal Citations

## Where to locate information for a persuasive essay

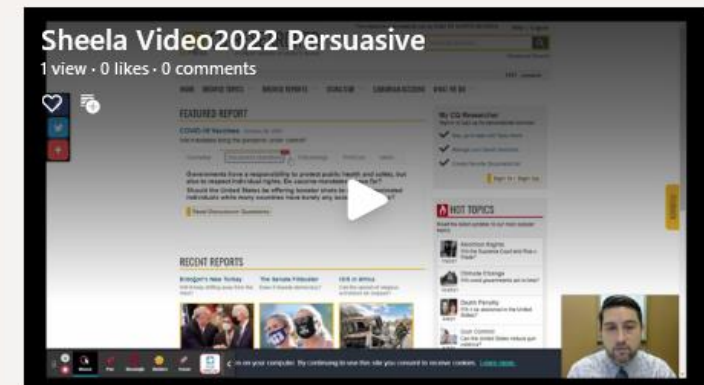
So you have located information through [GALILEO](#) and Google at this point. But sometimes knowing a good starting place can be a challenge.

Here are some good starting places for Persuasive Essays. Each of these databases contains contentious topics and links to sources for both sides of an argument.

**CQ Researcher:** In-depth non-biased coverage of issues in the news, including topics in health, social trends, education, and the environment. Reports often include PROs and CONs on a given topic as well as a timeline of the evolution of the issue.

**Opposing Viewpoints in Context:** Presents different views on current controversial issues. Its informed, differing views present each side of an issue and help students develop informed opinions and critical thinking skills.

Here is a video of me walking through these two databases.



# Sutori

[https://bit.ly/finding\\_sources](https://bit.ly/finding_sources)



TN Teresa Nesbitt

Present Share ...

## Finding Subject, Objective, & Analytic Sources

A research guide for Professor Nguyen's ENGL 1101

### What's in this guide?

Hey everyone! Scroll down for pointers on finding:

- Subjective sources
- Objective sources
- Analytical sources

And at the very end, I've included links to contact me or other UNG librarians - no question is too big or small! We're here to help.

Share

Comment

*Part 1: Subjective Sources* 

Share

Comment



# Sutori

[https://bit.ly/finding\\_sources](https://bit.ly/finding_sources)

## Part 2: Objective Sources



Share

Comment

What makes a source objective?

- Balanced, portrays multiple viewpoints
- Presented with intent of being unbiased

What types of sources usually contain objective content?

- News articles (objectivity may vary by publication)
- Reports
- Reference Sources (encyclopedias, dictionaries, etc)

Share

Comment



Governments and organizations will sometimes release reports and factsheets in their areas of expertise. Some tips for finding reports and factsheets:

- In Google, type site:.gov, followed by your search terms, to only search government sites
- Identify reputable authorities on your topic and search their website(s) (ex. if you're researching Stonehenge, [UNESCO](#) might have some reports on your topic)

Share

Comment

## News articles

Remember: not all news outlets present unbiased reports; some, like the National Review or Democracy Now, wear their viewpoints on their sleeve.

Examples of neutral news outlets that generally present objective stories are:

- [National Public Radio \(NPR\)](#)
- [Associated Press \(AP\) News](#)
- [British Broadcasting Corporation \(BBC\)](#)

You can also get full access to the New York Times, the Atlanta Journal Constitution, and more in [GALILEO's newspaper collections](#).

Share

Comment

## Reference

Reference sources are ones you wouldn't necessarily read front-to-back, but instead consult for quick facts. These include encyclopedias and dictionaries. In GALILEO, you can find reference sources in these databases:

- [Credo Reference](#)
- [Oxford Reference Online](#)
- [Encyclopedia Britannica Online](#)
- Or browse [all of our reference databases](#)

# Discussion

1. Which GALILEO resources or services do you think need to be better-promoted to 1st and 2nd year students?
2. How do you market, promote, and teach GALILEO/GIL resources and services?
3. What are some ways Libraries can improve the way they promote and teach GALILEO resources to student populations that are more reliant on remote access?

The background features a collage of envelopes and colored paper. On the left, there is a solid orange area. To its right, a white envelope is partially visible at the top. Below it is a green envelope, and further down is a pink envelope. On the far right, a blue envelope is partially visible. The background transitions from orange to blue and white.

Thank you!

- Barbara Petersohn [barbara.petersohn@ung.edu](mailto:barbara.petersohn@ung.edu)
- Stephen Michaels [stephen.michaels@ung.edu](mailto:stephen.michaels@ung.edu)
- Teresa Nesbitt [teresa.nesbitt@ung.edu](mailto:teresa.nesbitt@ung.edu)
- William Brogdon [william.brogdon@ung.edu](mailto:william.brogdon@ung.edu)