Sign Spinning:
Promoting Library Resources at Regional Campuses

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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 Regional Campuses At a Glance

<table>
<thead>
<tr>
<th></th>
<th>Blue Ridge</th>
<th>Cumming</th>
<th>Oconee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students</td>
<td>225+</td>
<td>1000+</td>
<td>2600+</td>
</tr>
<tr>
<td>Campus Type</td>
<td>Commuter</td>
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<tr>
<td>Programs</td>
<td>Undergraduate (first two years)</td>
<td>Undergraduate &amp; Graduate</td>
<td>Undergraduate (first two years)</td>
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<tr>
<td>Gil Express Requests 2017-2021</td>
<td>(not available)</td>
<td>293</td>
<td>250</td>
</tr>
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</table>
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
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

<table>
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<tr>
<th>Request Year</th>
<th>Pickup Library</th>
<th># of Requests</th>
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<tbody>
<tr>
<td>2017</td>
<td>Cumming Library</td>
<td>10</td>
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<tr>
<td></td>
<td>Dahlonega Library</td>
<td>428</td>
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<tr>
<td></td>
<td>Gainesville Library</td>
<td>238</td>
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<tr>
<td></td>
<td>Oconee Library</td>
<td>20</td>
</tr>
<tr>
<td>2018</td>
<td>Cumming Library</td>
<td>63</td>
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<tr>
<td></td>
<td>Dahlonega Library</td>
<td>1,471</td>
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<td></td>
<td>Gainesville Library</td>
<td>735</td>
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<td></td>
<td>Oconee Library</td>
<td>71</td>
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<tr>
<td>2019</td>
<td>Cumming Library</td>
<td>61</td>
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<tr>
<td></td>
<td>Dahlonega Library</td>
<td>1,174</td>
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<td></td>
<td>Gainesville Library</td>
<td>853</td>
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<td></td>
<td>Oconee Library</td>
<td>88</td>
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<td>2020</td>
<td>Blue Ridge Library</td>
<td>4</td>
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<tr>
<td></td>
<td>Cumming Library</td>
<td>55</td>
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<tr>
<td></td>
<td>Dahlonega Library</td>
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<td>Gainesville Library</td>
<td>422</td>
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<td></td>
<td>Oconee Library</td>
<td>44</td>
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<tr>
<td>2021</td>
<td>Cumming Library</td>
<td>104</td>
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<td></td>
<td>Dahlonega Library</td>
<td>679</td>
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<td>Gainesville Library</td>
<td>717</td>
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<td>2022</td>
<td>Blue Ridge Library</td>
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<td>Gainesville Library</td>
<td>198</td>
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<td></td>
<td>Oconee Library</td>
<td>3</td>
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<tr>
<td>Grand Total</td>
<td></td>
<td>8,311</td>
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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
Looking for a good book?
Grab one from this shelf, or request one from another library!
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
Workshops

Introducing: GIL-Find
A quicker, simpler universal catalog

Search USG library holdings
Use the drop-down selector to choose 'University System of Georgia'
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

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

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

Continue to Shed Employees as Covid-19 Rages
Pandemic-era Promotion: Library Website
Pandemic-era Promotion: Social Media
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
GALILEO IN CONTEXT

GALILEO
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LibGuides

https://libguides.ung.edu/newspapers
Google Sites


In this section:
Where to find stuff!
Verbal Citations

Where to locate information for a persuasive essay

So you have located information through SAULED 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.

**CO 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 a full understanding of the issues at hand.

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

Sheela Video 2022 Persuasive
1 view • 0 likes • 0 comments

Video Player
Finding Subject, Objective, & Analytic Sources

A research guide for Professor Nguyen’s ENGL 101

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 LSU librarians - no question is too big or small! We’re here to help.

Share

Part 1: Subjective Sources

Share
Part 2: Objective Sources

What makes a source objective?
- Balanced, portrays multiple viewpoints
- Presented without hints of being unbiased

What types of sources usually contain objective content?
- News articles (objectivity may vary by publication)
- Reports
- Reference Sources (encyclopedias, dictionaries, etc)

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.

Reports
Governments and organizations will sometimes release reports and fact sheets in their areas of expertise. Some tips for finding reports and fact sheets:
- 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) (e.g., if you’re researching Stonehenge, UNESCO might have some reports on your topic)

Reference
Reference sources are ones you wouldn’t necessarily need 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?
Thank you!

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