



# IMPLEMENTING AND MARKETING PROGRAM- FOCUSED MINI EBOOK COLLECTIONS IN LIBGUIDES

Joseph M. Dudley  
Bryant & Stratton College

ALAO Annual Conference 2019 | Columbus, Ohio

# LEARNING OUTCOMES

---

1. **OUTCOME 1** : Participants will learn how to select eBooks for a specific population of students and faculty by aligning eBook content with academic program curriculum.
2. **OUTCOME 2** : Participants will learn one method of displaying eBook information on LibGuides to assist with user selection.
3. **OUTCOME 3** : Participants will learn selected methods of marketing eBooks to students and faculty in both in-person and virtual settings.

Internet

004.738.5

INTERNET

INTERNET

100 sposobów na GOOGLE

# I: RATIONALE

---

- eBook mini collections correspond to physical book displays
  - Provide **easy one-click access** for students and faculty (users spend **more time with intellectual content** and less with searching)
  - Provides a **locally curated collection** of titles specifically selected to address course content and students' research needs

## 2: PROCESS

---

- **Subject-specific eBook mini collections of 10-20 titles are assembled in LibGuides pages by:**
  - **Subject analysis of program and course descriptions and consultation with faculty**
  - **Subject analysis of eBook metadata held in the Virtual Library**
  - **Selection of eBook titles based on coverage of course topics**
  - **Creation of relevant descriptions and links to eBooks in subject guides**

# 3: SUBJECT ANALYSIS

---

- **Course descriptions in the catalog and data sheets** used by academic advisors are examined to discover course topics.
- These topics are then used as **key terms** for searching the eBook collection.

# 4: EBOOK SELECTION

---

- **Abstracts and tables of contents** are examined for selected titles on the results list to ensure they **align with course subject matter**

# 5: METADATA

---

- In LibGuides, selected titles are added to the mini collection by using
  - **Title and a tag describing format** as the Link Name - Example: *Title* (eBOOK)
  - **EBSCO Permalink** as Link URL, and
  - **Series and publication information** as the Description
  - A **bullet-point icon** identifying material type

## 6: DISPLAY & MARKETING

---

- eBook collections are **integrated into subject area LibGuides** and course management systems, and **marketed by**
  - **Direct email** from the librarian,
  - During **bibliographic instruction** in the classroom
  - During **reference transactions** in the library.



## eBook Mini Collections per Campus and Number of Titles

	Cleveland		Solon
Accounting	13	Accounting	13
Business	17	Business	17
Criminal Justice	13	Criminal Justice	13
Faculty Resources	14	Faculty Resources	14
Government Resources	1	Health Services	10
Health Services	10	Management	11
Management	11	Medical Assisting	10
Medical Assisting	10	Nursing	18
Network Technology	13	Occupational Therapy Assist.	18
Primary Sources	7	Primary Sources	7
Social Services	10		