Marketing that FITS

Fun/Friendly
Interactive/Informative
Targeted
Succinct



Eszter Lukács

IEEE Client Services Manager - Europe

Ruth Wolfish

IEEE Client Services Manager - US

Agenda Discovery to Publishing to Marketing/Awareness

- Eszter Lukács, IEEE CSM Europe
- Discovery Services
- Tips provided by IEEE
- Integrating Ebooks
- Author Tools & Open Access
- Marketing/Awareness



Some significant insights

- Libraries are widely appreciated for their meaning to their communities
 - But makeovers are warranted "elitist"
 "stressed" "behind desk 'walls"
- Libraries still equal "books" to many
- Libraries are being judged in comparison to other services and offerings in the world
 - Google, Amazon recommendations, personal shoppers



Discovery Services – best settings

"Students' practices of primarily utilizing the basic search functionality of any search system, as well as their tendency to rely only on the first page of search results and to trust the relevancy rankings of a given search engine makes the default settings of these search systems critically important. A careful evaluation should be made of which settings will best serve an institution's students since these settings will almost certainly have a determinative effect on their research outcomes."



Asher, Andrew D., Lynda M. Duke, and Suzanne Wilson, in press, "Paths of Discovery: Comparing the Search effectiveness of EBSCO Discovery Service, Summon, Google Scholar, and Conventional Library Resources." College & Research Libraries. Anticipated publication date, July 2013. Preprint available at http://crl.acrl.org/content/early/2012/05/07/crl-374.full.pdf



IEEE a member of discovery working group

A service that provides a "single search box" to access a central index of pre-indexed metadata and/or full text

Source: NFAIS Recommended Practices: Discovery Services, p. 2 http://info.nfais.org/info/Recommended Practices Final Aug 2013.p df





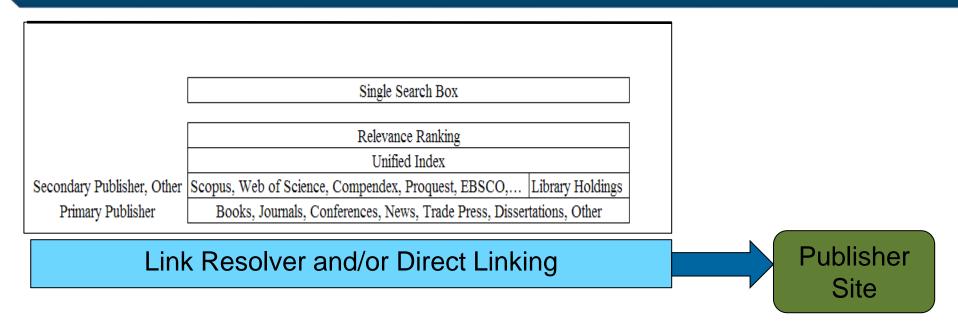








Improvements needed in discovery tools



- Each Discovery Service is different
- Within the same Discovery Service wide divergence of options and library implementations



- Provide full backfile of journals, conferences, standards
 - Increase IEEE footprint; avoid drown-out
- Established deep, ongoing relationships with Discovery Services Vendors
- Ongoing testing of their services
- Assessing relevance ranking to insure proper visibility of IEEE material
- Jointly publishing best practices to help libraries optimize Discovery for IEEE content (<u>IEEE and Discovery Services</u>)
- Play an active role in industry groups like NFAIS
- Triage customer issues with vendors



EBSCO Discovery Service (EDS)

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For more information and recommendations on how to maximize your IEEE holdings, see the EDS Quick Reference Guide.

Contact EBSCO Discovery Service Customer Support at eds@ebscohost.com if you need help accessing IEEE content in EDS or have any questions.

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IEEE Indexing Agreements (PDF, 817 KB).

Note: If you are having problems with linking to IE discovery tool via OpenURL, please take a look at base and make sure you have the correct subscrip information is available on the OpenURL Link Reso

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http://www.ieee.org/publications_standards/publications/su /discovery services.html

Page:

Discovery Service (EDS) Solutions Summon

ull-text databases such as the library's own collections, and

randare: FRSCO Discovery

SerialsSolutions Summon

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- 2. IEEE/IET Electronic Library (IEL) Proceedings By Volume
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For more information and recommendations on how to maximize your IEEE holdings, see the SerialsSolutions Summon Quick Reference Guide.

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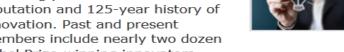
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- Meet the Client Services team

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A few days beforehand....



Date: 2nd December 2013

Time: 09:30 - 10:30

Location:

School of Engineering, Crush Hall, Hudson Beare Building

For more information contact:

Jenny Lauder,
Liaison Librarian −
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- Library info flyer
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What's going on at the libraries of King's College London - the off word

London · kcl.ac.uk/library

1,254

227

1,782











King's Libraries @KingsLibraries

Very popular Byron exhibition which was shown in the Weston Room earli this year now available to view online:

kingscollections.org/exhibitions/sp...



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Attention NHH users! New Hunt's House will be closed between 8am Sat 16th to 5pm Sun 17th for maintenance. Openning again after 5pm Sunday

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@penrosequinton We have now been reliably informed that this has been fixed:)



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We now have trial access to the Applied Physics and Chemistry sections JOVE, this is running until 13.12.2013: tinyurl.com/nfy3zqe



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99

2,183



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@Zuc82 We have had lots of requests to improve the space in the cafe. If

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Creating a Training event flyer





Training sessions tips

- How to set up saved searches to save time and stay current
- How to discover new journal titles and conferences in their subject specialty that they might otherwise miss
- Users will learn how to efficiently and quickly search to find additional keywords and full text papers
- How to use IEEE Xplore as a job search tool
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- Meet with Library staff for an introduction or review of IEEE Xplore
- Set up an awareness table with food, prizes and tip sheets
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- Teach a customized research seminar to a Professor's class
- Offer a Tips and Tricks session on IEEE Xplore
- Arrange a webinar on soon to be released IEEE Xplore features & content or Tips on Xplore
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(member benefits, networking, student competitions, awards, etc.)



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When: Tuesday April 19th from 11:30am-12:30pm

Where: Dreese Labs 260

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University of Westminister SB	Chair	Cetinsel	Sevket	s.cetinsel@my.westminster.ac.uk
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Univ of Manchester	Counselor	Rezazadeh	Ali	a.rezazadeh@manchester.ac.uk
City University London SB	Chair	Mamouei	Mohammad	m.mamouei@gmail.com
City University London SB	Counselor	Surre	Frederic	f.surre@ieee.org
Queen'S University, Belfast	Chair	Bashroush	Rabih	r.bashroush@qub.ac.uk
Queen'S University, Belfast	Counselor	Corr	Patrick	p.corr@qub.ac.uk
University of Greenwich SB	Counselor	Ghassemian	Mona	mona.ghassemian@kcl.ac.uk
University Of Bedfordshire SB	Chair	Dunmore	David	david.dunmore@gmail.com
University Of Bedfordshire SB	Counselor	Sant	Paul	paul.sant@beds.ac.uk
De Montfort University SB	Chair	North	John	jnorth@northy.org
De Montfort University SB	Counselor	Coupland	Simon	simonc@dmu.ac.uk
Brunel Univ	Chair	ALIKHANZADEH	AMIRHESSAM	amirhessam.a@gmail.com
Brunel Univ	Counselor	ZOBAA	AHMED	azobaa@ieee.org
Kings College London Sb	Chair	Mota	Natanael	nat.c.mota@gmail.com
Kings College London Sb	Counselor	Mahmoodi	Toktam	toktam.mahmoodi@kcl.ac.uk
Queen Mary, University of London	Chair	Song	Yading	yading.song@eecs.qmul.ac.uk
Queen Mary, University of London	Counselor	Patras	Ioannis	i.patras@ieee.org
Nottingham Univ Of	Chair	Gunner	Samuel	lifegarb@yahoo.co.uk
Nottingham Univ Of	Counselor	Larkins	Eric	
Strathclyde Univ	Chair	Sinclair	Neil	neil.sinclair@strath.ac.uk
Strathclyde Univ	Counselor	Irvine	James	j.m.irvine@strath.ac.uk
University of Essex SB	Chair	Wang	Zhenfei	zhenfei.wang@gmail.com
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Univ Of York	Chair	Polyviou	Ariana	ariana.polyviou@gmail.com
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The goal: identify a re problem and apply en science, computing ar cystic fibrosis.

The Grand Prize winner for 2013 was the team: Global Student Contes Low-Cost Spirometer. The Washington University team developed a pocket-sized spirometer for diagnosis and monitoring of asthma, COPD, and

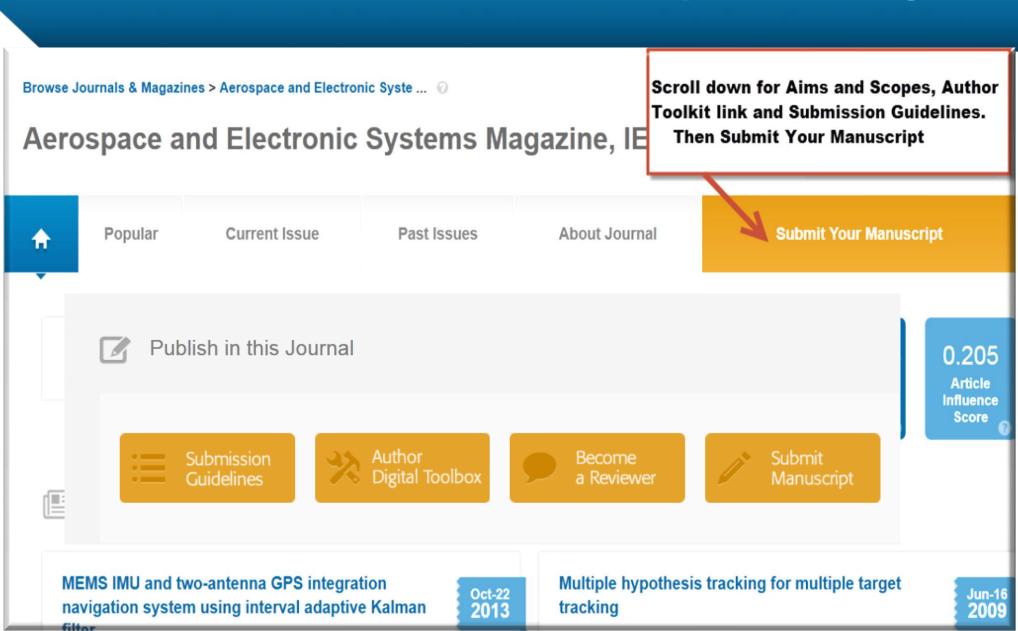
leadership skills to solve it.

2,500 IEEE Exceptional Student Humanitarian standing Student Humanitarian prizes 1,000 Prize (online vote) 500

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Eszter Lukács

IEEE Client Services Manager - Europe

e.lukacs@ieee.org

+49 30 44319367 Office in Berlin

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