Connecting Your Community with Subscription Resources

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South Dakota State Library
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Game Plan

- Making Connections
- Word of Mouth Marketing
- Discovery
- Requiring
- Promoting
Word of Mouth
Mid-Hudson Word of Mouth Marketing—Mango Example

http://midhudson.org/funding/marketing/womm.htm
Mid-Hudson Word of Mouth Marketing—Mango Example

July/August: Mango Languages

- 5-Question-Training about Mango for library staff
- What is Mango & How to Use it (patron handout)
- Editable Posters: Get Talking with Mango | Hat Poster
- Editable Ads (great for use in a print newsletter!) color | black & white
- Info for press releases, newsletter, enewsletters and websites: Mango Descriptions | sample newsletter article | sample press release
- But wait...there's more! Web Graphic | Shelf Talker | Tweets
*Does my library have easy-to-use resources to learn more than 50 foreign languages?

- Yes
- No

Yes! Through HomeACCESS every MHLS library has access to the Mango Language Learning database which provides easy-to-use instruction in 50 languages, including Spanish, French, Chinese (Mandarin), Italian, German, and Japanese.

These are interactive lessons and are used through the computer, from any location with an Internet connection. All your patron needs is a library card.
Broward County Library

Broward County Library WoW

BCL WoW is your library without walls: a library that can be accessed anytime, anywhere.

Wowbrary

Receive a free weekly email with the newest books, DVDs, eBooks and CDs at Broward County Library

The South Dakota Library Challenge: Electronic Resources Edition was developed by the South Dakota State Library staff to introduce you to the statewide subscription electronic resources. The Electronic Resources Challenge encourages library staff to learn more about the resources that provide expanded access to information and research tools to all schools, libraries and citizens of South Dakota. It is your chance to Explore...Discover...Play!....and Learn about the statewide subscription resources and how they can be useful to you both personally and in your library. This is an opportunity for you to learn at a pace that is comfortable for you and to share your learning experience with your colleagues in the South Dakota library community.

For more information about the Electronic Resources Challenge, check out our FAQ and Getting Started Pages. Please contact us if you have any questions.

WEDNESDAY, NOVEMBER 20, 2013

Getting Started

The Challenge is a self-directed learning program; you work at your own pace and at your own convenience. Lessons will be revealed weekly according to the program calendar, and they will remain available on the program site for an extra week until the Challenge officially ends April 13, 2015. Ten assignments –
Recently I set a new goal for myself — I’m trying to mention at least one Library eResource during every readers’ advisory interaction.

I haven’t been quite sure what resource to highlight during interactions with patrons who like comic books and graphic novels. Today I remembered that OverDrive has graphic content!

It’s super easy to find. You can either do a search for “comic and graphic books” in the simple search box:
For each step you must have your paper signed by Mr. [redacted] showing that you have adequately completed the step and are ready to move on.

1. **Research** — You need to learn about your person. This will be the foundation of your speech. The first thing you need to do is to find articles. Remember what Mrs. [redacted] talked about with finding CREDIBLE sources. Don't just take the first entries on Google. In fact, the first place I want you to look is the databases on the South Dakota State Library. Google is the second place to look for information.
Take E-Collections Out of Hiding

E-collections can be hidden to browsing patrons. To make students aware of the e-books available at Huron High School, Librarian Dawn Coughlin has created displays to highlight e-non-fiction. On one wall, she features Gale Virtual Reference Library (available free to all South Dakota citizens from the State Library) organized by Dewey Decimal subject areas. She printed book covers and descriptions, so that students can see what’s available online.

http://library.sd.gov/forlibrarians/enewsletter/2014/oct/2014-10g.asp
How well do you know our databases? Be the first to answer the next trivia question and win a book. To learn how to change oil in a 1999 Chevy Montecarlo, which database would you use?

ChiltonLibrary is the correct answer. It was close, but it looks like answered first! Sara, which library would you like to pick up your book at?
Discovery

- Location
  Downtown Library, 1st Floor Biographies (3)
  Downtown Library, 1st Floor Fiction (3)
  Downtown Library, 1st Floor Nonfiction (6)
  Downtown Library, Children's Beginning to Read (1)
  Downtown Library, Children's Biographies (2)

- Language
  English (21)

- Tag

- Publish Date
  2013 (1)
  2011 (1)
  2010 (1)
  2009 (5)
  2008 (2)

- Place
  United States (14)
  East Asia (2)
  Idaho (2)
  Japan (2)
  Montana (2)

http://www.rcgov.org/Library/

Young Teddy Roosevelt / written and illustrated by Cheryl Harness
Harness, Cheryl.
Downtown Library, Children's Biographies j B ROOSEVELT AVAILABLE

Print Materials 1998

Request it

Top results for articles (Popular Picks)

the ROOSEVELT BOND.
Hindley, Meredith Humanities, Sep 01, 2014; Vol. 35, No. 5, p. 34-39
The article discusses the relationship between former U.S. President Teddy Roosevelt a... more

PDF

The Power of Zeal: Teddy Roosevelt’s Life and Writing.
Oseid, Julie A. Legal Communication & Rhetoric: JALWD, Sep 01, 2013; Vol. 10, p. 125-149
This is the fifth article in a series about the writing qualities and habits of our mo... more

TEDDY ROOSEVELT--American Museum of Natural History Celebrates Conservation President.
Bernard, Joan Kelly; Barlow, Whitney New York State Conservationist, Dec 01, 2012; Vol. 67, No. 3, p. 2-6
The article discusses the celebration of the legacy of Theodore Roosevelt, the 26th U.... more
SIRS Discoverer enhances elementary research

SIRS Discoverer, the online magazine and newspaper e-resource for grades K-9, has added two new features to enhance elementary students' research and learning.

Animal Facts contains pages of facts and photos for a variety of amphibians, arachnids, birds, fishes, insects, invertebrates and mammals. Each page covers one creature, with links to more information, MLA citation and SIRS Discoverer special features: read aloud, email, print and share.

http://library.sd.gov/forlibrarians/enewsletter/archive/columns/eresource.asp
Vendor Content >> Our Social Media

South Dakota State Library shared a link.
October 22

Editorial Cartoons and Visual Literacy @ProQuest http://ow.ly/Dawdl

The origins of editorial cartoons date back to the eighteenth century. By the mid-nineteenth century, several magazines such as Punch and Harper's...
Shelf Guides

why didn’t I think of that?

RCPL shelf guides direct patrons to e-resources

Whatever you want to DO in life . . .
... there’s probably a TEST to take first

RCPL offers online Practice Tests from the LEARNING EXPRESS LIBRARY

Academic  Military
College Entry  Nursing /
Civil Service  Real Estate
Cosmetology  Teaching
Firefighter & EMS  Citizenship

Go to: www.rapidcitylibrary.org
and click on Resources - use your RCPL account information to access tests
Resources

https://www.diigo.com/list/fabricandbooks/list-2014102806253856
We’re all winners with e-resources!