It’s OK to Brag: Proving Impact and Value through Library Stories

Anne Burke, Undergraduate Instruction and Outreach Librarian
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NCSU Libraries, NC State University
About NC State
About the NCSU Libraries
About the Libraries External Relations Department

Chris
Chuck
Madison
Brent
Chris
The Library Stories Team

Anne
Jason
Erik
Jamie
Marian
Chuck
The Genesis
What Is It?

- A process to capture & promote stories
- A way of thinking about work
- Focused on the non-routine
- After-the-fact telling
- Media-rich, written for all, edited
- Library-wide effort
Library Stories Mission

Library Stories is a staff-driven project to capture and promote the stories of everyday innovation happening at the NCSU Libraries, especially highlighting collaborations between library staff, faculty, students, and the broader campus community.
Library Stories

sharing stories of everyday innovation and collaboration at the NCSU Libraries
Stories Vary In

- length
- incorporation of media
- library departments represented
- user communities represented
- types of engagements showcased
The James B. Hunt Jr. Library

The Library of the Future

The Hunt Library gives NC State faculty and students a distinctive competitive advantage as they tackle society's grand challenges. The building's technology-rich, collaborative space provides a platform for NC State's world-class research and teaching.

NEWS

- [“The Dynamic Sun” Combines Solar Physics and Visualization](#)
- [Stellar Student – Brian Iezzi](#)
- [Archives and Data Visualization at the NCSU Libraries: Enhancing Research on Women in STEM](#)
- [Coffee & Vis – Mapping Resilient Landscapes](#)
- [Science in the Movies: Space on the Silver Screen](#)

Library Stories

Alt-Textbooks: Saving Students Money and Supporting Innovative Teaching
Library Stories

Sharing stories of everyday innovation and collaboration at the NCSU Libraries

Alt-Textbooks: Saving Students Money and Supporting Innovative Teaching

In response to the unsustainable burden placed on students by the high cost of textbooks, the Libraries launched the Alt-Textbook project that offers small grant-funding to instructors who create low-cost, open alternatives to traditional commercial textbooks.

Will Cross
Director, Copyright and Digital Scholarship

January 13, 2016

TOPICS COVERED
Publishing and Copyright

Research Solutions Drop-Ins: Support on Your Schedule
Let’s Take a Look!

- lib.ncsu.edu/stories
- Alt-Textbooks
- A/V Geeks
- Shooting Wars
Portal Page

Digital Media Production

Scanning
- Digitize documents

Video
- Capture and edit

Photography
- Shoot and edit

Large format printing
- Print posters

Web Publishing
- Design and publish

Audio
- Record and edit

Gaming
- Play and develop games

Graphics
- Illustrate, edit, design

UPCOMING WORKSHOPS

- **OCT 20**
  - Introduction to DSLR Cameras
  - 6:00 PM to 8:00 PM

- **OCT 21**
  - Video Production and Editing Basics
  - 6:00 PM to 7:30 PM

- **OCT 22**
  - Basic Audio Production at the Hunt Library
  - 6:00 PM to 7:30 PM

- **OCT 28**
  - Increasing Openness and Reproducibility in Quantitative Research using OSF and Knitr
  - 1:30 PM to 4:30 PM

View all workshops

Spaces

LIBRARY STORIES

- Visualizing Space, Time and Comic Books: Approaches to 9/11

#librarystories
Staff Pages

Will Cross
DIRECTOR, COPYRIGHT AND DIGITAL SCHOLARSHIP

Ask me about
› Copyright, licensing, and legal issues
› Author’s rights and open access
› Digital Scholarship and the digital repository

Subject Specialist Areas
› For information about Copyright and Fair Use

Department
Copyright & Digital Scholarship Center (CDSC)

D. H. Hill Library
Room 2126
2 Broughton Dr.
Campus Box 7111
Raleigh, NC 27695-7111

(919) 513-2416
wmcross@ncsu.edu

Alt-Textbooks: Saving Students Money and Supporting Innovative Teaching
Supporting NCSU Researchers in Managing Their Data
Supporting NCSU Researchers in Achieving NIH Public Access

All stories
Before we move on...

ANY QUESTIONS?
Pair up / Group up

- Group up with one or two people at your table.

- If you work at a similar (or even the same) institution, all the better!
What’s your culture?

- Think about your organization’s culture, branding, messaging, etc.

- What are 3 to 4 core values of your institution?

- They may be formally articulated or merely implied.
Develop your Library Stories tagline

- Keep it short
- Make it inspirational
- Tie it to the values of your organization
Story ideas

- What are some recent events or activities at your library that would make a good Library Story?
- Share and discuss with your group.
- Use paper and materials provided to document your ideas.
- For each story, try to develop a title and teaser sentence.
Titles and teasers:

- Make the title catchy and to-the-point
- The teaser will become the first sentence (or two) of your story.
- See the handout for examples of titles and teasers.
Work with your group:

- You have 30 minutes to work
- Prepare to share your ideas at the end
Share time!
Wrap Up:

- People want to share stories!
- We can’t meet every need. Not every story is a Library Story.
- The editorial role and workflow can be difficult and time-consuming.
- Good visuals make the story.
- Coordination with Libraries Communications team has become critical and beneficial.
Questions?
Comments?

lib.ncsu.edu/stories
Ask us later!

lib.ncsu.edu/stories

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IMAGES FROM NOUN PROJECT: “Atom” (Eugen Belyakoff); “Talk” (Claire Jones); “Computer” (Edward Boatman); “Business” (Krisada); “Bullhorn” (Shane Miller)