Promoting and providing instruction: Round table at MLGSCA/NCNMLG Joint Meeting in Scottsdale, AZ on Monday, January 22, 2018
(moderator: Hella Bluhm-Stieber, recorder: Adrienne Brodie)

We discussed different things tried at our institutions to promote the library. We also discussed new ideas to try to increase awareness of the library.

Ideas:
1. New Employee Orientation- Hella’s library was added during the New Employee Orientation to present what the library can offer. Others are also trying to become part of the orientation, or just meet with new staff.
2. Open House of Library- Some have hosted an open house, e.g. on Halloween, allowing people to stop by and learn about the library. This did not reach a large audience, as about 5-15 people showed up.
3. Lunch and learns of research projects- promotes awareness of research being conducted at institution. This could also be held on library topics like apps, new resources, new services, etc.
4. Newsletter- Either being a section of the institution's newsletter or by producing a library only newsletter. Stories can include updates from the library director, staff updates, new resources, updates from each campus, newest medical research, resource column, service highlight, staff highlight, upcoming program and summary of past program, or just promoting individual resources to raise awareness. Create link on webpage to newsletter.
5. Programs- Library specific programs to teach about library resources or library related topics like predatory publishing, copyright, how to search, course on anatomy, etc. Provide free coffee and treats with some instruction.
6. Faculty meetings- Either attending faculty meetings or trying to attend faculty meetings. By going to faculty meetings, it helps keep the library aware of what is happening in other departments. Meet with faculty one-on-one regarding liaison librarian services.
7. Social Media- Using Facebook or Twitter as an additional place of promotion. Social media posts need to be frequent, at least 1 or 2 a day.
8. Library website- Create forms not only to order articles and for research requests, but also to request instruction. Create link on webpage to library newsletter.
9. Other library websites- Search for other library websites for ideas on promotion, like the National Medicine Librarian Month or program ideas
10. Tips and Tricks email- send frequent emails (weekly, biweekly, or monthly) on tips and tricks for finding and using library resources
11. One on one meetings- find an organization chart, contact everyone, and meet with those who agree for a 10-15 minute chat about the library and how it can help them
12. National Medical Librarian Month- use this month for heavy promotion of the library, e.g. custom bookmarks, guess how many candies are in a jar (follow-up with e-mail), 3D printer contest.
13. Other national weeks or months- use national health months to promote related library resources, do things around national library week, copyright week, fair use week, etc
14. Use a variety of communication methods like email, social media, in person meetings, posters or flyers to reach as many people as possible.
15. Put library fliers in residents mail boxes.
16. Create and post survey of library usage, in library and on website, etc.