



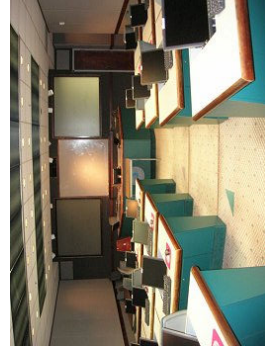
Ten Methods of Improving Quality Service to University of Maryland Graduate Students via “Assertive” Marketing

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BIBLIOGRAPHIC INSTRUCTION FOR GRADUATE STUDENTS?

- Resistance to bibliographic instruction
 - Faculty assume graduate students know how to “do” research
 - Graduate students assume they know how to do research
- Different types of instruction
 - Self-guided
 - For-credit classes
 - One-shot sessions



Example instruction room in Glenn L. Martin Hall at the University of Maryland

INSTRUCTION CONTENT

- Overview of services, including Interlibrary Loan (ILL)
- Catalog
- Google Scholar and interdisciplinary databases
- Subject-specific databases
 - Engineering
 - Physical sciences
 - Mathematics and Computer Science
- Patents
- Citation styles

TOP TEN MARKETING TIPS

1. Believe in your product
2. Relate what we have to offer (better, faster searches)
3. Be persistent, but not too persistent
4. Be polite in correspondence
5. A good salesperson learns to quickly smooth over rejection
6. Always be friendly and respectful toward the department’s support staff
7. Be flexible and willing to go to their turf
8. Use as justification numbers and examples of successful sessions
9. Ensure that attendance for the class is mandatory
10. Use the responsible professor at the session in a Science Citation Index Cited Reference Search

BONUS TIPS

- Contact the departments well enough in advance to ensure that the libraries have not been forgotten in the planning of graduate student orientations.
- It is still important to be constantly revising the content of your sessions in order to keep them *accurate* as well as *indispensable*.

RESULTS OF ONE-SHOT SESSIONS

- **36** graduate student classes were taught in the 9 years between 2000 and 2009 to **717** grads and **55** faculty members
- In 2008 alone, there were a total of **231** attendees.
- **19** sessions were taught in 2007 and 2008, or in the past two years.

Graduate Student Sessions Taught by EPSL Librarians, 2000-2008

	2000	2001	2002	2003	2004	2005	2006	2007	2008	Total
ENCH	X	X		X	X	X	X	X	X	8
MATH			X			X	X	X	X	5
ECE			X		X	X	X	X	X	5
BIOE					X			X	X	3*
MET					X			X	X	4
ENCE						X	X	X	X	3
GEO						X	X	X	X	3
ENAE								X	X	1
ENFP								X	X	1
ENVA								X	X	1
ASTR								X	X	1
PHYS								X	X	1
ENME								X	X	1
Total	1	1	2	1	3	4	6	9	10	37

* was actually combined with ENCH (increases total by one)

SELECTED REFERENCES

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