



Collaborating Across Departments to Communicate Electronic Resource Changes



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01. Introduction

The Acquisitions unit at the Loyola Notre Dame Library (LNDL) offers print and electronic resource support to Loyola University Maryland and Notre Dame of Maryland University patrons.

In 2020-2021, the Acquisitions unit at LNDL, with the help of the Reference and Instruction unit, created communication plans for three major electronic resource changes.

02. Objective

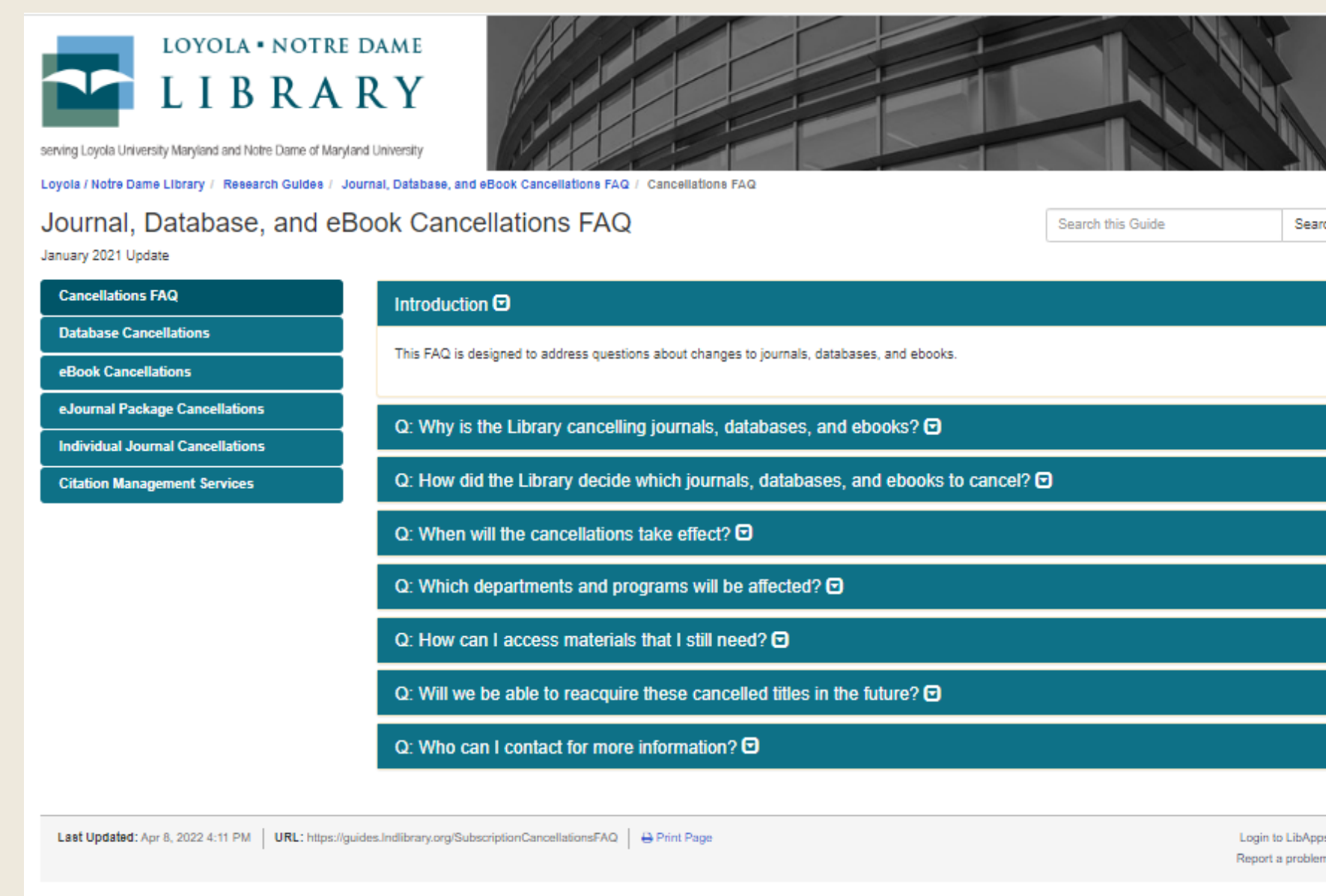
Library staff coordinated communication plans about subscription changes, new resource trials, and new membership in two consortia to communicate major impact factors to coordinate a scheduled, timely plan to ensure all the major stakeholders were informed of the major changes before they happened.

03. Methodology

Each plan described how to use a set of communication channels to update library patrons. Each communication channel was selected based on the specific resource change as well as the impacted user group.

Subscription changes

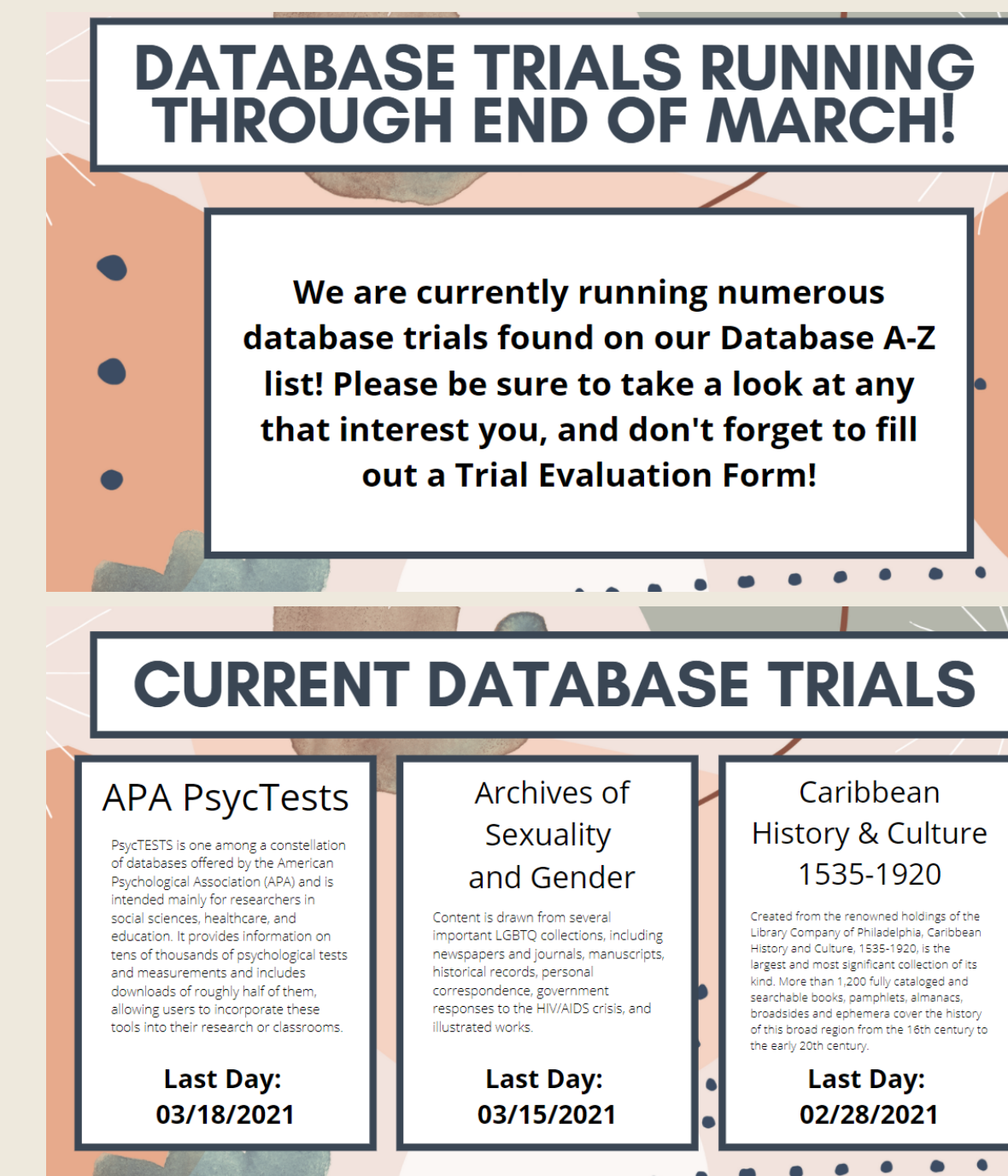
- Research guide
- Scripts for specific user groups
- Announcements on the library website



A research guide helped to answer questions and suggest alternate resource options for cancelled titles.

Database Trials

- Digital Signage
- Social media posts
- Newsletter article



Digital signage featured in the library and across campus to promote specific database trials.

New Consortia Membership

- Scripts to notify department chairs
- Announcements on the library website
- Research guide

Internal Communication (LNDL Staff)					
Identifier	When	What	To Whom	How	By Whom
A-internal	June (post Board Meeting)	Email with Confirmed Cancellations	Liaisons	Email will be sent with confirmed cancellations, along with a script for Liaisons to use to contact their departments.	Acquisitions
B-internal	June (post Board Meeting)	Email with Confirmed Cancellations	Reference Staff	Email will be sent with confirmed cancellations, along with alternative resources to use for reference questions.	Acquisitions/ Cat
C-internal	June (post Board Meeting)	Email with Confirmed Cancellations	All Staff	Email will be sent with confirmed cancellations explaining the budget situation.	Acquisitions
D-internal	November	Email Reminder with Confirmed Cancellations	Liaisons	Email will be sent with confirmed cancellations for Q3 & Q4, along with a script for Liaisons to use to contact their departments.	Acquisitions
E-internal	November	Email Reminder with Confirmed Cancellations	Reference Staff	Email will be sent with confirmed cancellations for Q3 & Q4, along with alternative resources to use for reference questions.	Acquisitions/ Cat

Detailed email scripts with relevant timelines notified stakeholders who could benefit from and use the resources of new consortia.

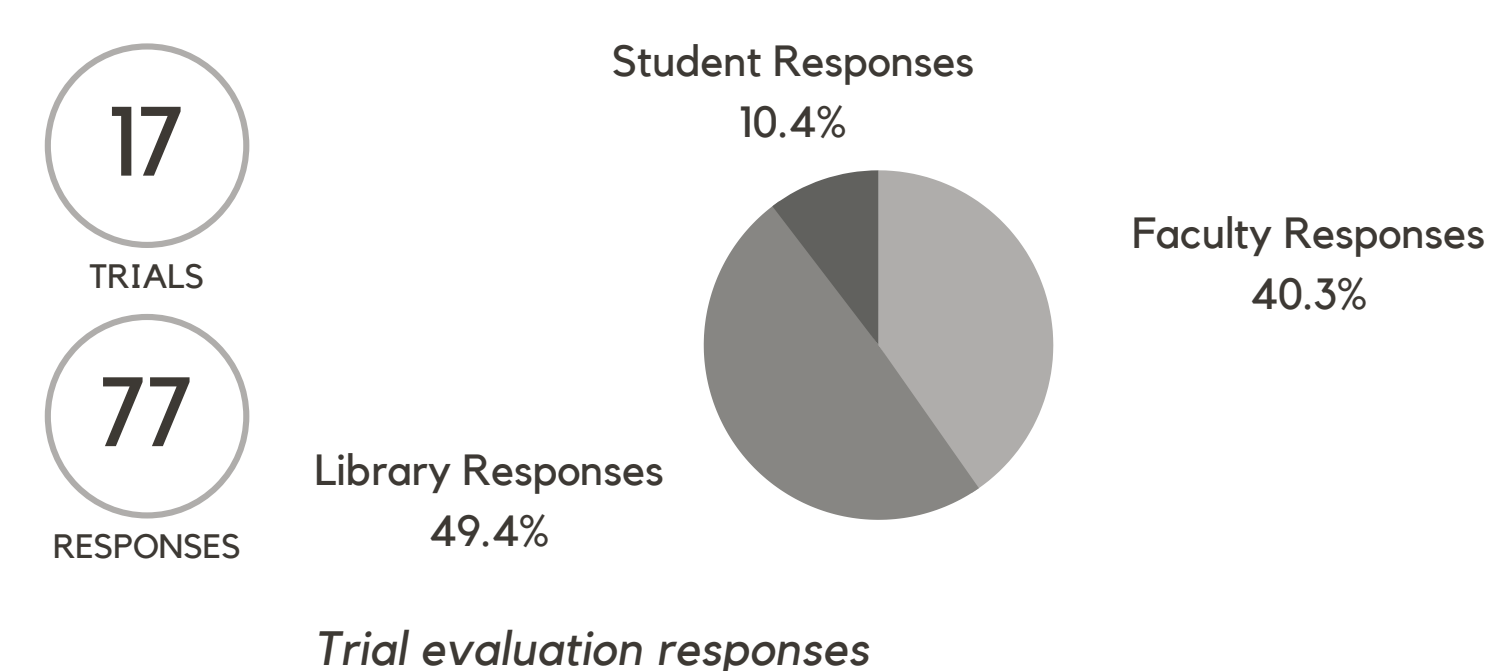
04. Results/Findings

To evaluate our impact, we looked closer at trial participation, research guide views, and patron responses.

We found that qualitatively, we noticed fewer reactionary responses from patrons. Our proactive communication plans ensured that patrons were prepared for collection changes before they occurred, as opposed to previously, when library staff needed to reactively explain the collection updates.

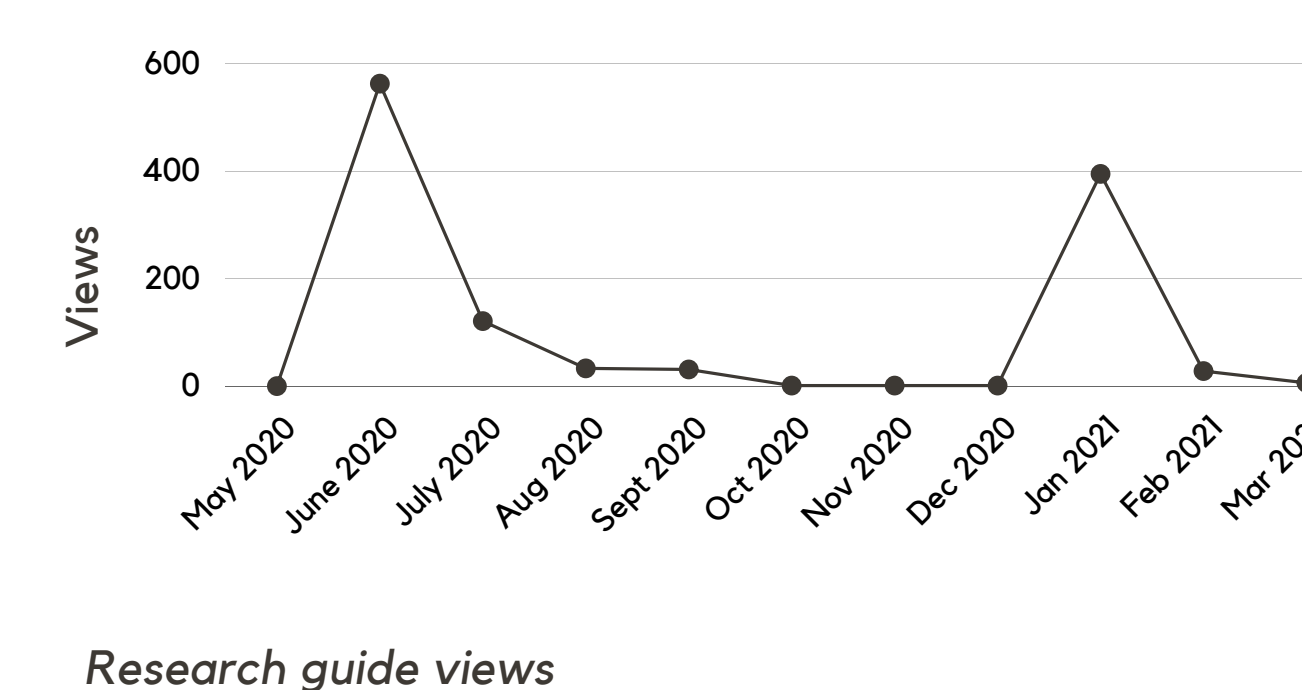
Trial Participation

- There was a much higher number of trial evaluations completed this year than in past years.
- In previous years, trial evaluations were mostly completed by librarians. In 2020-2021 there was an increase in responses by students and faculty.



Research Guide Views

- To evaluate the resource cancellation communication plan, we looked at research guide views. The research guide had increased usage around the times when we promoted it.
- The guides were scheduled to be promoted before each semester started, in June and January, to reach faculty as they were organizing their course materials.



05. Conclusion

While we successfully reached a larger yet more specific audience, we learned a lot through the process.

1. Communication plans are living documents and are constantly changing as the project changes.
2. To reach all stakeholders, balance general vs. specific audience in communication efforts.
3. As students and faculty are constantly receiving messages and updates, it is important to use specific bundled messaging with plain language.

While we will continue to use communication plans to communicate electronic resource changes, we're interested in exploring alternate channels for reaching patrons.