Look what we’ve got for you!
Promoting library collections

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“Buy and hide” or “Show and tell”?  

- Choosing new media for library collections
  = time & money
  › But: not all libraries promote new acquisitions
  › Often usage numbers are low or 0 (“Dead on Arrival”)

- Why bother?
  › Students and faculty cannot monitor new literature as librarians do
  › Invite them to discover new resources!
Traditional marketing of library collections

– “Classic” activities
  › New acquisitions shelves in a library
  › New acquisitions lists on the library’s website
  › Exhibitions or reading lists with books on a certain topic

– But!
  › Shelves only visible to users coming to the library (not only during a pandemic ...)
  › Real life shelves vs. ebooks
  › New acquisitions list often not known to faculty

– ... and perhaps there is more than this?
Hunting for ideas and trying out some

1. **Survey of IATUL member libraries’ websites**
   - Collecting ways of marketing new resources bought or licensed
   - » “Pool of ideas” for inspiration
   - No assessment of effectiveness, because difficult to judge

2. **Activities at Münster University Library**
   - Thinking about how to better let users know about new media
   - Some new activities since 2019
IATUL members’ website survey

Numerical results 1

- 243 websites visited, 230 sites could be assessed
- 159 offer information about new resources, 71 do not
- 45 inform on (catalogue) start page, 114 on other pages
IATUL members’ website survey

Numerical results 2

- 65 libraries offer new acquisitions lists
  › generated automatically vs presented in PDF files
- 11 mention new media in blogs, 9 use social media
Examples: New acquisitions lists 1
Automatically generated lists
e.g. CERN, Switzerland

https://catalogue.library.cern/search?q=&f=doctype%3ABOOK&f=medium%3AE-BOOK&l=grid&order=desc&p=1&s=15&sort=created
Examples: New acquisitions lists 2

Lists sorted by subjects
e.g. Tshwane University of Technology, South Africa

https://tkplib01.tut.ac.za/ftlist/
Examples: New acquisitions lists 3

Filters for new media lists
e.g. Free University of Bozen-Bolzano, Italy

New Books

Arrivals in the last three months.

Münchener Kommentar zum Handelsgesetzbuch
Flora tra il Lago Maggiore e il Lago di Como. Atlante corologico e fotografico...
Kleih, Michael

La musica delle montagne: Musicisti e alpinisti tra vette e pentagrammi /
Gherzi, Andrea

Displacing Caravaggio art, media, and humanitarian visual culture
Zucconi, Francesco Verfasser

Examples: New acquisitions lists 4

Subscription services

e.g. Massey University, NZ, or Sabancı University, Turkey

New Titles available at Massey University Library

BY CAMPUS
This week at Albany
This week at Manawatu
This week at Wellington

BY COLLEGE
This week for Business
This week for Creative Arts
This week for Health

BY COLLECTION
This week in Special Collections
This week in New Zealand
This week in Nga Kupu Ora
This week in Theses
This week in Picture/Junior Fiction
This week in Junior Non-Fiction

Alert Service

Our faculty members individually and our graduate students as a group can benefit from our Alert Service.

With this service, they'll receive an e-mail every Friday related to the following topics.

- Alerting for IC Notification of **Newly Added Publications** by Subject
- Alerting for **New Published Titles** in the World by Subject
- Alerting from **Table of Contents** which are from the latest issues of your requested Journals
- Alerting from **IC databases** by Subject
- Alerting from **Citation Databases**

Türkçe

https://www.massey.ac.nz/~wwwlib/find-information/new-titles_home.php
https://www.sabanciuniv.edu/bm/en/research-guide/alerting-services
Examples: “Departures” lists

e.g. University of Adelaide, Australia

ARRIVALS & DEPARTURES

As with all areas of the University, the library is facing a reduced budget in 2021 which has impacted the amount for collection purchases.

The library has regretfully made the decision to implement a number of cancellations to serials subscriptions. Cancellations have been informed by usage data, duplication and availability of alternative resources in a discipline. Cancellations have been spread across disciplines to ensure there is no undue pressure on any particular area. Other impacts are, we will not be able to purchase collections of electronic books or provide the same access to Kanopy and other streaming media products.

Unfortunately cancellation decisions made for 2021 cannot be reversed as this would compromise our capacity to meet the savings target required by the University. Where concerns have been raised about a particular decision we undertake to review that for 2022 without being able to commit to reinstatement until the financial position is clearer.

Postgraduate students and staff can utilise the Interlibrary Loans service.

**Departures**

Updated November 2020

From 2021 -

AIAA Aerospace Research Central Journals

Examples: Positions on the library website

Links on start page
e.g. University of Otago, New Zealand

https://www.otago.ac.nz/library/
Examples: Positions on the library website

Cover images on start page
e.g. Islamic University of Technology
Gazipur, Bangladesh

https://library.iutoic-dhaka.edu/
Examples: Positions on the library website

e.g. Curtin University, Australia

Virtual Bookshelf
A regular update of selected new titles added to the Curtin Library collection. The carousel may be moved interactively.
[ View as Bookshelf ] [ View as Carousel ] [ New Books in Selected Subjects ]

New Books Bookshelf
A regular update of selected new titles added to the Curtin Library collection.
[ View as Bookshelf ] [ View as Carousel ] [ New Books in Selected Subjects ]

https://bookshelf.library.curtin.edu.au/newbooks
Examples: Positions on the library website

Links on catalogue start page
e.g. University of Porto, Portugal

https://catalogo.up.pt/F/?con_lng=eng
Examples: Positions on the library website

Collections / “tips for your literature search” pages
e.g. Macquarie University, Australia

Collections

New titles

A - Z collection
The collection is shelved with A-J on Level 2 and K-Z on Level 3 or stored in the Automated Retrieval Collection. The criteria for shelving and storing items can be found in the collection storage principles.

See all new titles

https://www.mq.edu.au/about/campus-services-and-facilities/library/collections
Examples: Positions on the library website

Current awareness services
e.g. University of Melbourne, Australia

https://unimelb.libguides.com/c.php?g=936537&p=6773225
Examples: Positions on the library website

LibGuides per subject
e.g. University of Turku, Finland

https://utuguides.fi/education/newbooks
Examples: Positions on the library website

Special LibGuides
e.g. University of Western Cape, South Africa

https://libguides.uwc.ac.za/newbookslist
Examples: Positions on the library website

Examples: Social Media et al.
e.g. McMaster University Library, Ontario, USA
e.g. Belarusian National Technical University Library

McMaster Libraries @maclibraries · 20. Mai
Maud's e-Resource of the Week: Compendex

Contains citations, abstracts & some full-text to over 5,000 engineering journals, conferences & reports.
Coverage includes computers, data processing, physics, electronics, communications & mechanical engineering. bit.ly/MacCompendex

https://twitter.com/maclibraries/status/1395357230497730562
https://twitter.com/biblioteka/status/1388153138465677320
Non-IATUL examples: New acquisitions lists

e.g. University of Göttingen, Germany

New Acquisitions
- Archive of new acquisitions lists (Neuerwerbungen)
- New acquisitions (Anglistik / Amerikanistik)
- New acquisitions (Physik)
- New acquisitions (Biologie)
- New acquisitions (Bibliotheks-, Buch- und Informationswissenschaften)
- New acquisitions (Völkerkunde)
- New acquisitions (Finnougristik)
- New acquisitions (Allgemeine Sprach- und Literaturwissenschaft)
- New acquisitions (Germanistik)
- New acquisitions (Mathematik)
- New acquisitions (Geschichtswissenschaft)
- New acquisitions (Technik)
- New acquisitions (Klassische Philologie)
- New acquisitions (Medizin)
- New acquisitions (Kunstgeschichte)
- New acquisitions (Slavistik)
- New acquisitions (Keltische Philologie)
- New acquisitions (Agrarwissenschaften)
- New acquisitions (Musikwissenschaft)

May 2021
Subscribe to new acquisitions as a feed.

- British language and literature
  - General works and linguistics
  - Collections of literary texts
  - Literary criticism
  - Criticism of individual authors
  - Texts by individual authors
  - Old English
  - Middle English
  - Scotland
  - Wales
  - Ireland

- New literatures in English
  - Canada
  - Australia and New Zealand
  - Africa, Asia, Caribbean
  - India

- American language and literature
  - General works and linguistics
  - Collections of literary texts
  - Literary criticism
  - Criticism of individual authors

https://www.sub.uni-goettingen.de/sub-a-z/schlagwort/tags/neuerwerbungen/
https://www.sub.uni-goettingen.de/geisteswissenschaften-und-theologie/anglistik-amerikanistik/neuerwerbungen/
Non-IATUL examples: Covers on start page

e.g. University of California, Berkeley Library, CA, USA

https://www.lib.berkeley.edu/ › https://update.lib.berkeley.edu/tag/summer-reading-list/
Jetzt jeden Monat neu! Der Zeitschriften-Tipp des Monats

1. Juni 2021 von Nina Thies

Ab sofort werden wir Ihnen an dieser Stelle aus dem umfangreichen und vielfältigen Fachzeitschriftenangebot der Teilbibliothek Diakonie, Gesundheit und Soziales einen Zeitschriftenstitel näher vorstellen und dabei auch auf das Instrument der Elektronischen Zeitschriftenbibliothek hinweisen. Los geht's.

Zeitschriften-Tipp des Monats Juni

Die Pflegezeitschrift

Gegründet wurde die Pflegezeitschrift 1948 als Deutsche Schwesternzeitschrift mit der Idee: mehr wissen – besser pflegen!

https://blog.bib.hs-hannover.de/tag/zeitschriften-tipp-des-monats/
Testing new activities at Münster Univ Library

The situation 2018

- **Four “channels”**
  - Weekly new acquisitions lists on website
  - New acquisitions shelves in some faculty libraries
  - Announcements in the central library’s news feed
  - Temporary references to new acquisitions on the LibGuides-like pages on the library’s website

- **But**
  - Only limited possibilities of subscription
  - Shelves on libraries only for regular users on site
  - Library news cannot be published by subject librarians
  - References to new media on the LibGuide pages taken down regularly to prevent overloading
Testing new activities at Münster Univ Library

The new set-up since 2019

- 1/2019: new **weblog** for subject and liaison services
  [https://www.ulb.uni-muenster.de/fachblog/](https://www.ulb.uni-muenster.de/fachblog/)

- 1/2020: new **Twitter account** for subject services
  [https://twitter.com/ULB_MS_FachInfo](https://twitter.com/ULB_MS_FachInfo)

- Convenient & practicable
  ‣ easy publishing by subject librarians, posts can be scheduled
  ‣ categories for each subject + for “new acquisitions”, etc.
  ‣ tags for detailed indexing
  ‣ email alert for new posts (since 6/2021)
  ‣ RSS feeds for complete blog or for single categories/tags
  ‣ RSS feeds can deliver posts to library websites
  ‣ RSS feeds can deliver posts to Twitter account via IFTTT
Testing new activities at Münster Univ Library

Some statistics – General

– Viola Voß = responsible for 7 subjects
  https://www.ulb.uni-muenster.de/recherche/fach/ › “Sprache, Literatur, Kultur”

– One post per subject per week (holidays excluded)

– Writing blog posts = 45–60 mins /subject = 7 hrs /month

– Tweets written or retweeted “on the fly”

– = manageable expenditure of time

– » write a post once, use it in different settings without any further “expense”!
Testing new activities at Münster Univ Library

Some statistics – New acquisitions

- 1st week of month = posts promoting 2 new books /subject
- Hicks/White/Behary 2021: positive correlations between new titles featured in LibGuides + borrowing/downloads
- 1/2019 – 6/2021 = 419 books in blog (309 p, 86 e, 24 both)
- comparing number of loans of 333 print books in 2020 with
  › a) all books in the collection published 2018–2021
  › b) subset of all books allocated to the 7 subjects 2018–2021
  › » a) no significant difference, but b) significant difference:
    books featured in the blog borrowed more often
  › blog posts might contribute to this, with other factors
Testing new activities at Münster Univ Library

Outlook

- current set-up works well, will be continued
- 3/2021: new category “reading recommendations by faculty of Münster university”
- new library management system + new discovery system mid-2022
  › perhaps new possibilities for new acquisitions lists?
- thinking about promoting
  › open access literature
  › titles in big ebook packages or from Evidence Based Acquisition / Patron Driven Acquisition projects
What about your library?

- Jantz 2017: new role “marketing librarian” ≠ liaison librarian, because stakeholders = legislators, provosts, administrators
  › but: liaison/subject librarians = marketing librarians with stakeholders = students and faculty!
- Munroe 2017: “7 touches” / “rule of 7” marketing model
  › promoting your collections: try to find more than one way › “multi-pronged” strategy
- examples from our survey may give some inspiration

- desideratums
  › enlarge this collection with examples from other academic & public libraries
  › take into account the users’ view
References & Literature

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