

Spicing Up The Orientation: Promoting Brill Science Library

Eric Resnis, Engineering Librarian, Miami University, Oxford OH

EVENT GOALS

- Establish and foster relationships with faculty, staff, and students in the science and education departments
- Familiarize our patrons with the services that are available through the libraries
- Promote a library atmosphere that is non-threatening and conducive to learning
- Make the libraries an integral part of a university-wide event series

OUTPOST LAYOUT

Each station included a library staff member who explained the nature of the station with a 1-2 minute talk. Each talk included some aspect of information literacy (e.g. how to find article) that connected with the Silk Road and the library service being discussed. Station layouts varied greatly...the Silk Station contained a Chinese wedding dress, while the Reference Desk was set up as an oasis with comfy chairs set around the desk and teas for attendees to sample. The food station had fortune cookies with library-related fortunes.

Most stations also contained informational posters that further informed attendees on the Silk Road and library services.

The Silk Road: An Innovation in Transportation and Communication

The trade routes of the Silk Road were the communications highways of the ancient world. New inventions, religious beliefs, art, languages, customs, and goods were transported by those moving along the routes. The Silk Road helped create a global culture and the use and influence of many innovations.

Goods Traded

Some goods exchanged along the Silk Road:

- From India: Pets, exotic furs, cashmere, perfume, gems, sandalwood
- From China: Silk, weapons, jade, tea, gunpowder, ginseng, snake bile, Mahjong, seaweed
- From Central Asia: gems (lapis lazuli, jadeite), silver and gold, spices (cayenne, cloves, nutmeg), horses, flowers, and humans (acrobats, jugglers, grooms)
- From Persia and the Middle East: Incense, dates, peaches, muslin cloth, wines, olive oil

Paper: An Illustrious History

Around 105 AD, the invention of paper was limited to China. It was first made from mulberry bark in the Han Dynasty. The Chinese used paper for writing, record-keeping, and as a form of currency. The knowledge of paper-making spread to the rest of the world through the Silk Road. Paper was introduced to the West by Arab traders in the 8th century. In 1056, the first paper mill was established in Spain. In 1469, the first paper mill was established in England. In 1791, the first paper mill was established in the United States.

14th Century: Large-scale paper-making (using a water-powered mill) is developed.

15th Century: Introduction of paper-making to the Americas.

16th Century: Introduction of paper-making to the Americas.

17th Century: Introduction of paper-making to the Americas.

18th Century: Introduction of paper-making to the Americas.

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100th Century: Introduction of paper-making to the Americas.

"Follow the Silk Road to Brill Science Library and IMC (Instructional Materials Center) was created as a fun method for Miami students/faculty/staff to become acquainted with our library. The Silk Road was chosen as it gave us an opportunity to partner with another University Center (The Havighurst Center for Russian and Post-Soviet Studies), and provided grant funding, not money from the library budget.

The afternoon-long event (begun in 2005 and continued in 2006) transformed Brill into an ancient trading route of the Silk Road, featuring several outposts with information on library services and aspects of this ancient time. Stations included: circulation services, silk, gemstones, innovations, reference services food & spices, maps, IMC services, and the Silk Road Theater featuring faculty presentations. In 2006, we included some self-serve podcasting stations with recordings on Silk Road History and Silk Road Tourism.

Attendees arrived at a tent (yurt) posted outside the library where they received their passport to document their attendance at the outposts. Attendees were required to attend 5 stations and to fill out a short assessment. Completed passports were submitted to be eligible for prizes (iPods, flash drives, gift certificates, university paraphernalia) and to document attendance for those who were required to attend or received extra credit for attending.

Between 400-500 people visited the library in 2005 and again in 2006. Many classes in the science disciplines either required students to attend or offered extra credit for those who did attend.

The event was a huge success, with those attending not only having a good time, but also learning more about the library in a laid-back and non-threatening environment. Plans for the 2007 orientation (with a new theme) are currently underway.



A Partnership of the Miami University Libraries and the Havighurst Center for Russian and Post Soviet Studies

THE PASSPORT

PRIZE REGISTRATION
To be eligible for the prize drawing or to receive extra credit, your passport must have 5 of 10 LOCATIONS (AND THE SURVEY COMPLETED)!*

PASSPORT

THANK YOU FOR ATTENDING!
Miami University Libraries

NOTICE TO TRAVELERS: You must document at 5 of the 10 stations and take the assessment to be eligible for prizes/extra credit.

- IMC Booth:** Learn about various aspects of IMC that can help you become a better student. Become familiar with the services available at the IMC. Understand the packages.
- Map Booth:** Learn about the geography of the Silk Road. View maps of the Silk Road and its branches. See what maps the longest route to offer.
- Consultation Reference Services:** See how long you can check out the book. Learn how to use the library's services. Discover what you can do to make your research easier.
- Innovations:** Discover innovations of the past. Become acquainted with the document of the library.
- Reference Desk:** Come over and see how the Reference Desk can help you. Learn about research, paper, and more. Find out how to use the Reference Desk. Discover many of the research resources available.
- SILK COILS:** You'll receive a sample of silk. Find out how silk is made! Accept the importance of silk to this era.
- Silk Road Theater:** View plays about the Silk Road. Hear tales of adventure and discovery. Learn more about the Silk Road. Discover the importance of the Silk Road.
- Food and Drink Outpost:** Sample foods of the region. Discover the spices used in the food.
- Assessment:** Test all the skills you've learned to see how well you're doing. Find out how to use the assessment to improve your skills.

WHEN YOUR PASSPORT MEETS THE ABOVE CHECKPOINTS, FILL OUT THE FORM ON THE BACK PAGE AND RETURN IT TO THE GUESTS AGENTS STATIONED IN THE TENT INSIDE THE YURT.

Visit the Library's homepage for great enlightenment:
<http://www.lib.muohio.edu>

MARKETING

The following methods were utilized in publicizing the event:

- *A unifying logo for all documents (see below)
- *A blog to keep users updated on the event:
<http://brillsilkroad.blogspot.com> (05)
<http://www.lib.muohio.edu/silkroad> (06)
- *A countdown poster at the entrance of the library
- *Partnering with faculty to require attendance or provide extra credit for students attending
- * Small adverts placed in books at checkout
- * Adverts in new faculty/grad student packets
- * Press Releases (University Newspapers)/Placement on University Calendar



Evaluate the sources you find for your research. The questioning person finds success and great wealth.



You will discover that there are many other tools besides Google to accomplish good research

