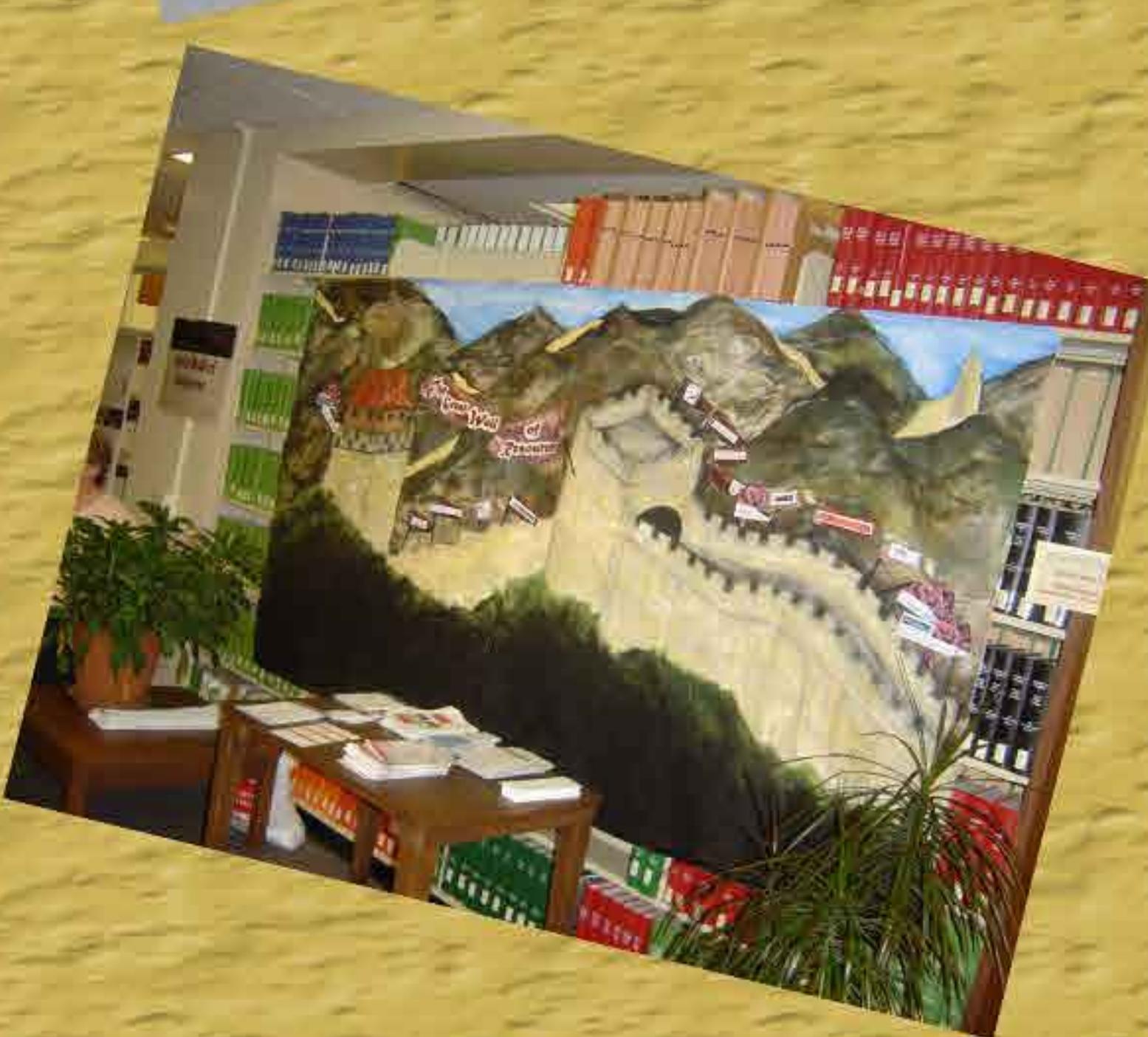


Spicing Up The Orientation: Promoting Brill Science Library

Eric Resnis, Engineering Librarian, Miami University, Oxford OH



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



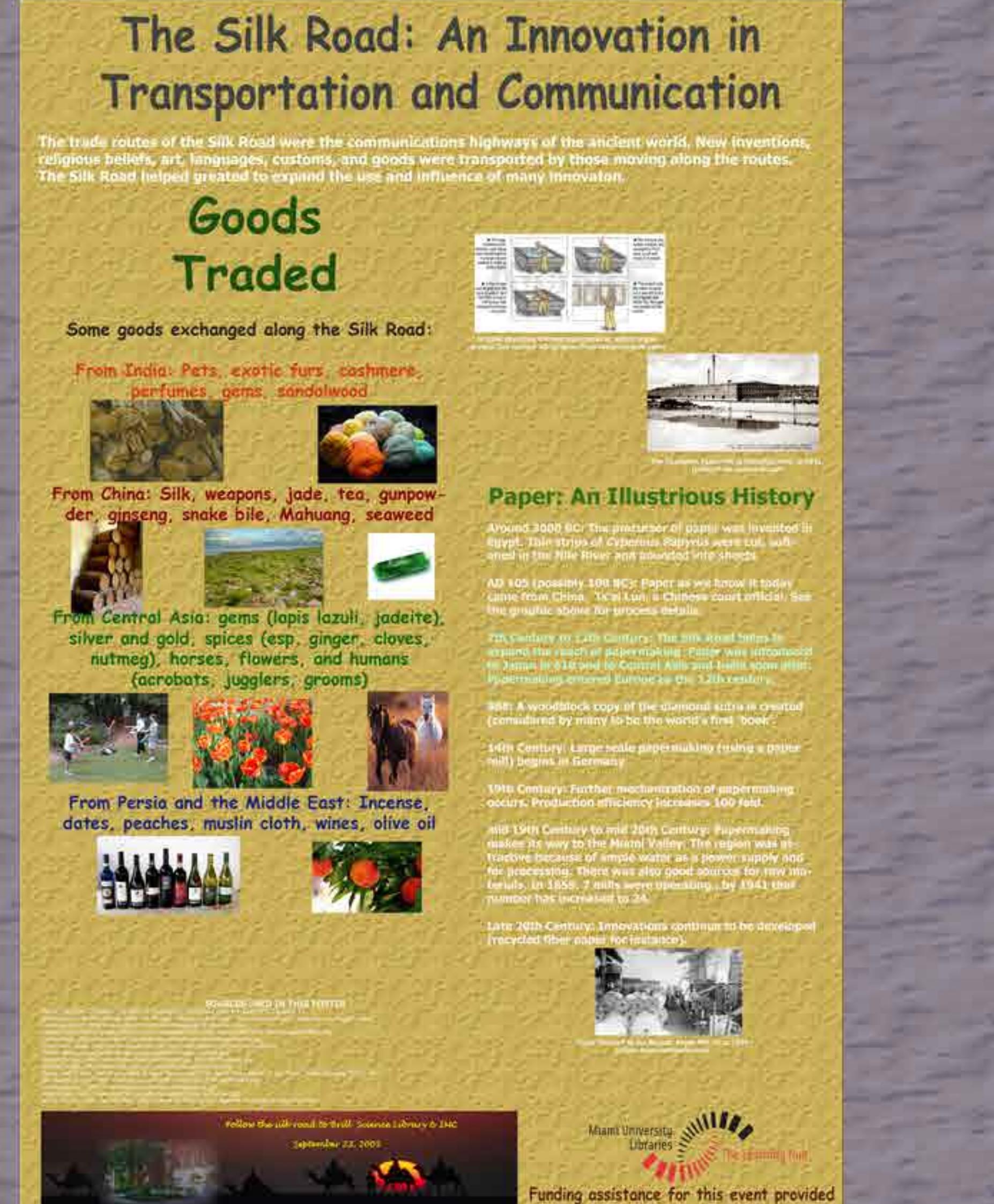
EVENT GOALS

- 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.



"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.

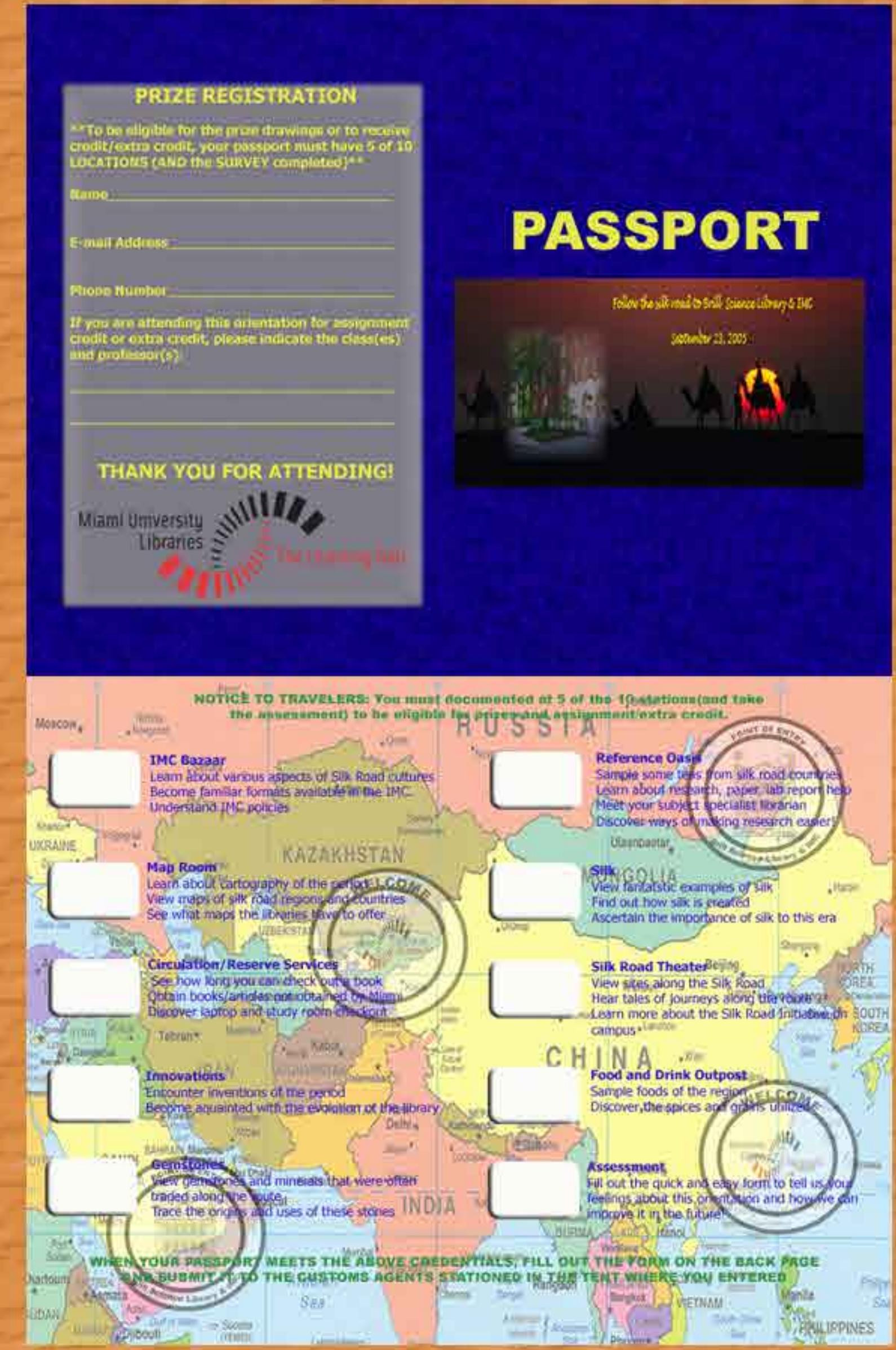
Between 400-500 people visited the library in 2005 and again in 2006. Many classes in the science disciplines either required students to attend or offered extra credit for those who did attend.

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



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

