

Database Trial Success Through Community Organizing

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Abstract

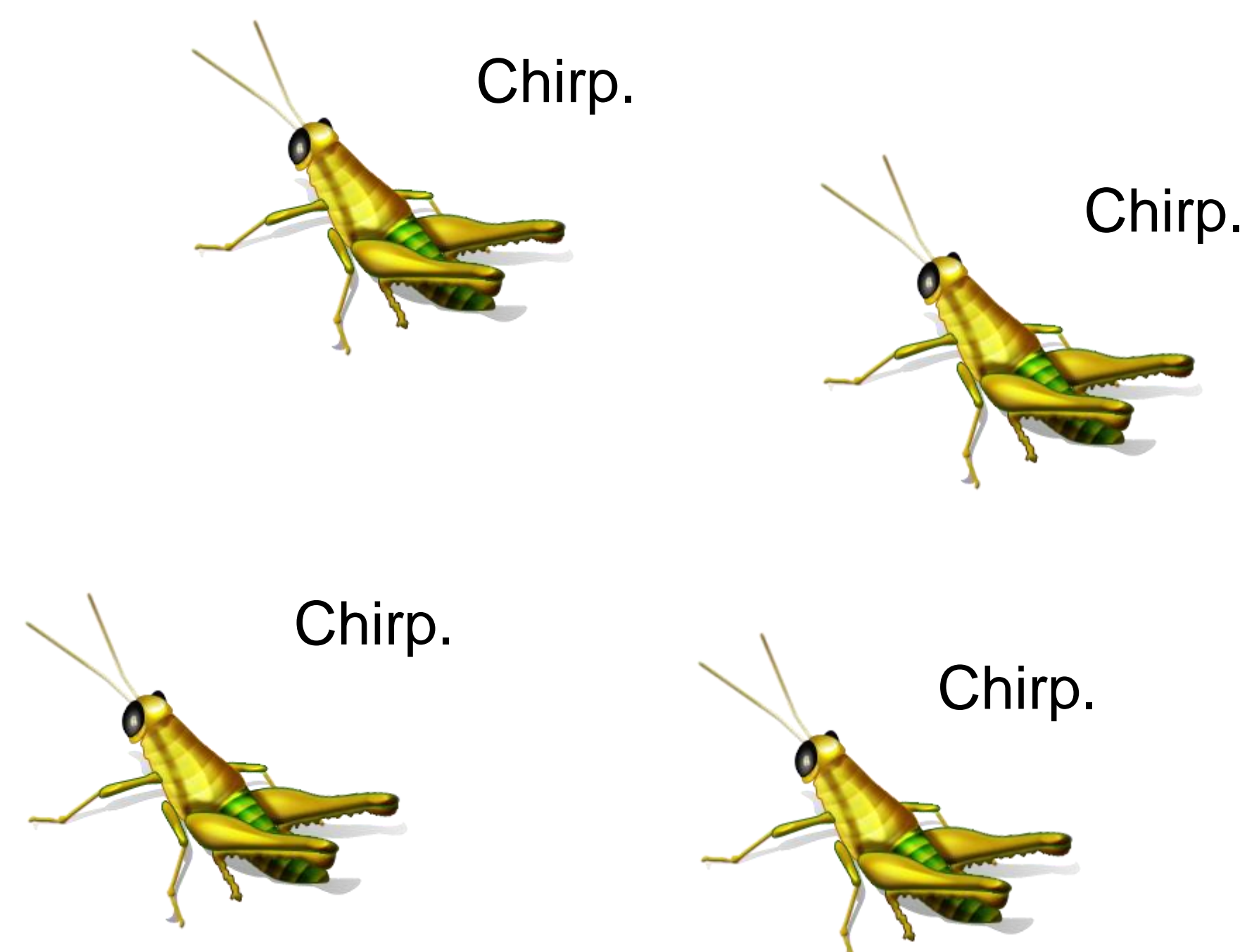
Utilization of community organizing techniques to garner database trial buy-in.

What We Usually Do

The database trial process typically looks like this:

1. A database trial is initiated by either a faculty member, department, college, or the librarian.
2. The librarian talks to the vendor.
3. The trial begins.
4. The librarian might send out an email and there might be an announcement made on the library website.
5. The trial ends.
6. Data is collected.
7. A decision is made on whether or not to purchase.

Results Of What We Usually Do



Database Trial Scenario

- 1 month long
- 6 Clinical and pharmacological databases simultaneously trialled
- Requested by Nursing faculty at Wichita State University

Community Organizing

- Make person to person contact
- Understand the community
- Listen to concerns
- Connect to values, beliefs, needs

Outreach Plan

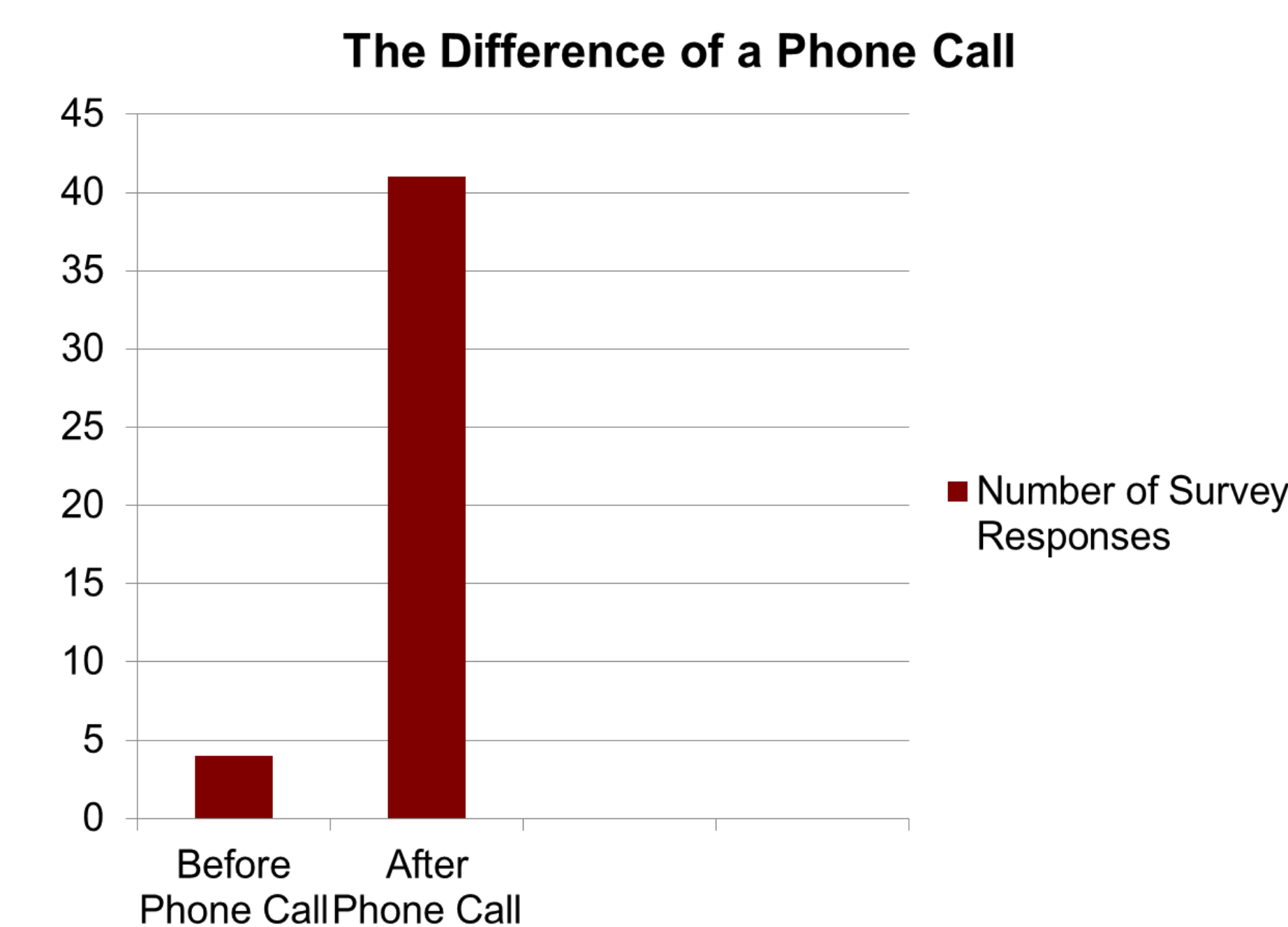
- Email – Short, to the point, stressed importance of feedback and why that feedback was critical, sent out multiple times
- Word of Mouth – Trials were mentioned in every interaction with students and faculty
- Survey – Set up to catch anonymous feedback
- Website – Links added and announcements made
- Social Media – Trials as well as the feedback survey were mentioned on social media

Picking Up The Phone

Concern over the width and depth of feedback was high.

30	Days in the Database Trials
8	Days the Survey Ran
4	Total Responses by Day 4
High	Concern over the amount of quantitative data
41	Total responses to the survey on Day 8

What made the difference?



- Reaching out to the constituent group directly
- Explaining why feedback was important
- Getting buy-in from constituent leaders



Results

- Library purchased two databases
- Most successful database trial in terms of user opinion as reported by librarians
- Increased awareness of Library resources
- Stronger relationships with constituent groups
- Increased opportunities for instruction and outreach

For The Future

- Capitalize on stronger relationship to increase outreach
- Develop training tools for new databases
- Solicit feedback for improvement of the database trial process
- Assess other unmet needs for action by the Library
- Incorporate community organizing techniques into outreach methodology, particularly for instruction