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Research First Aid: Two Libraries Reaching Out With One Podcast

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RESEARCH FIRST AID

Two Libraries Reaching Out With One Podcast

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Laupus Library & Joyner Library
East Carolina University
Greenville, NC

SYMPTOMS

- Two libraries separated by 2 miles
Health Sciences Library
Academic Library
- Both libraries offer similar services
- Users lack awareness of services
- More than 5,000 distance education students
- Increased need of online marketing tools
- Desire to experiment with new technology

TREATMENT

- Creation of Research First Aid
- Program made available through:
video and audio podcasts
video and audio streaming
- Marketing through
bookmarks, flyers
emails
homepage announcements
- Program less than 3 minutes
- Bi-weekly release

PATIENT FEEDBACK

60% student
10% staff
30% faculty

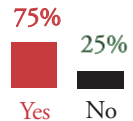
- Make it shorter
- Too much verbal information
- Display phone number and URL
- Improve production quality
- Advertise more
- Link from “How Do I?” pages
- Additional video file types

*More than 100 unique views in first 6 weeks.
6 subscriptions to video podcasts.

PROGNOSIS

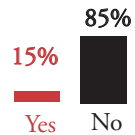
- Long life expectancy

Respondents that
have watched or listened
to a podcast



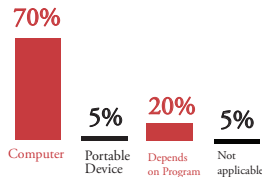
*(based on user surveys)

Respondents Currently
Subscribed to Podcasts



*(based on user surveys)

Preference for experiencing
audio/video files online



*(based on user surveys)

FOLLOW-UP

- Program time amputated
- Audio-only files surgically removed
- Video file facelift
- Implant additional file types
- Augmented with text