

ALL-SIS Student Services Roundtable, Monday, July 23, 2012

I. Marketing Library Services to Students

A. *What are some examples of ways that your library has marketed its services to law students? (Participants mentioned using the following):*

- Using a "Library Blog" to communicate services for students and make announcements
- A television display in the law school commons area advertising library services
- Using social networking sites such as Twitter and Facebook to advertise student services (Facebook has statistical usage data allowing staff to track the number of users reading the content)
- Organizing an annual "Fall Fest" where staff members made baked goods, held a raffle and posted flyers advertising the festival
- Publishing a weekly newsletter to advertise services
- Using a touch screen monitor to provide students directions and map of library
- QR codes were used on law libraries' websites to provide convenient information for the students
- In person library tours-with tables that provided information about different services available to the students along with information provided by the vendors

B. *Marketing services to evening students*

- Several participants indicated that they desired for their libraries to do more to market services to evening students.
- One of the participants indicated that her library used surveys to solicit information from evening students.
- A participant mentioned creating a "Survival Guide for Evening Students," which provides an overview of library services for students along with policies.

C. *What are some of the services that your library provides for student journals, organizations, clinics, and externships?*

- Some of the participants mentioned having a library liaison for student journals and clinics.
- Several participants discussed having research sessions and presentations for incoming journal boards as well as journal candidates on a number of topics such as legal research databases, law school success, TWEN training, legal research tips, library policies and services.
- One participant mentioned that her library held "bluebooking" office hours to assist students (esp. journal students) who needed assistance with respect to cite checking.
- A couple of the participants mentioned using brown bag presentations, one of whom mentioned offering food and getting as many as 120 students.

D. Student Services Librarian Position

One of the librarians mentioned being the “student services librarian” at her law library, while other participants stated that they had “student services” as a part of their responsibilities.