Adventures in Marketing

Presented by CEP Fellow
Dorothy Terry

The Projects

- How can we market the library instruction courses (UC 174: Digital Research: Critical Concepts & Strategies and UC 270: Research in the Digital Humanities) to convey their importance to undergraduate students, faculty, student advisors, and staff?

- Observe and participate in new student orientation sessions held during June and July.

The First Step

Meetings and Interviews were an integral aspect of this project.

Getting Started

- Upon the completion of many discussions, it was decided that I would focus on creating
  - Spotlights
  - Digital signs
  - New postcards
  - Faculty slide and flier
  - Video script
  - Marketing proposal with a literature review

Potential Audiences

- Summer Bridge (~200 people)
- Juniors and Seniors (270)
- Housing
- Sophomore Initiative
- International Students
- Academic Advisors
- Honor's Program
- Graduate Student Instructors
- Welcome events (Grad students, faculty… etc)
- New Grad Student Fair
- New Faculty events

UC 174 Digital Research: Critical Concepts & Strategies

Learn new academic research techniques! Topics include:

- Online search strategies and research tips to save time
- Critical evaluation of sources
- Tools for creating bibliographies

This one credit mini-course meets for 2 hours a week for 7 weeks. Students improve upon their research skills through engaging activities including hands-on computer exercises, group discussions, and interaction with UM Library collections and services.

Taught by University librarians, the concepts and skills learned in this course are designed to help with research in your other courses.

The course is open to first and second year students. For general information, see the LSA Course Guide, and register for the course in Wolverine Access.

Library Courses

View | Edit | Revisions | Devel

The University Library offers two courses, for credit, on perfecting your research skills. Taught by librarians, you will participate in hands-on computer exercises, group discussions, and more, designed to maximize your research activities in other courses.

For general information about these courses, see the LSA Course Guide, and register for the course in Wolverine Access. For specific questions about library courses, please contact Doreen Bradley (dbradley@umich.edu).

UC 174: Digital Research: Critical Concepts & Strategies

Struggling with a research topic or paper? Want to gain useful skills to succeed at the University of Michigan and beyond? UC 174 is the course for you!

In UC 174, you will learn:

- Online search strategies and research tips to save time
- Critical evaluation techniques
- About tools for creating bibliographies

This one credit mini-course meets for 2 hours a week for 7 weeks. Open to first and second year students.

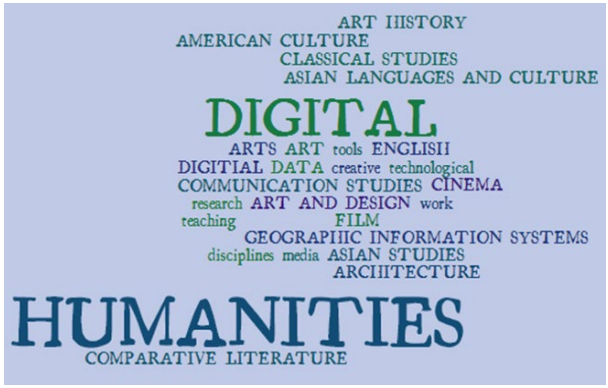
UC 270: Research in the Digital Humanities

Interested in learning how digital tools can advance your research?

In UC 270, students will:

- Learn digital humanities research methods
- Navigate the world of digital and print resources
- Create an online portfolio

This is a three credit interdisciplinary course. No prerequisites are required. Open to sophomores, juniors and seniors.



Spotlights

My Account | Favorites | Login

MLibrary

About | Services | Libraries & Departments | MGet It | Search Tools | Catalog (Mirlyn)

University of Michigan

Search MLibrary | ArticlesPlus | Catalog

Find books, journals, databases, web pages GO

Browse

- Recommended Resources by Subject -

Get Help

Ask a Librarian | Using the Library

MLibrary News and Features »

HathiTrust to partner with Digital Public LIbrary of America

James L. Hilton will return to U-M as dean of libraries

MLibrary Events and Exhibits »

Reflections on The State of the Library

Research in Library Settings

On the Road: Celebrating 100 Years of the Lincoln Highway

MLibrary Announcements »

Independence Day Hours

Borrowing From EMU Library

Spouse and Significant Other Borrowing Privileges

Spotlight: 1, 2, 3

SPOTLIGHT 3

Audubon Birds of America

In 1838, the Regents of the University of Michigan authorized the purchase of John James Audubon's *Birds of America*. The eight-volume, double-elephant-folio edition is the single most valuable printed book in the MLibrary collections.

Struggling with a research paper?

http://www.lib.umich.edu/instruction-and-workshops/uc-174-digital-research-critical-concepts-strategies

We know it's hard and you can make it easy by taking UC 174 (Digital Research: Critical Concepts & Strategies)!

Why take it? You'll learn research tips to save you time and tools for creating a citation list.

Take UC 174!

See link for more information. Register through Wolverine Access.

Interested in in learning how digital tools can advance your research?

http://www.lib.umich.edu/instruction-and-workshops/uc-174-digital-research-critical-concepts-strategies

COMING SOON

UC 270 (Research in the Digital Humanities) is the course for you!

You'll learn digital humanities research methods and how to navigate the world of digital and print resources!

Take UC 270!

See link for my information. Register at Wolverine Access.

Digital Signs

Struggling with the research process?

Take UC 174!

We know it's hard and you can make it easy by taking **UC 174** (Digital Research: Critical Concepts & Strategies)!

Why take it? You'll learn research tips to save you time and tools for creating a citation list.

Contact **Doreen Bradley** at dbradley@umich.edu.
Register through Wolverine Access.

Interested in learning how digital tools can advance your research?

COMING SOON

UC 270 (Research in the Digital Humanities) is the course for you!

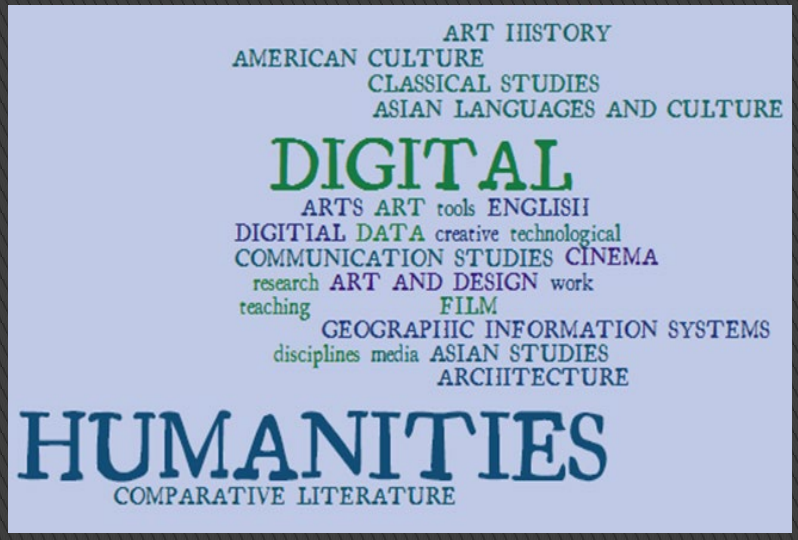
You'll learn digital humanities research methods and how to navigate the world of digital and print resources! You'll also create an online portfolio.

Contact Sigrid Cordell at scordell@umich.edu.

Register at Wolverine Access.

Take UC 270!

270 Image Ideas



270 Image Ideas cont…

- Person at computer with images for the different humanities fields shine out Ike a cloud with digital lines as a background
- Head speaking the words "digital humanities?“ Computer speaking back "yup!"
- Multiple hands on a keyboard tying different the different fields of humanities
- Images of the different databases that can be used for digital humanities on a computer screen someone is looking at
- Person with I <3 Humanities shirt on using a computer with stats coming out

Summer Bridge Postcards

Want to gain useful skills to succeed at the University of Michigan and beyond?

Want to get even better grades on your research papers?

Want to expand on the knowledge you are learning this summer?

Take UC-174 this fall or winter!

Want to gain useful skills to succeed at the University of Michigan and beyond?

Want to get even better grades on your research papers?

Want to expand on the knowledge you are learning this summer?

Take UC-174 this fall or winter!

Want to gain useful skills to strengthen your success at the University of Michigan and beyond?

Looking for grades rooted in A's?

Want to grow on the knowledge you are learning this summer?

Take UC-174 this fall or winter!

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Want to get even better grades on your research papers?

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Take UC-174 this fall or winter!

M Library
University of Michigan

Follow the trail, take the ride, join UC-174 (Digital Research: Critical Concepts and Strategies)!

You'll learn:

- Effective ways to search online
- Research tips to save you time
- Ways to critically evaluate sources
- Tools for creating bibliographies
- And more

Course is taught by University librarians, 2 hours a week for 7 weeks.

For more information see LSA Course Guide or contact Doreen Bradley at dbradley@umich.edu. Register at Wolverine Access.

Housing

- Met with Amanda Peters and Alexandra Rivera
- Working with Shannon Szalay to create a poster for residents halls, but I am housings contact

Possible Posters

Struggling to find the best sources for your research paper?

Take **UC 174**

Digital Research: Critical Concepts & Strategies

- Learn research skills that will make your next paper an A!
- Learn how to evaluate information on the web
- Learn how to use RefWorks to create a bibliography

For more information contact: Doreen Bradley at dbradley@umich.edu

Struggling with a research paper?

Take **UC 174**

Digital Research: Critical Concepts & Strategies

- Learn how to write your next research paper more efficiently
- Learn how to evaluate information on the web
- Learn how to use RefWorks to create a bibliography

For more information contact: Doreen Bradley at dbradley@umich.edu

Faculty

- It was suggested that we create an informational flier to go out to the faculty, advisors, etc.

ARE YOUR STUDENTS STRUGGLING WITH THE RESEARCH PROCESS?

- The library offers credit courses for undergraduate students to enhance their research skills.

- In **UC 174: Digital Research: Critical Concepts and Strategies**, your students will learn:
  - Online search strategies and research tips
  - Critical evaluation of sources
  - Tools for creating bibliographies

- The course is offered Fall & Winter term for 7 weeks, 2 hours a week. Students can register on Wolverine Access.

Next Steps

- Social Media
- Student Workers
- Video for 270 course
- Focus Group for postcards?
- New emblem/icon for 174

Thank you!

- Dorothy Terry
  Dorothy.marie88@gmail.com