

Communicating the Value of EAST

EAST Members' Meeting
October 19, 2018

Patrick L. Carr

EAST Mellon grant co-PI; Associate University
Librarian for Collections & Discovery, UConn Library

We are taught to write as if our audience was a learned man of leisure, and we're taught to read like sous-chefs gutting a fish.

- Michael O'Malley, Professor of History at George Mason University, theaporetic.com/?p=5068



EAST

EASTERN ACADEMIC
SCHOLARS' TRUST

Membership Survey

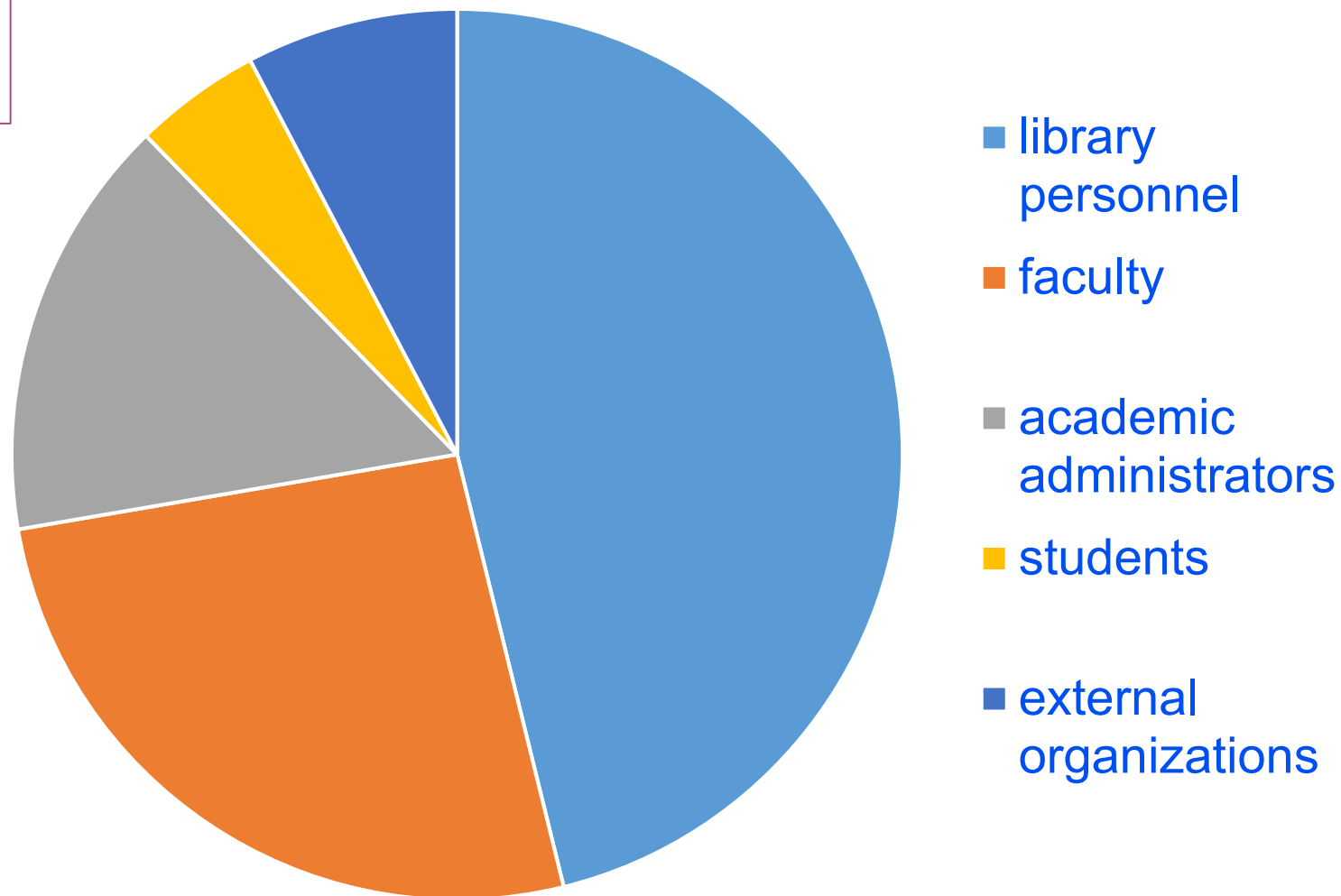
- **Who** are we communicating with?
- **How** are we communicating?
- **What** are we saying?



EAST

EASTERN ACADEMIC
SCHOLARS' TRUST

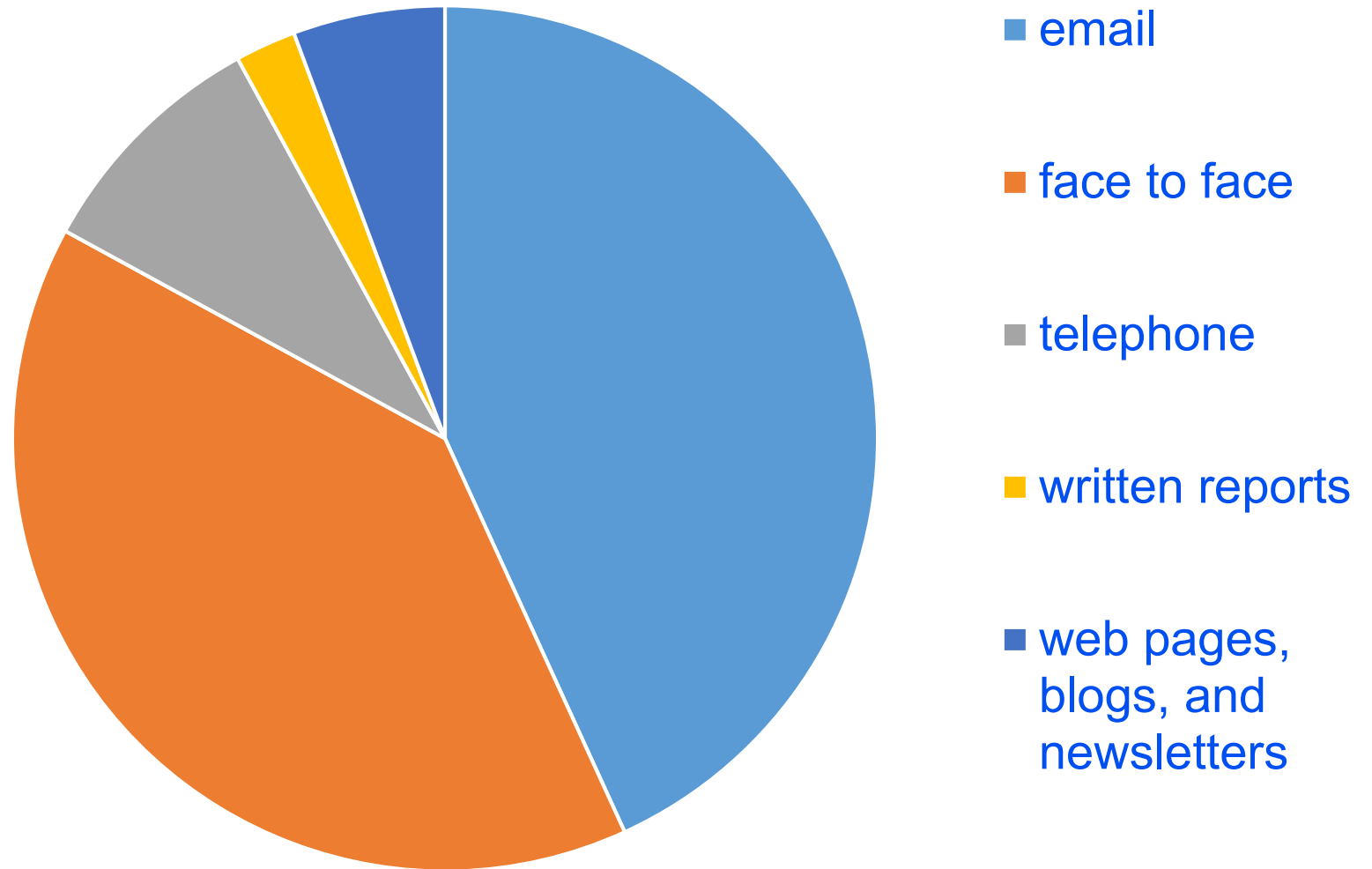
Who



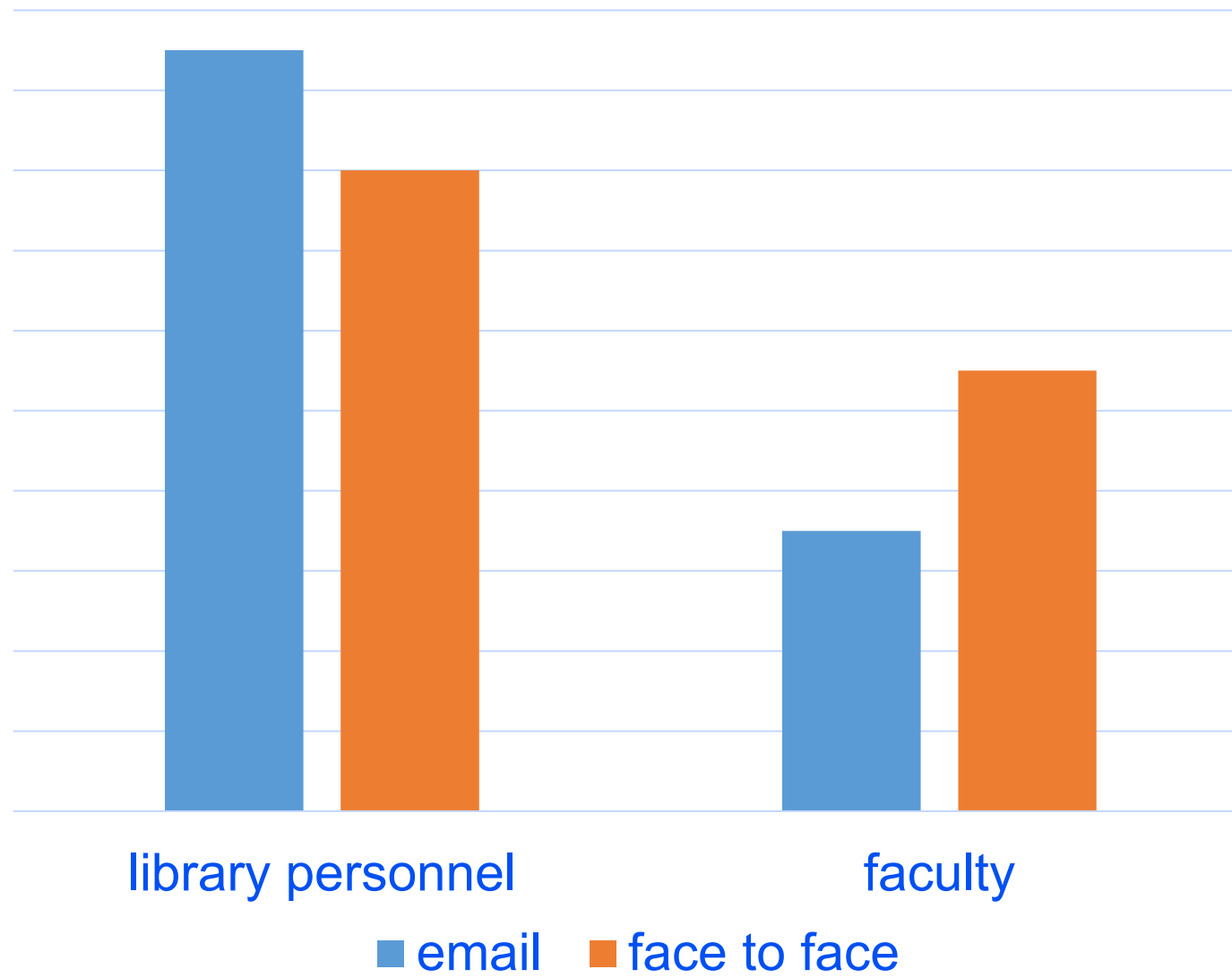
EAST

EASTERN ACADEMIC
SCHOLARS' TRUST

How



Who
+
How



EAST

EASTERN ACADEMIC
SCHOLARS' TRUST

What

- **Inside the library:** An emphasis on operations.
- **Outside the library:** An emphasis on stewardship and access.



EAST

EASTERN ACADEMIC
SCHOLARS' TRUST

Shared Print Summit: Communications Working Group

- **Goal:** To enable the development of compelling narratives around shared print.
- **Membership:**
 - Patrick Carr (EAST, UConn)
 - Galadriel Chilton, convener (Ivy Plus Libraries)
 - Tony Fonseca (Elms College)
 - Teri Koch (CI-CCI, Drake University)
 - Caitlin Tillman (Downsview, University of Toronto)

Narrative Matrix

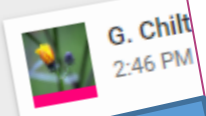
Audience	Most compelling mediums for storytelling	Kinds of storytellers they most trust	What is most important to them	Nightmares	Daydreams
University administrators					
Humanities faculty					
Social sciences faculty					
STEM faculty					
Students					
Library staff					
Consortia membership					
General public					
Very large research libraries					
Smaller (non-research) Libraries					

Library Collective Collection Wikipedia Article

Introduction

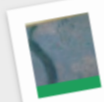
A **collective collection** (sometimes called a shared print collection or collaborative collection) is a strategic framework for the collaborative management of library collections (i.e. books, journals, scores, recordings, etc.). Through the framework, libraries work together to leverage **economies of scale** via shared facilities, systems, and staffing, in order to more efficiently and effectively steward and provide access to books, journals, and other library resources. While most collective collections will likely grow over time to include print and **digital formats**, as of 2018, collective shared print collections consist of print books, journals, and articles. Thus, this article outlines to analyze overlap among their holdings, divide responsibility for retention and sharing (often based on scarcity), and then agree to share holdings with each other (often through **interlibrary loan**). Libraries sign shared print agreements, which often outline the ownership, selection criteria, and environment (for **preservation**) of books and journals, as well as outline the methods for finding and sharing titles across a network of libraries, such as a **library consortium**.¹

Just as the **Google Books** project endeavor to offer access to millions of books online, cooperative collection efforts strive to provide access to print books and journals in the format



G. Chilt
2:46 PM

From [redacted] article and their only comment "shared print" a more common term. I do not a "collective coll laymen. That b bet some of th not "printed."



Patrick
4:53 PM

Reviewer 3 fee whole should b active voice: E librarians in co researchers th that the article Also, Reviewer the article, the continued em



What We're Learning

1. Non-librarians play a key role
2. Focus on expanding and guaranteeing access
3. Remember the audience
4. Avoid jargon
5. Establish realistic expectations and then meet or exceed them
6. Tell stories through unique and interesting collections



EAST

EASTERN ACADEMIC
SCHOLARS' TRUST

Thank you.

Patrick.L.Carr@uconn.edu



Education, Owl
graphics by Freepik,
Flaticon, CC BY 3.0 (via
Logo Maker)



EAST

EASTERN ACADEMIC
SCHOLARS' TRUST