Communicating the Value of EAST

EAST Members’ Meeting
October 19, 2018
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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
Membership Survey

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

- Email
- Face to face
- Telephone
- Written reports
- Web pages, blogs, and newsletters
Who

+ 

How

library personnel

faculty

email

face to face
What

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

<table>
<thead>
<tr>
<th>Audience</th>
<th>Most compelling mediums for storytelling</th>
<th>Kinds of storytellers they most trust</th>
<th>What is most important to them</th>
<th>Nightmares</th>
<th>Daydreams</th>
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<td>University administrators</td>
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<td>Humanities faculty</td>
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<td>Social sciences faculty</td>
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<td>STEM faculty</td>
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<td>Students</td>
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<td>Library staff</td>
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<tr>
<td>Consortia membership</td>
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<tr>
<td>General public</td>
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<td>Very large research libraries</td>
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<tr>
<td>Smaller (non-research) Libraries</td>
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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 consist of print books, journals, and articles. Thus, this article outlines the collective print collection model. Libraries in a particular geographic area or consortium partner 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.

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,
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
Thank you.

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