Model Behavior:
Engaging Students in the Promotion of Reference and Library Services

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10.21.2011

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The University of Vermont

The university is home to:

• 10,461 undergraduates
• 1,490 graduate students
• 452 medical students
• 1,316 full- and part-time faculty.
UVM Libraries

- Approximately 80 staff and 22 faculty.
- Bailey/Howe and Dana Medical Libraries.
- 9 faculty and staff members in the Bailey/Howe Information and Instruction Dept.
- Main campus library sees as many as 8,000 visits a day.
Traditional Marketing
Image Overload
“As younger people reveal their private lives on the Internet, the older generation looks on with alarm and misapprehension not seen since the early days of rock and roll. The future belongs to the uninhibited.”

Wardrobe Remix Group on Flickr
http://www.flickr.com/groups/wardrobe_remix/
Instagram
Viral Marketing
Task: promote Ask a Librarian services

- Face-to-face
- Telephone
- E-mail
- Instant Message
- Text
Guiding Principles: Student Centered

- Focus on Asking
- Use of student faces
- Users as collaborators
- Depict creativity & inquiry
Guiding Principles: Inclusive

The Libraries’ Top Models will be: expressive, diverse, creative, all shapes and sizes, funny, passionate (and a bunch of adjectives we haven’t thought of yet, because we’re waiting for you to show us).
Photo shoots

“I loved seeing the poses that other models being photographed before me were doing. There were a lot of creative students on campus. The atmosphere … was very light and playful, so it was lots of fun.”

“It was a great study break with friends and a stress reliever.”
Photo shoots

“Will a lot of people see these?”
Ask questions @ your library
http://library.uvm.edu/ask
Sign Up
It's free and always will be.

First Name:
Last Name:
Your Email:
Re-enter Email:
New Password:

I am: Select Sex:
Birthday: Month: Day: Year:

Why do I need to provide my birthday?

Create a Page for a celebrity, band or business.
UVM Libraries' Top Models

Information

Group Info
Name: UVM Libraries' Top Models
Type: Just for Fun - Facebook Classics
Description: For the expressive, diverse, creative, funny models in the UVM Libraries' "Ask" campaign. If you let us take your picture to promote our Ask-a-Librarian services (http://library.uvm.edu/guides/ask/) or want to learn about future photo sessions, we want you here.

Contact Info
Email: Selene.Colburn@uvm.edu
Website: http://library.uvm.edu/guides/ask/
State: VT

Photos
Displaying 4 of 28 photos.

Add Photos | See All

Videos
No one has uploaded any videos. Add Videos.
Look at these wonderful ASK models! fb.me/Ra3JyqkJ

14 Oct

UVM Student Government Association

Introducing...

Our newest ASK Models. See more photos from this week's photo shoot at: http://www.flickr.com/photos/uvmlibraries/sets/72157627762302345/

By: UVM Libraries
Photos: 11
Upload
More ways to get your photos online.

Multiple ways to upload your photos to Flickr—through the web, your mobile device, email or your favorite photo applications.

Discover
See what's going on in your world.

Keep up with your friends and share your stories with comments & notes. Add rich information like tags, locations & people.

Share
Your photos are everywhere you are.

Upload your photos once to Flickr, then easily and safely share them through Facebook, Twitter, email, blogs and more.
Photos taken in the summer and Fall of 2009 to support the UVM Libraries ASK Campaign.
library.uvm.edu/ask

227 photos | 869 views | Add a comment?

Items are from between 02 Jul 2009 & 20 Oct 2009.
ASK (Summer & Fall 2009)

Photos taken in the summer and Fall of 2009 to support the UVM Libraries ASK Campaign.
library.uvm.edu/ask

227 photos | 869 views

Comments on this set

Robin M. Katz says:
These look great!!! UVM Students are clearly super cool.
Posted 26 months ago. (permalink | delete)

Add your comment on this set

Want to format your comment?
PREVIEW OR POST COMMENT

Or, return to the set page.
Ask at the Dana Medical Library
Assessing the Ask Campaign

- Survey on model behaviors
- Reference desk survey
- Structured interviews
### Models’ Engagement with ASK Campaign

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saved picture</td>
<td>19%</td>
</tr>
<tr>
<td>Set picture as profile picture</td>
<td>19%</td>
</tr>
<tr>
<td>Given copies of bookmarks or postcards to friends</td>
<td>53%</td>
</tr>
<tr>
<td>Given copies of bookmarks or postcards to family</td>
<td>32%</td>
</tr>
<tr>
<td>Friends report seeing their picture as part of the campaign</td>
<td>64%</td>
</tr>
</tbody>
</table>
## Models’ Engagement with ASK Campaign & Services

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asked reference question in time at UVM</td>
<td>81%</td>
</tr>
<tr>
<td>Recommended ASK services to friend</td>
<td>59%</td>
</tr>
</tbody>
</table>
How Did Students Using Reference Services in Person Find Out About Service

<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>In Building &amp; Saw Desk</td>
<td>76%</td>
</tr>
<tr>
<td>Poster, Bookmark, or other ad</td>
<td>8%</td>
</tr>
<tr>
<td>Referred by professor</td>
<td>6%</td>
</tr>
<tr>
<td>Saw Information on Web Site</td>
<td>4%</td>
</tr>
<tr>
<td>Referred by Friend</td>
<td>3%</td>
</tr>
</tbody>
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Group Interview Findings

Success!

It was working the way we hoped:

“I think the campaign was good for getting a lot of people’s attention because it was this big event and this really cool exhibit and so it’s kind of like a buzzword now—ask. I definitely think it reached a lot of people, because they were your friends and you wanted to look at the posters.”
Group Interview Findings

Ask what and how?

“I think it’s relatable, because we can tell they’re students, but again, I feel that ask is very, very ambiguous. They’re supporting this thing about asking things, but I still don’t know what I’m supposed to be asking about.”

“I was wondering, why wouldn’t you just ask for help, as opposed to going to that website. What is it that you do at that website?”
Group Interview Findings

Unexpected good news

“It shows that everyone you’re going to school with in your community is involved and you can go there as a more family environment.”

“I think overall this campaign, if nothing else, possibly raised awareness about the library. It was the first time that I noticed the library actively reaching out to students.”
Ask questions @ your library
http://library.uvm.edu/ask

Your questions.
Your library.