

1. Do library users pick up the library brochure in your area?

*Not on a daily basis. Maybe one or two a week would be about right unless we have a slew of new users such as students, grad students or postdocs. We would then add the brochure to the packet of information they would get.

*Yes.

*N/A (not a public area)

* We actually do not have any of these brochures in Rauner at present. Folks who come here are more interested in what we have to offer and how to access it. And we are so specialized in what we do and how we do it.

*Library visitors sometimes pick up a brochure, especially if we offer it to them.

*Not very often

*Not that I have noticed

*Some do, though I usually see outside patrons pick them up, along with alumni

*Occasionally

2. Do you think that the library brochure is helpful to particular types of users (e.g., students, faculty, or staff) or at particular times or for particular purposes?

*Yes, when they first arrive at Dartmouth

*Yes.

*I think it would be/is a good resource for people (anyone) who is new to the library and wants to see what is available at a glance. Also good to have a portable document (not computer based) for those who still prefer to have paper notes for things like this.

* I do observe that it is sightseers who are likely to take the Rauner brochure. I often wonder what they're going to do with it. You know how people just pick things up because they are there.

* I give them out during grad student orientations and when people visit our library.

*The library brochure doesn't seem to be used by students, faculty, or staff, but it is used by visitors and prospective students and their families when they visit the music department.

*Jeff uses the library brochure and the Digital Library for Alumni brochure for Development purposes and for when he gives presentations. It's a great way to promote the library.

* I think that the library brochure is helpful for all users. I feel that it is important especially for new students. It gives good information on how to contact each individual library.

* Yes, good for people wanting a quick overview: casual visitors, first time users.

*I think it is very useful especially for those just becoming acquainted with the library system.

- *I really find the brochure useful for visitors to the library
- *Great for visitors, prospective students, first-year seminars, tours, new faculty

3. Does the brochure include information that users need? Too little? Too much? Obvious exclusions?

- *It is a good beginning brochure.
- *Ample.
- *Looks like enough info to get started, and once at a particular library users can get more info. But it does briefly explain the other resources and services available, and then users can get more complete information to use the resource if it is needed for their purpose
- *Sorry, can't answer this one. They are usually happy to get the brochure and stash it for reading later.
- *I think so. I think that it is just fine
- * This is always tricky because it depends on the user. I would say this is the appropriate information for people wanting basic information--the gist of what we do, but not very useful after that
- * I think it has balance, you can't put everything into one brochure, but this highlights many of our strengths.
- *Just about the right amount of information; less cluttered than the previous brochure

4. Would it be helpful to produce simple one-page inserts for various libraries and service points (which could be used alone or inserted inside the general brochure) or do you think that each library and service point should have its own brochure?

- *Yes - I rather lean toward each library having their own brochure. I think the individual libraries can feature the strengths of their collections and resources in this manner.
- *Yes however, I would also include the special areas much like the Evans Map Room and the Jones Media Center and Areas of Technology
- *If each library had their own brochure or insert that was at that library, that might be best (less waste probably for people picking up "everything" with no real need for it), but if the design of the brochures is the same or similar then they are a visual group, which people can identify easily esp. if they have seen the ones in other libraries.
- *Yes, I think this would be helpful.
- * I don't think that inserts are a good idea. They don't look very good and they are easy to lose. A general all libraries brochure is great for giving an overview and a little bit of info about each place, like hours open, very helpful. A service point brochure would be nice for people especially interested in a subject library. It would be nice to have both.
- *Each library should have its own brochure. I feel that each library has something special in their collection and that it should be highlighted in more detail in their own brochures. (ie: media room, music cd's)

- *Yes--I really like the one-page insert idea that Jones uses
- * yes, I think including a page in the existing brochure outweighs creating a different one.
- *I think that it might be nice to have single sheet inserts for the various branch libraries & special collections as well, to expand this kind public relations effort.
- *Inserts would be great! Easy to update and inexpensive. Perhaps make a series for services points in different colors?

5. Any comments about the library brochure(s) would be welcome.

- *Nice job!
- *I really like the layout and it looks good
 - *I think it looks good, though one suggestion: I think the photograph of the woman studying with the books in the background makes the text on that page particularly hard to read. Lots of lines of the books (narrow books) with lots of small type on top makes the page visually busy. One could put some percentage of solid color under all the text area which might even out the background and help the clarity.
 - *The brochure looks very snazzy! And the information looks helpful and complete.
 - * The images with computer photos are all of old computers. It doesn't matter that these old computers are actually still in use in the library. I think that for marketing/promotional purposes that these old computer images give an impression of out of date technology in our libraries.
 - *The campus map is useful. The pictures are nice, but maybe a picture of Baker full on, instead of just the tower, on the front page?
 - * The brochure looks great!
 - * The Library Hours part - I think the heading should read Library Hours (no "Do your best work after midnight?"). In the blurb under Library Hours, I think it should start with "Do your best work after midnight." It flows better... to me, at least. :-)
 - * Also... just curious... why are the libraries listed the way they are on the front of the brochure? Is it to accomodate the tower? Can you push the tower picture down a little more so that the weather vane isn't so cramped close to the text?
 - * I like it!
 - *It looks great as is, but either inserts or individual library brochures with a similar look would be welcomed.