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ERM Maintenance: Mapping, Maximizing and Marketing Multiple User Access Methods

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ERM Maintenance: Mapping, Maximizing and Marketing Multiple User Access Methods

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Electronic Resources Management Interest Group

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The Challenge

The UNF library added multiple user interfaces rapidly over a two year period creating a maze of resources

- Multiple user entry points to interfaces
- Single discovery system lacked some resources
- Some interfaces existed in silos
- Inconsistent routing back to library website
- Variety of metadata entry methods



The Questions

- How can we reduce silos and increase exposure to resources?
- Can we improve our customer journey?
- Can we use our interfaces to increase library relevance and impact?
- Multiple ERM workflows: Who does what?
- What can we stop doing?
- What should we start doing?

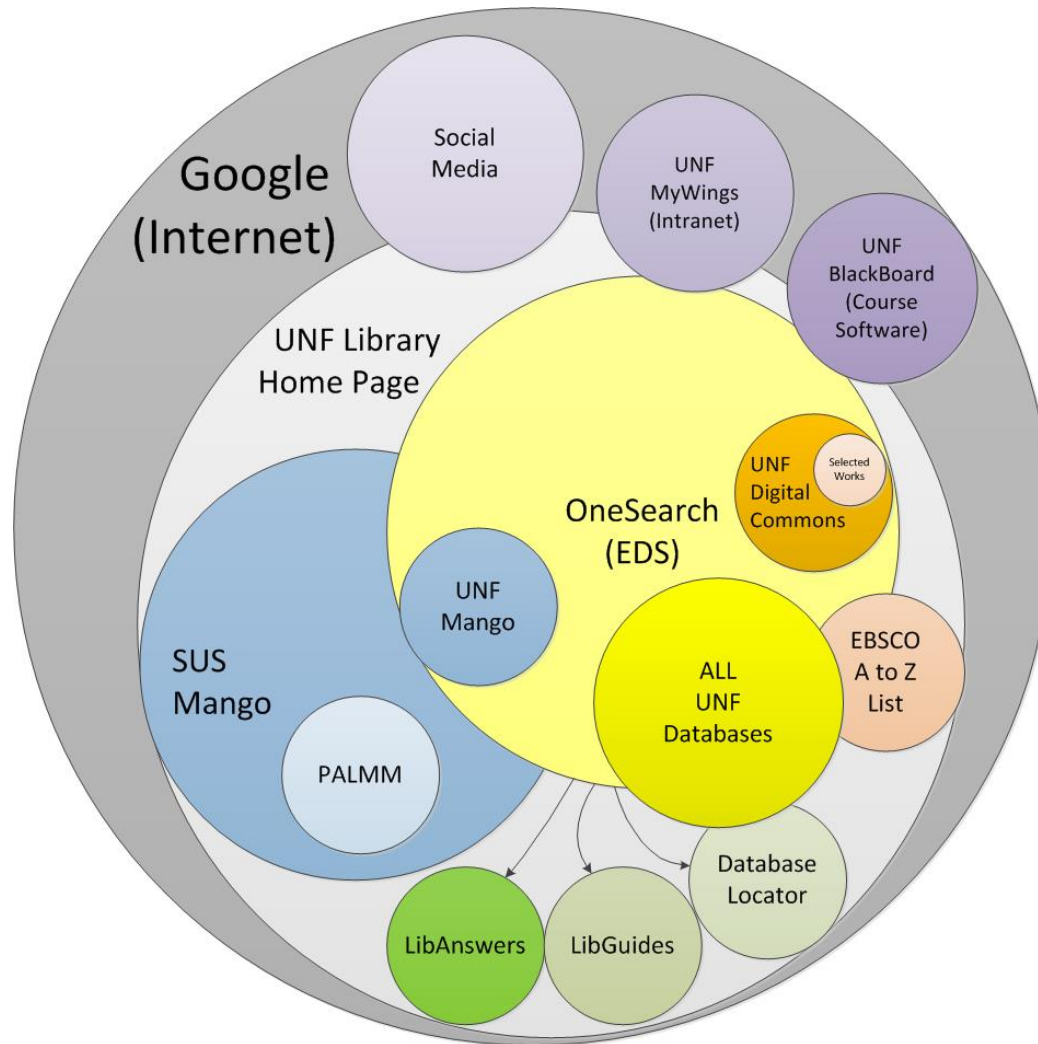


User Interfaces For Library Resources

- [UNF Mango](#) – UNF classic catalog interface
- [SUS Mango](#) – All state university libraries catalog interface
- [PALMM](#) – All state university digitized Florida materials
- [UNF Digital Commons](#) – UNF digital repository
- [UNF Selected Works](#) – UNF faculty pages
- [OneSearch](#) – EBSCO Discovery System (EDS)
- [EBSCO A to Z](#) – List of electronic journal and book titles
- [Library Website](#) (Ektron CMS)
- [Database Locator](#) – Library website full list of databases
- [LibGuides](#)
- [LibAnswers](#)
- [Social Media](#) (Facebook, Pinterest, YouTube)



Maze of UNF Interfaces



Analyzing the Maze of Interfaces

For each interface, ask:

- What is the source of the metadata?
- What resources does it include?
- What does it *not* include?
- What *should* it include?
- Where can it be accessed?
- Where can it *not* be accessed?
- Where *should* it be accessed?
- Where else does it point?
- Where does it *not* point?
- Where *should* it point?





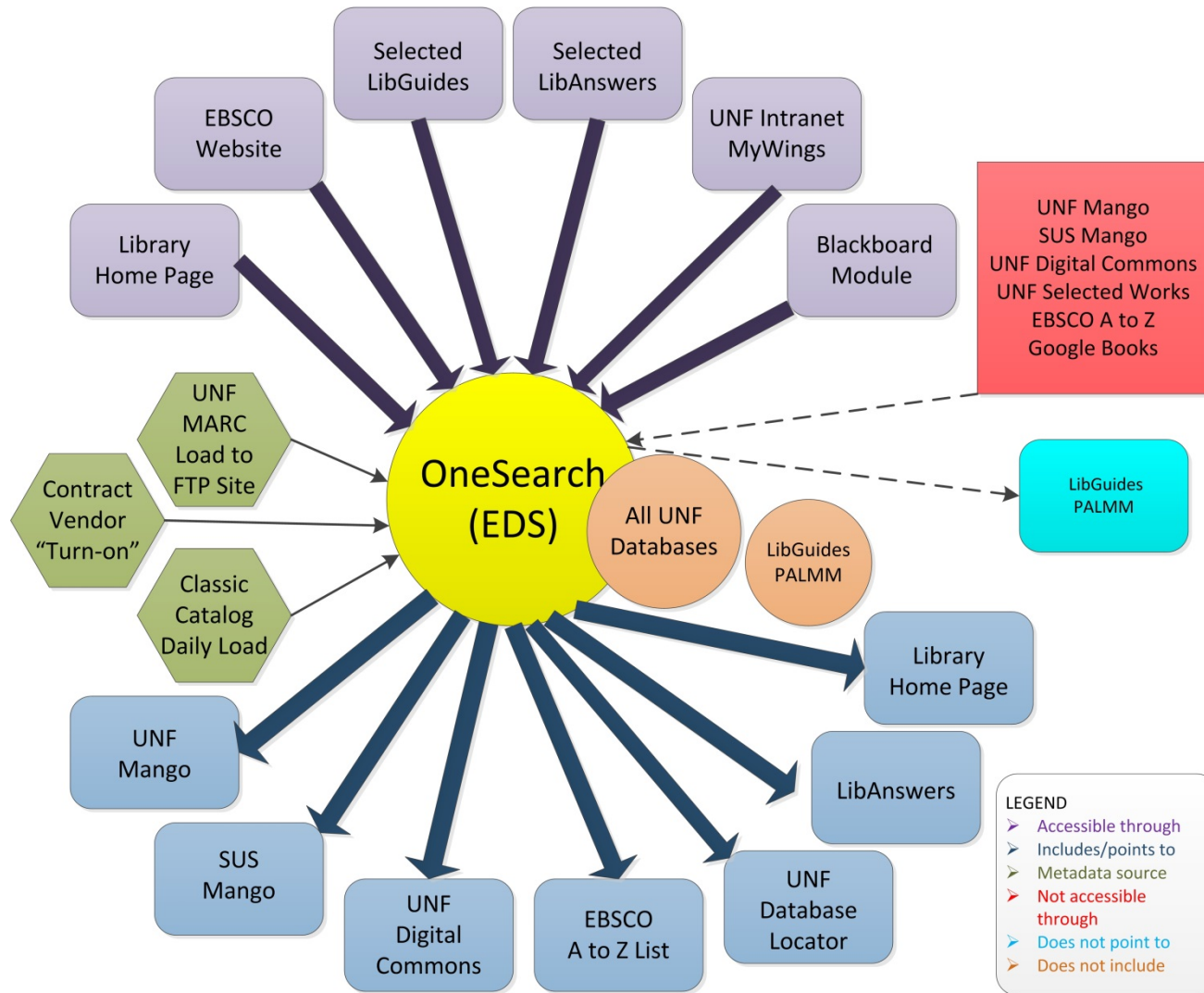
Maze of Interfaces—UNF OneSearch (EDS)

- UNF OneSearch (EDS) can be accessed through
 - Library home page
 - EBSCO website
 - Selected LibGuides (no direct link)
 - LibAnswers (via search, no direct link)
 - Search box in MyWings (UNF Intranet)
 - Blackboard widget
- UNF OneSearch (EDS) *cannot* be accessed through
 - UNF or SUS Mango
 - UNF Digital Commons
 - UNF Selected Works
 - EBSCO A to Z
 - Google Books “find it in a library”
- UNF OneSearch (EDS) *does not* include ALL library databases and electronic resources

Maze of Interfaces—UNF OneSearch (EDS)

- UNF OneSearch (EDS) includes or points to
 - UNF Library website home page
 - UNF and SUS Mango
 - UNF Digital Commons
 - EBSCO A to Z List
 - UNF Database locator (complete list of databases)
 - LibAnswers
- UNF OneSearch (EDS) does *not* point to
 - LibGuides
 - PALMM
- UNF OneSearch (EDS) metadata comes from
 - UNF direct MARC record loads
 - Contracts with vendors “turned on” in EDS
 - UNF traditional catalog daily MARC record loads

Maze of Interfaces—UNF OneSearch (EDS)





Maze of Interfaces—UNF Mango

- UNF Mango (classic online catalog) can be accessed through
 - Library website Research Tools (not home page)
 - OneSearch (EDS)
 - SUS Mango
 - Google “Find it in a library”
- UNF Mango *cannot* be accessed through
 - Database locator
 - EBSCO A to Z list
 - LibGuides/LibAnswers
 - UNF Digital Commons/Selected Works
- UNF Mango metadata comes from
 - OCLC MARC record loads
 - Other university library records in shared catalog
 - Batch vendor record loads

Maze of Interfaces—UNF Mango

- UNF Mango includes or points to
 - EBSCO A to Z List
 - Hathi Trust API (links to print titles owned by UNF)
 - PALMM
 - SUS Mango
 - UNF Database Locator
 - UNF Library website home page
- UNF Mango does *not* point to
 - OneSearch (EDS)
 - UNF Digital Commons/Selected Works
 - LibGuides or LibAnswers
- UNF Mango does *not* include
 - Most UNF e-book packages, e-journals, or articles

Maze of Interfaces—UNF Mango





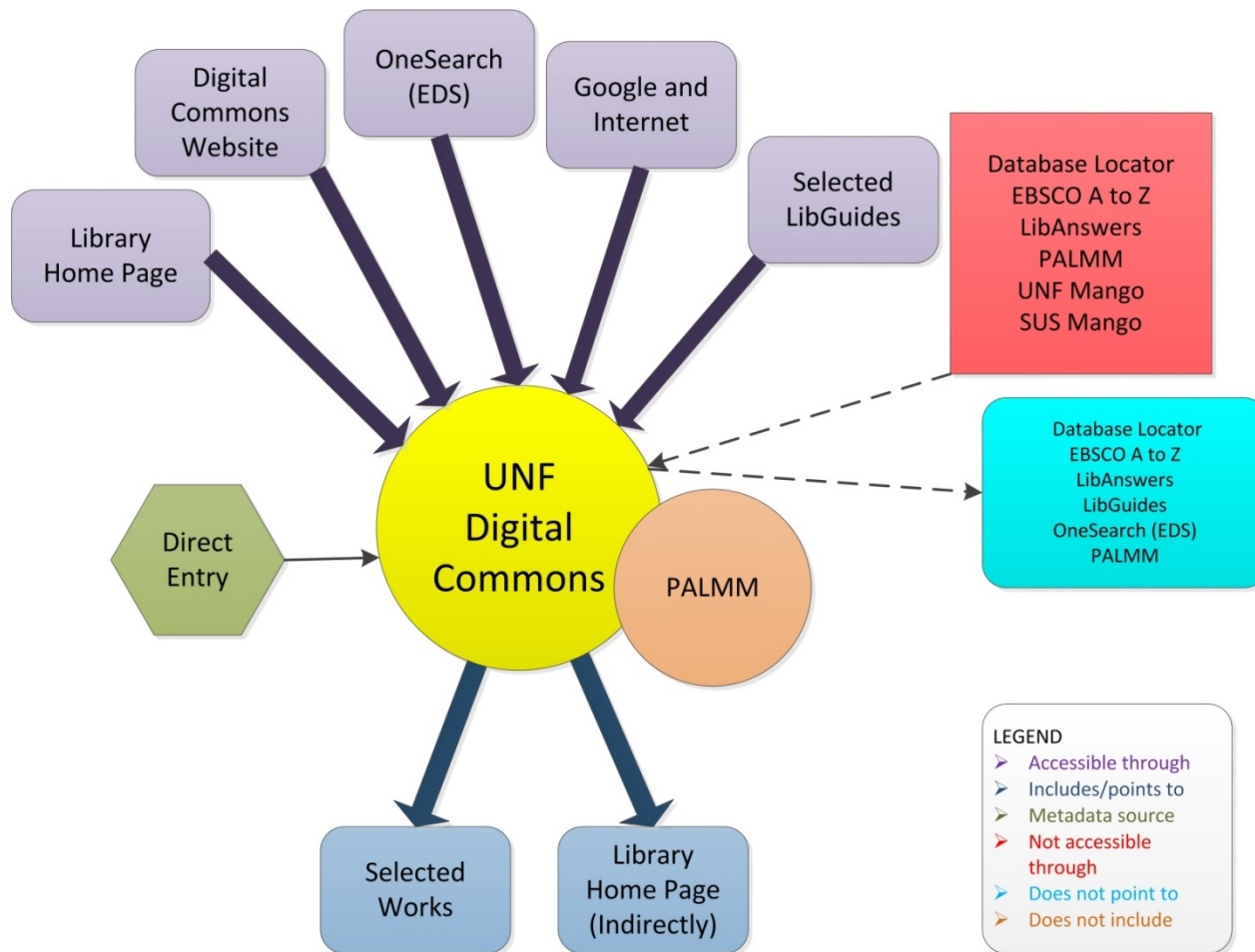
Maze of Interfaces—UNF Digital Commons

- UNF Digital Commons can be accessed through
 - Digital Commons website
 - Google and other internet search engines
 - Library website home page
 - OneSearch (EDS)[includes Digital Commons materials]
 - Selected LibGuides
- UNF Digital Commons *cannot* be accessed through
 - Database Locator
 - EBSCO A to Z
 - LibAnswers
 - PALMM (only selected Florida materials)
 - UNF or SUS Mango

Maze of Interfaces—UNF Digital Commons

- UNF Digital Commons includes or points to
 - Selected works
 - Indirect subordinate page link to Library home page
- UNF Digital Commons does *not* include or point to
 - Database Locator
 - EBSCO A to Z
 - LibAnswers
 - LibGuides
 - PALMM
 - UNF OneSearch
- Metadata comes from direct entry

Maze of Interfaces—UNF Digital Commons

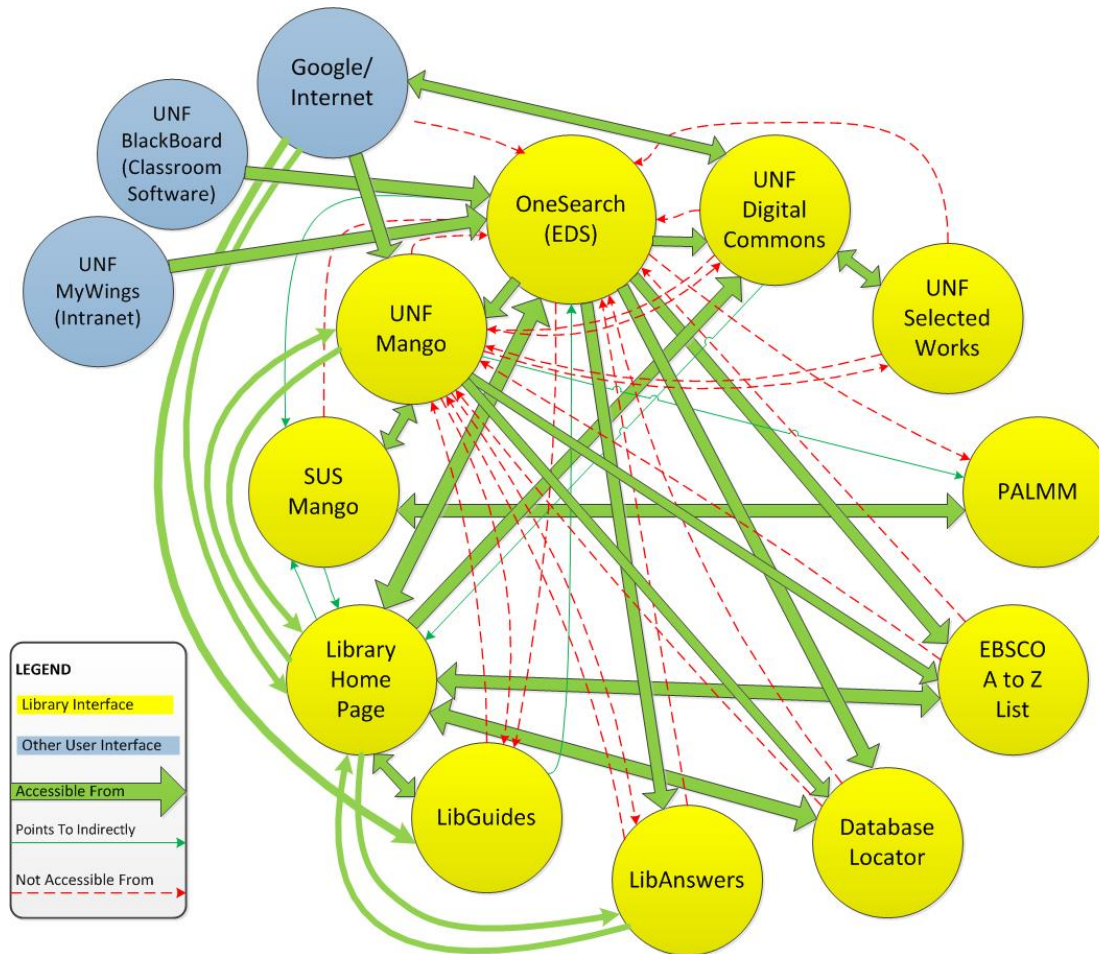


Customer Journey



- How does the user get to a library interface?
- Does the user know they are using a library resource?
- Can the user get back to the starting point?
- Can the user get to other library interfaces?
- Can the user get help from a librarian?
- Can the user get to the library home page?

UNF Customer Journey





Library Relevance and Marketing

*Food for
thought (and
more research)*



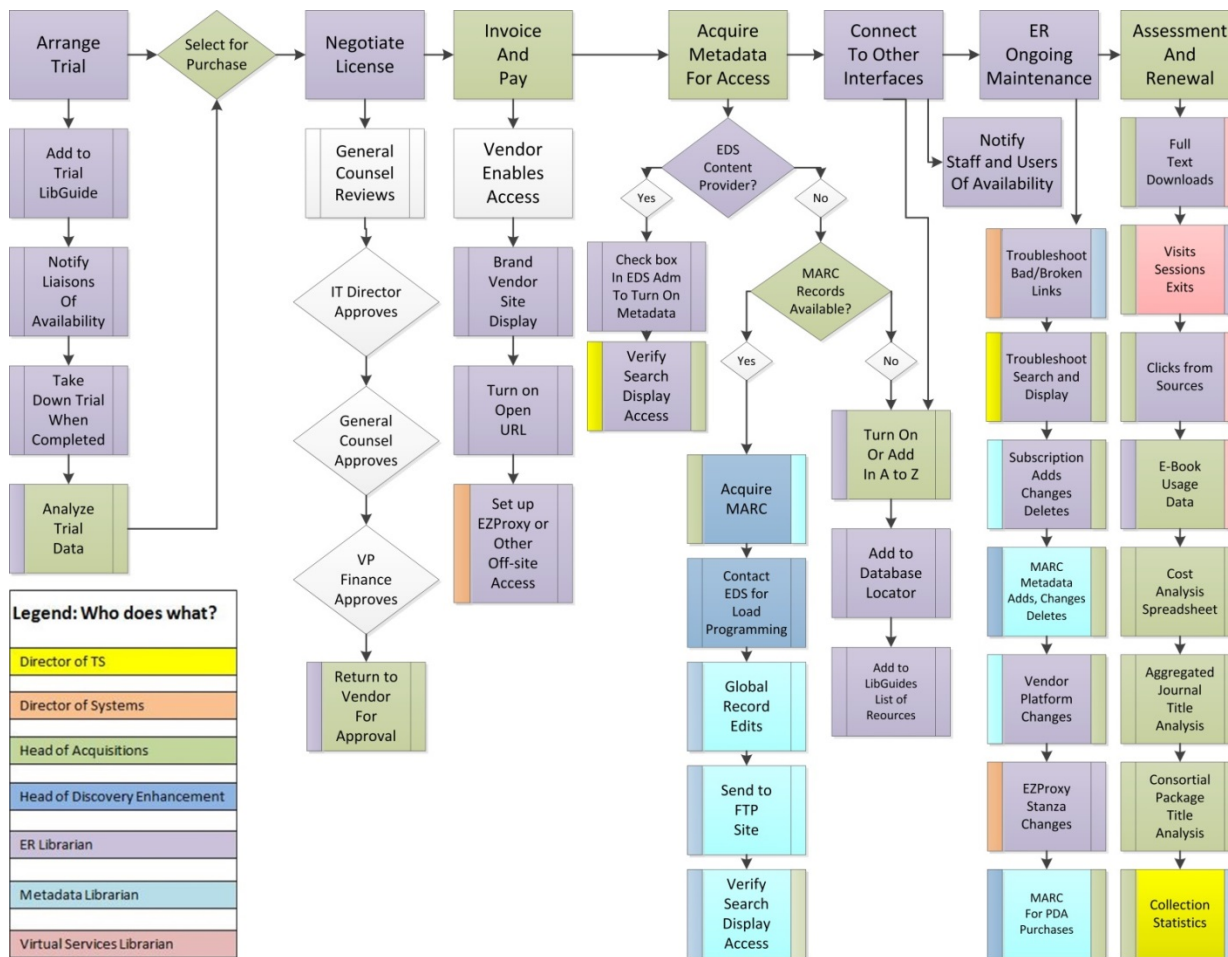
- Can we optimize our visibility by pointing to the Library home page from our interfaces?
- Can we increase our relevance by connecting to our LibGuides and LibAnswers from our interfaces?
- Can we market our resources by maximizing access from outside interfaces like Google?
- Can we maximize our impact by embedding in university interfaces?



Workflows: Who is Responsible for What?

- Arrange database trials
- Select resources for purchase
- Licensing/vendor contract
- Invoice/payment
- Set up EZProxy or other authentication method
- Acquire metadata (MARC load or “turn on” in discovery system)
- Vendor site: brand display, set up open URL
- Link in other user interfaces (Database Locator, A to Z, etc.)
- Test accessibility
- Notify library staff and users of availability
- Track usage data
- Troubleshoot link, display, and search problems
- Update subscription adds, changes, deletes, platform changes
- Analyze usage data for renewal decisions

Workflows: Who is Responsible for What?





Workflows: Redundancy

Duplication of ER Maintenance tasks occurs in three major categories:

- Verification of access
- Troubleshooting
- Adds, changes, deletes



Workflows: Challenges and Lessons

- Collection statistics are constantly evolving.
- Collection analysis is time intensive.
- Duplication of tasks is natural.
- Public services staff confused by complexity.
- Internal library communication is key.



Recommendations

- Use a team approach to ERM problem-solving.
- Clarify ERM work assignments and communicate these to public services staff so they know where to report issues.
- Be intentional about improving the customer journey.
- Give users clear paths to report access, display and search issues.
- Use interfaces for library marketing. Make sure every interface points back to the library home page and ways to get help from librarians.
- Reduce information silos wherever possible.
- Deduplicate ERM workflows.
- Ask for help: more staff to handle additional tasks and help from public services staff to verify search, display and access.

Questions and Discussion

Please feel free to share your insights and potential solutions to electronic resource maintenance and marketing opportunities.

- Contact information:

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