July 14 2011

Building Support for Your Transportation Library with Effective Promotional Strategies: A Case Study of the Illinois DOT Library

Diana Sternitzke, Quality & Document Management Services Section Chief, and Karen Perrin, Technical Reference Librarian
(both of the Illinois Department of Transportation)

BUILDING SUPPORT FOR YOUR TRANSPORTATION LIBRARY WITH EFFECTIVE PROMOTIONAL STRATEGIES: A CASE STUDY OF THE ILLINOIS DOT LIBRARY

Transportation Librarians Roundtable
July 14th, 2011

Policy and Research Center Library
Illinois Department of Transportation

Diana Sternitzke, Quality & Document Management Services Section Chief

(duties include: records management, document/forms management, print shop, mail services, library, policy administration and distribution, etc.)

Karen Perrin, Technical Reference Librarian, Policy & Research Center Library

(duties include: research services, interlibrary loan, cataloging, document deposit with State Library, archiving of IDOT publications, agency professional memberships management, networking activities, collection development, educational outreach, etc.)

Introduction

- The IDOT PRC Library, originally named the IDOT Technical Reference Library, was developed in 1965 as a small collection of books, trade magazines and research reports which had accumulated over the years in various offices of the Division of Highways and were relocated into a centralized library.
- Currently the collection contains over 12,000 books, CDs, DVDs, and other audiovisual items, in addition to 200 journal/periodical subscriptions and 10,000 NTIS microfiche reports.
- In February 2004, the IDOT Library was closed with the retirement of the former Librarian (Gisela Motzkus) and was not reopened with a new Librarian (Karen Perrin) until October 2007.
- **July 2008** monthly stats: Reference = **10**, Circulation = **18**, ILL loans/borrows = **23**, Cataloging = **14**, Memberships = **6**
- **June 2011** monthly stats: Reference = **23**, Circulation = **588**, ILL loans/borrows = **41**, Cataloging = **114**, Memberships = **15**
- Statistics indicate a steady increase in library usage, and special projects outside the library have increased as well

Overview / History

- monthly library e-newsletter sent to all IDOT employees
- table of contents alerts (in place of journal routing)
- outreach presentations / collaboration with IL State Library (promotion of electronic resources)
- annual open house and IDOT author display
- PRC Library site on InsideIDOT intranet (SharePoint)
- electronic bibliographies of library resources (display in the lobby)
- PE / SE exam resources
- clearinghouse for agency professional memberships
- intraoffice collaboration including partnering with Research Dept., Chief Counsel, Bridge Dept. (library), and Design/Environment (standards)
- customer service – be fast, provide more than is asked for, never let anyone leave empty-handed (within reason)
- socialize with internal customers, attend events and training to stay current with topics, have elevator speech ready

Library Promotional Activities

- Previous communication technique = post announcements to IDOT intranet; also sent out hard copy flyers each month to all the Bureaus and each district office
- Above techniques did not yield good feedback
- Requested permission from IT to send out an e-newsletter via email to all IDOT employees
- From the beginning, the e-newsletter has generated tremendous feedback and requests from users (esp. the districts)
- Key is to have newsletter open up directly, the less clicking to reach content the better, have been using Publisher, looking into using InDesign

Monthly library e-newsletter

June 2011 E-Newsletter

Illinois Department of Transportation
Policy & Research Center Library

Serving IDOT employees since 1965!

June 2011

Library Site
Search Collection
Online Journals
Reference
Memberships
Document Deposit
Policy Documents
Newspapers

USA.GOV MOBILE APPS

The federal government has created several free applications for iPhone, Android and Blackberry mobile phone users.

Alternative Fuel Locator | FEMA Mobile | Recovery.gov | Library of Congress | Fuel Economy.gov | EPA Mobile

To learn more and view all the apps currently available, visit http://apps.usa.gov/.

JOURNAL OF THE MONTH

Geotechnical News serves as an informative and reliable communications tool for issues of interest to the geotechnical profession: including; computing, groundwater, instrumentation, grouting, and waste geotechniques.

To subscribe to the Table of Content alert for *Geotechnical News*, click here.

What is a Table of Content alert?

For a complete list, visit the PRC Library Periodicals page on InsideIDOT.

NEW LINKS ON PRC LIBRARY SITE

Two new links are available on the PRC Library site on InsideIDOT!

Professional Practice of Internal Auditing. This link is located under the "Standards & Specifications" section and takes users directly to the Institute of Internal Auditors page for the International Standards for the Professional Practice of Internal Auditing .

Illinois County Locator by City. This link is located in the "Maps" section and takes users to a website identifying the Illinois county for a specified city. Simply type the name of the city in the box and click on "Search".

LIBRARY RECENT ACQUISITIONS

- 345 Solved Seismic Design Problems, 3rd ed. (PPI) 2009
- Advancing Metropolitan Planning for Operations: An Objectives-Driven, Performance-Based Approach (U.S. DOT/FHWA) 2010
- Assessing Indirect Effects and Cumulative Impacts under NEPA (AASHTO) 2011
- Common Airport Pavement Maintenance Practices (TRB) 2011
- Concrete Design for the Civil and Structural PE Exams 1st ed. (PPI) 2008
- GAAP for Governments: Interpretation and Application of Generally Accepted Accounting Principles for State and Local Governments (Wiley) 2011
- Geology of Illinois (Illinois State Geological Survey) 2010
- Guide for Assessing Community Emergency Response Needs and Capabilities for Hazardous Materials Release (TRB) 2011
- Highway Capacity Manual (TRB) 2010
- Illinois Supplement to the National Manual on Uniform Traffic Control Devices (IDOT) 2011
- Implementing Race-Neutral Measures in State Disadvantaged Business Enterprise Programs (TRB) 2011
- LRFD Metal Loss and Service-Life Strength Reduction Factors for Metal-Reinforced Systems (TRB) 2011
- Manual of Test Procedures for Materials (IDOT) April 2011 Update
- Masonry Designers' Guide (Masonry Society) 2010
- Microsoft Office 2007 Bible: Access, Excel, PowerPoint and Word 2007 (Wiley) 2007
- Public Transportation: Federal Role in Value Capture Strategies for Transit is Limited, but Additional Guidance Could Help Clarify Policy (U.S. GAO) 2010
- Strategies to Attract and Retain a Capable Transportation Workforce (TRB) 2011
- Structural Engineering Reference Manual (PPI) 2011
- Ultra-High Performance Concrete (U.S. DOT/FHWA) 2011

For a complete list, please visit the PRC Library Recent Acquisitions page on InsideIDOT.
To borrow Library material, contact Karen Perrin, Technical Reference Librarian.

AMERICAN SOCIETY OF CIVIL ENGINEERS (ASCE) JOURNALS

Founded in 1852, the American Society of Civil Engineers (ASCE) represents more than 144,000 civil engineers worldwide and is America's oldest national engineering society. ASCE publishes 33 journals—more than 7,000 papers-of civil engineering research and practice per year. All 33 journals are available through the Library.

1. International Journal of Geomechanics
2. Journal of Aerospace Engineering
3. Journal of Architectural Engineering
4. Journal of Bridge Engineering
5. Journal of Cold Regions Engineering
6. Journal of Composites for Construction
7. Journal of Computing in Civil Engineering
8. Journal of Construction Engineering and Management
9. Journal of Energy Engineering
10. Journal of Engineering Mechanics
11. Journal of Environmental Engineering
12. Journal of Geotechnical and Geoenvironmental Engineering
13. Journal of Hazardous, Toxic, and Radioactive Waste
14. Journal of Hydraulic Engineering
15. Journal of Hydrologic Engineering
16. Journal of Infrastructure Systems
17. Journal of Irrigation and Drainage Engineering
18. Journal of Legal Affairs and Dispute Resolution in Engineering and Construction
19. Journal of Management in Engineering
20. Journal of Materials in Civil Engineering
21. Journal of Nanomechanics and Micromechanics
22. Journal of Performance of Constructed Facilities
23. Journal of Pipeline Systems Engineering and Practice
24. Journal of Professional Issues in Engineering Education and Practice
25. Journal of Structural Engineering
26. Journal of Surveying Engineering
27. Journal of Transportation Engineering
28. Journal of Urban Planning and Development
29. Journal of Wat[illegible] Management
30. Journal of Waterway, Port, Coastal, and Ocean Engineering
31. Leadership and Management in Engineering
32. Natural Hazards Review
33. Practice Periodical on Structural Design and Construction

http://ascelibrary.org/teo/

June 2011 E-Newsletter

3 WAYS TO FIND OUT ABOUT NEW ASCE JOURNAL ARTICLES

IDOT TOC ALERT

To set an IDOT Table of Content Alert, email a list of journal titles to:

DOT.PolicyResearchCenter@illinois.gov

Subscribers will receive an email containing the table of contents for each new ASCE journal published.

ASCE RSS FEED

To set an RSS (Really Simple Syndication) feed go to:

RSS Feeds for ASCE Library

By setting an RSS Feed you will have titles, authors, and citation data for newly published articles delivered directly to your desktop.

ASCE EMAIL ALERT

To set an ASCE Table of Contents Alert Email for ASCE Journals, go to:

E-mail Alerting Service

By subscribing to this alert, you will receive an email containing the table of contents for each new ASCE journal published.

ICT eNEWSLETTER: SPRING 2011

The Illinois Center for Transportation at the University of Illinois at Urbana-Champaign has released the latest edition of its quarterly e-newsletter highlighting the center's activities. [More]

MASTERS OF INFORMATION

In today's ever-expanding universe of knowledge, transportation libraries can help researchers find what they need to make sound decisions.

To learn more about the transportation librarian's role , read the full article in the May/June 2011 Public Roads magazine by Jennifer Boteler, reference librarian at the FHWA Research Library.

SAFETY IMPACTS OF HIGHWAY SHOULDER ATTRIBUTES IN ILLINOIS

The University of Illinois at Urbana-Champaign's Illinois Center for Transportation released a report that provides an analysis of safety impacts of shoulder attributes using data related to Illinois state-maintained highways from the years 2000 to 2006. [More]

WALL STREET JOURNAL SPECIAL REPORT

The Wall Street Journal (May 2011) has compiled a collection of transportation related articles titled "Tomorrow's Transport" which covers topics including freight, rail, air travel, transit, electric cars, monorail and much more.

LIBRARY CONTACTS

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Lauren Schaubhut
Library Intern

Laura Wise
Library Support

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- Previous technique = routing of periodical issues via interoffice mail (one user at a time, cross name off, forward on process)
- Above technique meant most users not receiving timely info and hard copy out of library (current location unknown) for long periods of time
- Contacted all employees on routing lists and set them up with table of contents alerts instead
- Created email template "distribution lists" using Outlook
- T.O.C. alerts set up for resources available through the IL State Library as well
- OK to set up alerts for resources not owned or available in full text, just put info at top of email alert explaining how articles are obtainable via ILL

Table of contents email alerts

Table of Contents Distribution E-mail Template

Geotechnical News - Message (Rich Text)

Message | Insert | Options | Format Text

Paste | Cut | Copy | Format Painter | Clipboard | Calibri (Bo | 11 | Basic Text | Address Book | Check Names | Names | Attach File | Attach Item | Business Card | Calendar | Signature | Include | Follow Up | Options | Spelling | Proofing

Send

To...

Cc...

Bcc... Wahab, Riyad M; Camacho, Luis F; Speicher, David A; Robinson, Stephen A; Lackey, Scott A; Conte, John; Guthrie, Paul S; Pearman-Green, Veniecy; Kramer, William M; Hessing, Bradly L; Schmuck, Kurt W; Tuck, Samuel; Moberly, Richard G

Subject: Geotechnical News

The table of contents for the June 2011 issue of ***Geotechnical News*** is now available (click on hyperlink for electronic copy).

To obtain a copy of specific articles, please provide the title of the article/s and their respective page numbers to the IDOT PRC Library.

If you prefer to view the hardcopy please visit the PRC Library in Room 320 of the Hanley Building.

For a complete list of all free and paid subscriptions available through the Library please review the Periodicals page on InsideIDOT.

This service is provided by the Illinois Department of Transportation's Policy & Research Center Library. To unsubscribe, click here.

Electronic Table of Contents Alert

Advertising Age Table of Contents - Message (HTML)

Message

Reply | Reply to All | Forward | Delete | Move to Folder | Create Rule | Other Actions | Block Sender | Safe Lists | Not Junk | Categorize | Follow Up | Mark as Unread | Find | Related | Select

Respond | Actions | Junk E-mail | Options | Find

From: epalerts@epnet.com
To: DOT.Policy & ResearchCenter
Cc:
Subject: Advertising Age Table of Contents
Sent: Thu 7/14/2011 10:09 AM

EBSCO*host* Alert Notification

To: DOT.PolicyResearchCenter@illinois.gov
Subject: Advertising Age Table of Contents

A new issue of *"Advertising Age" on 2011-04-06 01:52 PM* is available. The Alert was run on the Academic Search Premier database.

Note: The links include all articles in this issue added to the database and may not contain every item in the published issue.

Alert Run Date: 07/14/2011 11:09:13 87
Alert Name: "Advertising Age" on 2011-04-06 01:52 PM
Database: Academic Search Premier

RSS Feed:http://rss.ebscohost.com/AlertSyndicationService/Syndication.asmx/GetFeed?guid=2866229

Record	Results
1.	MARKETERS: BEWARE THE COUPON MOM. (cover story)Advertising Age, 7/11/2011, Vol. 82 Issue 27, p1-13, 4p; Abstract: The article considers the use of coupons while shopping by women consumers. Gina Lincicum, a housewife and mother in Virginia, is presented as an example of a so-called enthusiast, the women consumers who use coupons extensively and comprise a large percentage of coupon redemptions. Lincicum displays extensive knowledge of corporate marketing techniques as she goes food shopping in a supermarket, achieving considerable savings through her coupon use. INSET: HOW TO FILL YOUR PANTRY FOR PENNIES? YEP, THERE'S A CLASS FOR THA.; (*AN 62548926*) http://ezproxy.ilsos.net:2048/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=aph&AN=62548926&site=ehost-live&scope=site

- In past year have greatly increased collaboration with IL State Library
- ISL representatives have come to IDOT and presented workshops on services and resources available
- In past year, over 500 IDOT employees have signed up for ISL library cards, this is not total employees signed up, this is number of new requests alone
- Share high points about news from ISL in our IDOT library e-newsletter
- If ISL is perceived as useful, overall positive attitude about libraries increases, more likely to use IDOT library as well

Outreach for the IL State Library

Illinois State Library Gateway to Electronic Resources

CYBERDRIVEILLINOIS

JESSE WHITE
SECRETARY OF STATE
AND STATE LIBRARIAN

REFERENCE SERVICES | SEARCH LIBRARY CATALOG | A-Z INDEX TO DATABASES | CONTACT

Illinois State Library Home > Departments > Library > What We Have > Gateway to Electronic Resources

Ask the Illinois State Library

E-Journal Finder

Electronic Journals Collections

E-Resource News

Illinois Digital Archives

Map Collection

Mobile Access for Databases

Remote Access Databases
*State Employees Only

State Legislative Information

Search the State Library's Website
Enter search terms below:
Search

Gale Virtual Reference Library

Find Books and other Library Materials

--Select One-- GO

Search for Magazine and Newspaper Articles

--Select a Database-- GO

Browse Research Databases by Subject Area

--Browse by Subject Area-- GO

Library Catalog Quick Search

All Fields Find

Advanced Search | Classic Search

Browse Alphabetical List of Research Databases:

A | B | C | D | E | F | G | H | I | L | M | N | O | P | R | S | T | U | W | Z

Illinois State Library Home Page

- Open house held during National Library week every year
- Includes display of published works by IDOT employees, personal or work-related
- Serve refreshments!!
- Meet and greet, don’t be afraid to be a little pushy (in a nice way), discuss services
- Have business card and library brochure ready to hand out (put them into anyone’s hand that will take them☺)
- Personally invite management

Annual open house and IDOT author display

National Library Week Open House and IDOT Author Display

- Make access to your library site a front page item, will need IT support or support of management
- On the front page of our intranet, we have a stack of books icon with the PRC Library label underneath for easy recognition
- Some of this information is available elsewhere, but IDOT employees have expressed positive feedback about having all the useful info in one-stop
- We use SharePoint for our intranet

PRC Library site on InsideIDOT

Intranet PRC Library Page

Policy & Research Center Library

"Information only has value if it's accessible"

The Policy & Research Center (PRC) is comprised of several different yet related service areas located throughout the Hanley Building functioning together as a cohesive team. To learn more about the composition of the Policy & Research Center and who to contact with questions, view the Meet the Policy & Research Center Team document.

ASSOCIATIONS & MEMBERSHIPS

- Associations & Memberships
- Committee Policy
- Committee Charter Template
- Membership Policy

DIRECTORIES

- Illinois Dept. of Transportation
- Illinois State Representatives
- Illinois State Senate
- Illinois Unified Certification Program (DBE)
- Operations Headquarters
- Subject Directory
- Special Interest Groups
- State of Illinois
- U.S. Congress
- U.S. Senate
- USPS Zip Code

DOCUMENT DEPOSIT

- Document Deposit Policy
- Deposit a Document
- Document Deposit Training

DOCUMENT MANAGEMENT

- Document Management Program
- Document Management Manual
- Document Management Committee

FORMS

- Forms Management Program
- Form Change Announcements
- Forms Master List
- Forms Management Committee
- Document Management Manual
- Contact IDOT Forms Support

HISTORY OF IDOT

- Secretaries of Transportation

LABOR AGREEMENTS

- Active
- Archive

LIBRARY

- Ask the Librarian
- Bibliographies
- Library Copy/Loan Request
- Library Usage Policy
- Network Libraries
- PRC Library Announcements
- Recent Library Acquisitions
- Search Library Collection
- Search Tutorial

LEGAL

- Code of Federal Regulations
- Illinois Administrative Code (JCAR)
- Illinois Compiled Statutes
- Westlaw Online Legal Research Service

MAPS

- Average Daily Traffic
- City and County
- Congressional
- Illinois County Locator by City
- Interactive Illinois
- Districts of IDOT
- Driving Directions (MapQuest)
- Gary, Chicago, Milwaukee Corridor Transportation Information
- Gateway Guide
- Legislative
- Other State Highway Maps
- Region and District Boundaries
- Request a Map
- State of Illinois Highway

MARKETING MATERIAL

- Brochures & Pamphlets
- Posters & Flyers
- IDOT Logo Usage Policy

MEMORANDUMS

- ABD: All Bridge Designer
- Aeronautics Policy Memorandums
- AGMU: All Geotechnical Manual Users
- BDE Information Memorandums
- BDE Procedure Memorandums
- BLRS Circular Letters
- BLRS Procedure Memorandums
- BMPR Policy Memorandums
- Construction Memorandums
- Memorandums of Understanding
- Templates for Memorandums

NEWS

- Chronicling America
- IDOT In the News
- IDOT Newsletters
- InsideIDOT News
- + Networks
- Newspapers
- + Press Releases
- Weather

PERIODICALS

- Alphabetical Listing
- Subject Listing
- Request a New Subscription
- Request an Article

POLICY

- Policy Announcements
- Policy Administration Program
- Executive & Administrative Orders
- Departmental Orders
- Departmental Rules (JCAR)
- Departmental Policies
- Manuals

PROGRAMS & PLANS

- View All

REFERENCE COLLECTION

- View All
- Vehicle Service Manuals
- Transportation & Research Links
- Suggest a New Reference Item
- Request a Reference Item

REPORTS

- Annual
- + Audit
- Natl. Highway Traffic Safety Admin. (NHTSA)
- Technical
- Transportation Research Board (TRB)
- (TRB) Annual Meeting Proceedings
- Survey Results

STANDARDS & SPECIFICATIONS

- ISO 9001:2008
- Material Specifications
- Professional Practice of Internal Auditing
- Standard Specifications/Airports
- Standard Specifications/Road & Bridge

STATIONARY & TEMPLATES

- Labels
- Letterhead
- Memoranda
- Miscellaneous
- View All

WEBINARS

- Webinars

- Library is not just technical / engineering resources, need to advertise diversity of collection
- These are available electronically on the Library intranet site, but also have hard copies in brochure rack in Library to hand out
- Will be making a display in lobby with enlarged versions in a case by front entrance/exit to building
- Can include in e-newsletter also

Bibliographies

NCEES Bibliography

BIBLIOGRAPHY

NCEES Principles and Practice of Engineering Exams: Standards & Study Guides

The following resources are owned by the Policy & Research Center Library. To borrow one or more, please complete a BoBS 4201: Library Copy/Loan Request.

All required exam resources are held by the IDOT PRC Library and are available for checkout by all IDOT employees. See lists below for required exam resources.

CIVIL BREADTH and CONSTRUCTION DEPTH Exam Specifications: CONSTRUCTION Design Standards

CIVIL BREADTH and STRUCTURAL DEPTH Exam Specifications: CIVIL - STRUCTURAL Design Standards

CIVIL BREADTH and TRANSPORTATION DEPTH Exam Specifications: TRANSPORTATION Design Standards

Online MUTCD: Manual on Uniform Traffic Control Devices 2009
(full-text electronic version, free for all IDOT employees)

The new, 16-hour SE exam began in April 2011. The separate Structural I and II exams are no longer offered. Read more about the transition to the new SE exam. The links below provide details on the new Exam Specifications for each area.

Friday morning breadth—vertical forces
Friday afternoon depth—vertical forces
Saturday morning breadth—lateral forces
Saturday afternoon depth—lateral forces

Additional Study Guides:

246 Solved Structural Engineering Problems, 3rd ed., 2003

345 Solved Seismic Design Problems, 5th ed. 2009

Bridge Design for the Civil and Structural Professional Engineering Exams, 2nd ed., 2001

- Exam resources are popular items, and when providing them, also provide information about additional library services and resources
- Great for word of mouth advertising among engineers

PE/SE exam resources

- Also useful for building awareness of the library
- Centralization allows all employees easy access to membership benefits
- Keeps the library in employees' minds as they have to contact the library to sign up for training, acquire resources, or use other benefits
- Management happy to hear that centralizing memberships can save money by decreasing duplicate memberships

IDOT professional memberships

- Assisted with reorganization of Bridge Office collection of resources (library?)
- Attended open house at Bureau of Materials and Physical Research
- Attended GIS-Day hosted by IDOT IT staff
- Work closely with Research unit despite not being in same Division
- Work closely with Chief Counsel
- Everyone needs standards (share resources between departments)

Intraoffice collaboration

- Be as quick as possible, this impresses people
- Provide more than is asked for when appropriate (often is appropriate)
- Never let anyone leave empty-handed (with any reasonable request☺)
- Smile and be calm (even while having third nervous breakdown of the day, everyone else is stressed too, library should be welcoming and comfortable)

Customer service

- Socializing is good for the library and the librarian
- People love it when you know their name, personal connection
- Attend retirement receptions and all celebratory events (they usually have cake)
- Anytime is a good time to talk about the library, have elevator speech ready

Interact outside the library

- Diana.Sternitzke@illinois.gov
- Karen.Perrin@illinois.gov
- Recent quotes from IDOT employees:
- “You are the most helpful person I have ever talked with from the State of IL”
- “Thanks for your efforts, you have been most helpful. Are you sure you work for the state?”

Conclusion and Contact Info.