TIMING IS EVERYTHING
HOW (AND WHEN) TO COMMUNICATE SO PEOPLE WILL LISTEN

Lauren Todd  ■  Engineering Subject Librarian  ■  Washington University in St. Louis
MY ORIGIN STORY

ABOUT ME, LIBRARIANSHIP AND THE SCHOOL OF ENGINEERING

Image credit: ESA/Hubble & NASA, Acknowledgement: Judy Schmidt
LTODD THE JOURNALIST
LTODD THE LIBRARIAN

• 2010-2011: Substitution Staff for St. Louis (City) Public Library
• 2011: Masters in Library and Information Science from Mizzou
• 2010-2012: Washington University Library Assistant Chemistry and Engineering
• 2012: Engineering Subject Librarian

THE LIBRARY IS THE WORST GROUP OF PEOPLE EVER ASSEMBLED IN HISTORY. THEY'RE MEAN, CONNIVING, RUDE AND EXTREMELY WELL READ, WHICH MAKES THEM VERY DANGEROUS.
88 tenured and tenure-track professors
40 additional full-time faculty
1,300 undergraduate students

844 master's students
380 doctoral students
2 librarians
THREE OUTREACH ACTIVITIES

CLASS  EVENT  E-NEWSLETTER
TECHNICAL WRITING
CLASS OVERVIEW

• 8-10 Class Sections of 15 students
• Required engineering writing and presentation class
• First time most engineering students use the library resources
• Capstone project involves writing a technical report, proposal, or magazine article on the topic of their choice
LIBRARIAN INVOLVEMENT

YOU HAD ONE CHANCE

OFFICE HOURS

DO NOT WAIT UNTIL THE DAY BEFORE YOUR ASSIGNMENT IS DUE TO CONTACT YOUR LIBRARIAN

WALKENS WELCOME
SEMESTER LIBRARIAN TIMELINE

In-Class Sessions
- Fall: October - November
- Spring: February - March

Office Hours
- Fall: November
- Spring: March - April

Final Projects
- Fall: November/December
- Spring: April/May
OVERVIEW AND HISTORY

• Inherited it from my predecessor
• Held during February Engineering Week during the lunch hour
• Six Years
• Contest has two parts:
  • Accuracy
  • Flight Duration
EVENT MARKETING PLAN EST. 2013

WHEN: Noon on Thursday, 13.

PRIZES: Two $100 Visits gift cards!
## ATTENDANCE YEAR TO YEAR

<table>
<thead>
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<th>Year</th>
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<tr>
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<td>21</td>
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• Less Set-up Time (10-15 minutes before the event not 30)
• Less construction time for airplanes
• Remind myself that most students don’t sign up until the last minute
EN120 SCAVENGER HUNT

• Yearly Library Scavenger Hunt in October/November
• 100 Freshman Engineering Students required to attend three department nights
• Send email the day of the event at 10 am

Subject: En120 Library Night! Monday October 26. 6 PM-7PM

Lauren Todd
Engineering Subject Librarian
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## EN120 ATTENDANCE

<table>
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<td>2014</td>
<td>30</td>
</tr>
<tr>
<td>2015</td>
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</tr>
</tbody>
</table>
There are 2 kinds of people in this world:

Mail

Mail

13,678

E-NEWSLETTER

FACULTY, STAFF AND GRADUATE STUDENTS – OH MY
OVERVIEW OF FACULTY COMMUNICATION

- No list-serv
- Mass email request goes through Engineering Marketing Department.
- Common Emails:
  - Welcome email to new faculty sometimes resulting in a meet & greet (50/50)
  - Every two years library services reminder to all Faculty
SAMPLE EMAIL

Engineering Research Newsletter
Volume 3; Issue 1 September 2015

BrowZine: YOUR Journals Delivered Straight to your Mobile Device
Washington University Libraries is thrilled to offer BrowZine, an app that delivers YOUR journals right to your smart phone and tablet. Free to all Washington University students, faculty, and staff, you can find, read, save, email, and monitor the latest scholarly journal articles in your field. You can access many of Washington University’s online journals, download article PDFs to read offline and receive notifications when new articles are published.

It is EXTREMELY easy to install and authorize. For instructions, visit
http://libguides.wustl.edu/browzine

If you need help with BrowZine or want help creating customized your titles, please contact us.
Lauren Todd lauren.todd@wustl.edu
Rob McFarland rmcfarland@wustl.edu
Make your digital research materials more widely accessible.
Fulfill federal and private funding requirements for data sharing and archiving.
Submit a proposal to participate in the WUSTL Libraries digital research materials repository curation pilot.

The benefits of participating in this project include:
- Curating your digital research materials with WUSTL Libraries, will safeguard your research time and investment with a trusted, long standing source.
- Curating your research materials with the library will involve enriching your data beyond the standard storage and backup techniques.
- Digital research materials will be archived and accessible for future researchers to reuse, which increases your research impact.
- Curating your data with the WUSTL Libraries will meet grant funder or publisher requirements.

To submit a proposal visit: http://bit.ly/1fLoqJ; for more information visit: libguides.wustl.edu/drmr; or contact Rob or Lauren.
“Century of Science” Now Available Through Washington University Libraries

The science section of Web of Science Core Collection now includes 1900-present source documents, and we have also access to Essential Science Indicators (ESI) and Journal Citation Reports (JCRWeb). ESI is a specialized tool for the highest ranked, recent papers in science and social science. Find out which institutions are in the top 1% of your field, where your WUSTL articles rank, and how many times your papers have been cited.

Use the ESI Top Papers filter (located on the left column in Web of Science) to quickly limit searches to the recent highly cited or "hot" papers.
• Links
• Unknown Readership
• Not sending email myself
• Mostly appreciated by the Engineering Staff
• Separate audiences out
DOGGYBAG

TAKEAWAYS
MAKE TIME WORK FOR YOU
KNOW YOUR PEOPLE
PLAN IT OUT

EVERYTHING IS GOING ACCORDING TO PLAN

EXCELLENT
Hey Girl
I consent to your calendar
ASSESS
HELPFUL RESOURCES

- Library Marketing Toolkit Book and Website
- Better than Before by Gretchen Rubin
- Creativity Inc. by Ed Catmull
CONTACT ME
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