Connecting with Students in their Digital World

Gerri Corson
Rebecca Gettys
LibGuides at USC

- What is LibGuides?
- USC Before and After
- LibGuides Live Demo
- Implementation
- Marketing and Promotion
- Feedback
“We develop cool (and very useful) web 2.0 applications for libraries and educational institutions. Why should others have all the fun?”

- www.springshare.com
“Web 2.0 for Libraries 2.0”

- Tag clouds
- RSS feeds
- Videos
- Widgets
- Polls
- Comments
Before LG

- **Multiple Access Points**
  - Subject Guides
  - Suggested Internet Resources
    - Selected Internet Reference Resources
    - Selected Internet Subject Resources
    - Selected Electronic Book Resources
  - INDEXES page
    - Choose a Subject
  - Catalog
Afer LG – LIVE!
Implementation at USC

Timeline
- July ‘07 – demo
- Sep ‘07 – purchased
- Nov ‘07 – initial guides
- Dec ‘07 – roll out

Types of Guides
- Subject Guides
- Course Guides
- Other

Standards
- Subject Guides
  - Colors, boxes, tabs
- Course Guides
  - No orange!

Access
- Homepage
- Widgets
- Facebook
- BlackBoard
Marketing and Promotion

- Customized for USC Libraries
- Branding
  - LibGuides Tab
  - Wordmark
- Spotlight on Library Homepage
  - African American History Month
  - Women’s History Month
- Library Instruction
- Liaisons
- Reference Desk
Comments, Polls & Ratings

Give me feedback!
Did you find this guide useful? Please click on Comments and tell me what you really think!

Here are the current results of the poll!

- Yes! 4 votes
  - 100%
- No! 0 votes

Total votes: 4

Find Articles
Search for articles on your topic in one of the following online databases. Or see the Electronic Resources page for more options.

- **PsycINFO ★★★★★**
  The most comprehensive online source of scholarly information for Psychology. For a video tutorial on how to use PsycINFO click [here](#).

- **PsycARTICLES ★★★★★**
  PsycARTICLES is a great source of searchable full-text, peer-reviewed scholarly and scientific articles in psychology.

Internet Resources Tips
Click below for advice on evaluating websites for use in research papers.

- Checklist for Evaluating Websites

Hide Comments

great help by Katherine  
January 22 at 2:06 pm

This is sooooo cool.
What we’re hearing

“Thanks. I thoroughly enjoyed your presentations and the guide. I have been raving about it to the other students in the department.”
- Anthropology Student

“I need the URL for the wonderful library guide that you made us. It was so helpful!”
- Another Anthropology Student

“Those guides look like a great idea, and I'm sure there's a lot of hard work behind them.”
- USC Webmaster
What we’re saying

“Even I can do it!”

“Easy! I love stealing boxes.”

“Finally, a handout they won’t lose!”

“ADDICTIVE”

“Wow! I can answer Marine Science questions.”
Questions?

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LibGuides @ USC
http://guides.library.sc.edu