hitting the **SWEET** spot with library communications
case study: alma migration
alma/primo
condensed timeframe
library service center
no communications manager
staff vacancies
PANIC!
what?  when?  how often?
Crème Brulee
*Our signature dessert, Madagascar vanilla bean, farm fresh eggs in a cool custard with a torched turbinado sugar glaze, topped with fresh berries*

*gluten free*
when you are on the receiving end of communication at your library, what is your ideal level of information?

MINIMUM - MEDIUM - MAXIMUM
best practices
“Most people are only interested in something when it is going to affect them directly. Communications from the project team need to be coordinated with stakeholders expectations and needs so that people will actually care about what the team has to say.”

h. frank cervone
Hello everyone,

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Alma and Primo will both go live at Georgia Tech on **December 28, 2015**.

Contact the core team at a-team@library.gatech.edu with any questions, and stay tuned for future e-mails.
incorporate storytelling
“Different stakeholder groups will have varying interests and levels of engagement with the project. Consequently, the project team needs to consider what ways and forms of communication are going to be most effective with these various groups and then craft communication strategies that reach out to all of these groups.”

H. Frank Cervone
GIL Express requests will not be available from 12/14/2016 through 1/1/2016 for the winter break

GIL Express requests go through Interlibrary Loan starting Dec 1

Due to its migration to a new library management system, on December 1 the Georgia Tech Library will suspend the GIL Express direct-requesting service. Instead, all requests from University System of Georgia libraries will go through Interlibrary Loan, or ILLiad.

This change will remain in place until 2017, when the system will join Georgia Tech and partner Emory University in their move to an updated library management system and discovery platform. During this time the Library remains committed to delivering books from our loan partners as quickly as possible.

GIL Express items on loan will need to be returned by December 1 and cannot be renewed. In addition Georgia Tech faculty, staff and students may still travel to any of the libraries in the University System to borrow directly with their BuzzCard.

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too much or too little

"Communication is always the challenge of any big project. Too much and everyone switches off, too little and everyone complains that they don’t know what is going on..”

e. malone, c. murr, s. lusznat
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“It was useful as far as it went but so much did not go as planned that advance communications ended up being almost irrelevant in the event.”

“The tone of the communication was ‘overly cheerful’ and did not address issues member libraries were dealing with...”

marissa antosh
think of a time when you used (or experienced) one of these communication best practices. share your experience with your neighbor. report one example from your discussion to the group.
**Best Practices**

01. Craft meaningful communications

02. Incorporate storytelling

03. Use various means of communication

04. Too much or too little

05. Evaluate your communication needs periodically
communication tools
communication tools

- project management software
- meetings
- emails
- blog posts
- training
- social media
discussion

during your last major library project, which tools did you use? which tool(s) are most effective for communicating with a vendor? for project team communication? for communicating with library users?
get in touch...

marlee givens
marlee.givens@library.gatech.edu

heather jeffcoat
heather.jeffcoat@library.gatech.edu


thank you.