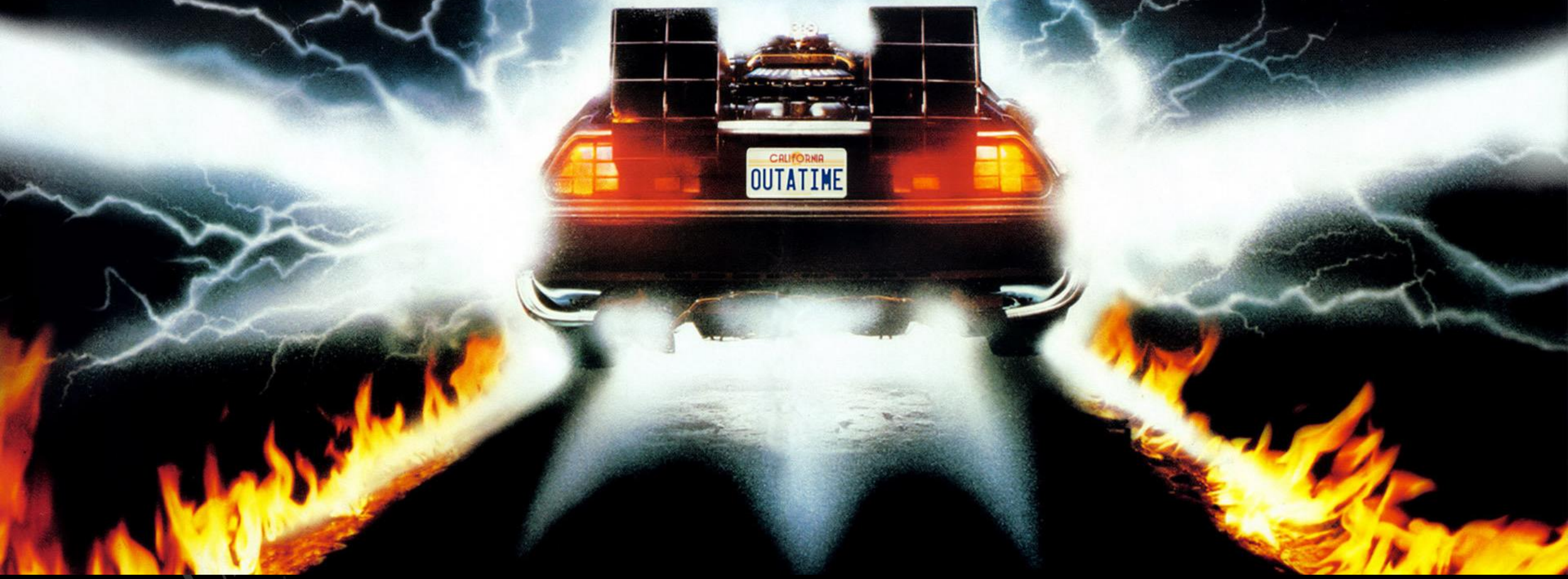
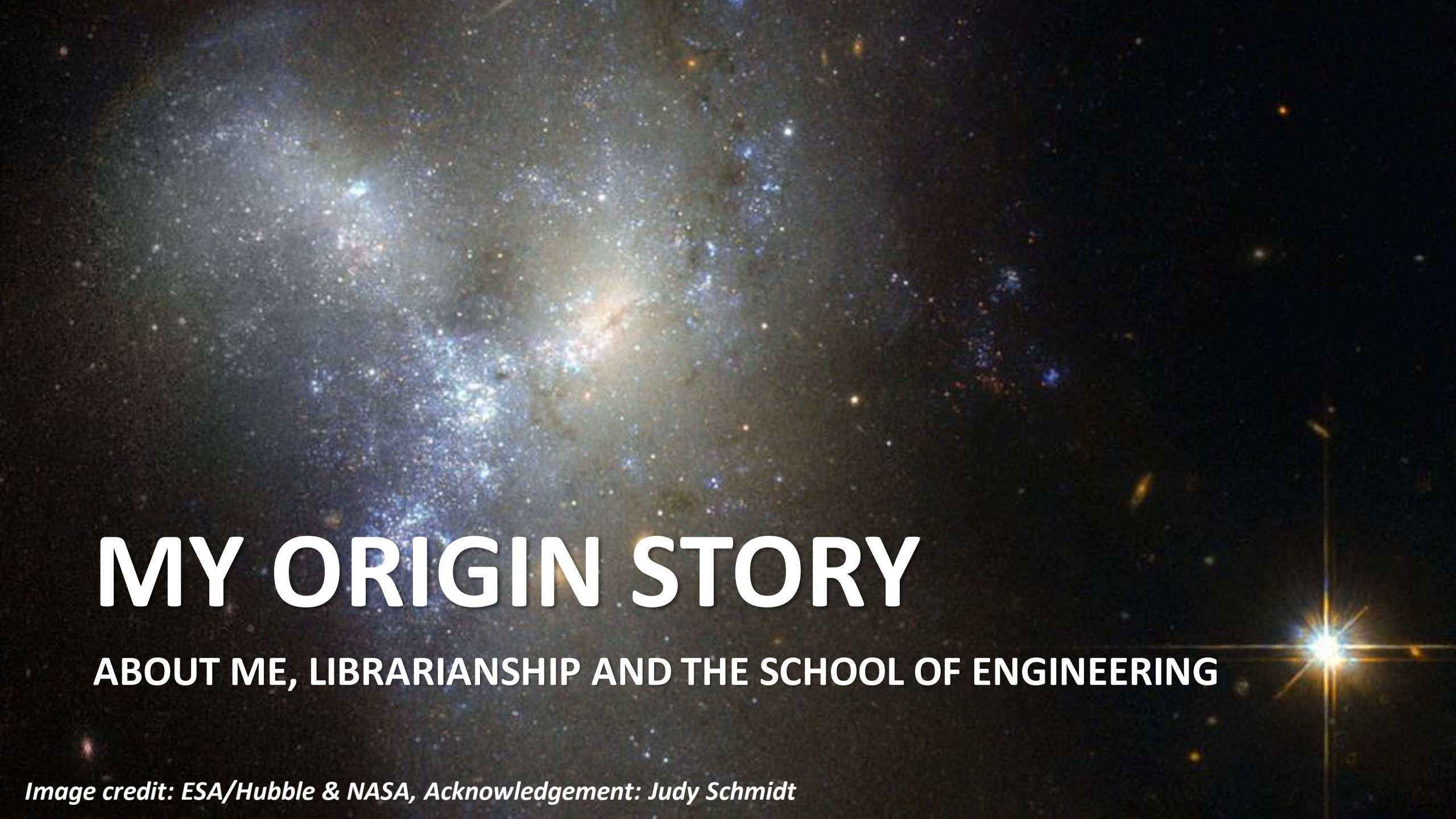
TIMING IS EVERYTHING

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

MEDILL
NORTHWESTERN UNIVERSITY

NEWS

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

Washington University in St. Louis

CONVERGENCE

SCHOOL OF ENGINEERING
& APPLIED SCIENCE

- 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

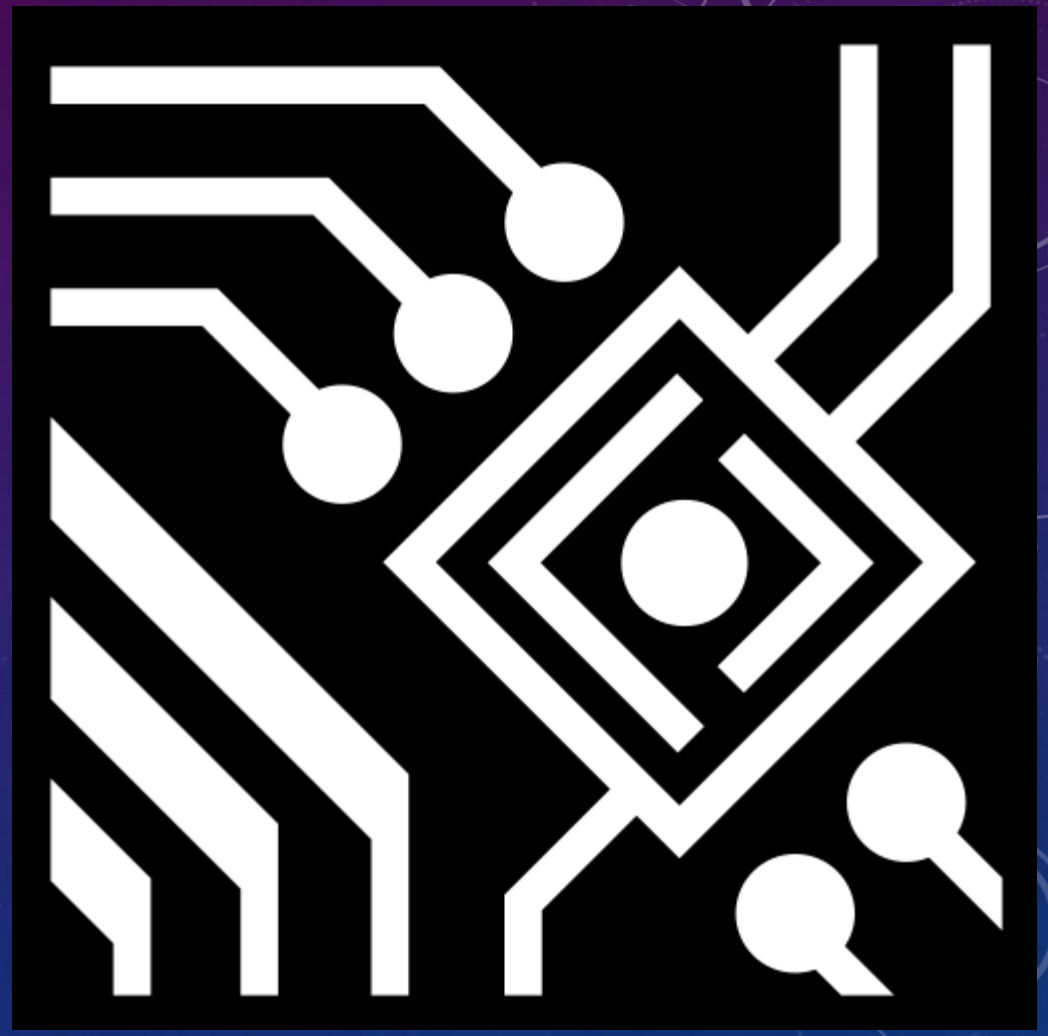
EVENT

E-NEWSLETTER

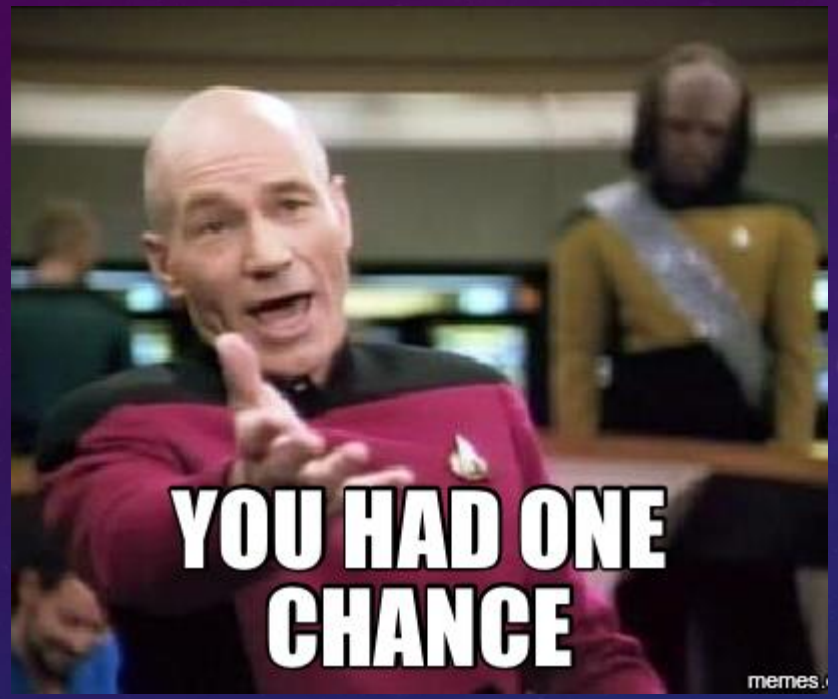
TECHNICAL WRITING

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



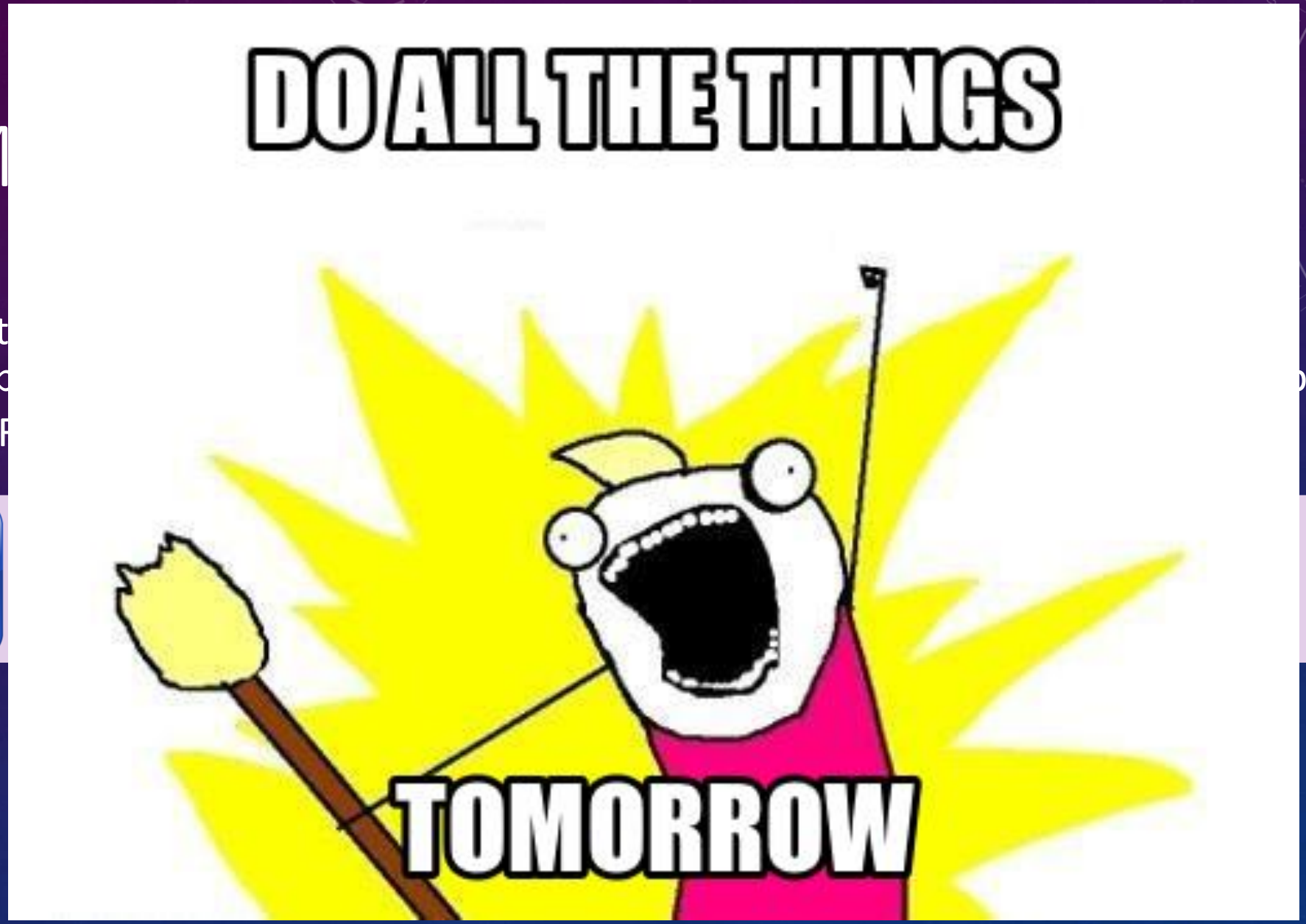
LIBRARIAN INVOLVEMENT



SEM

In-Class

- Fall: Oct
  Novemb
- Spring: F



STATISTICS

ALT OFFICE HOURS

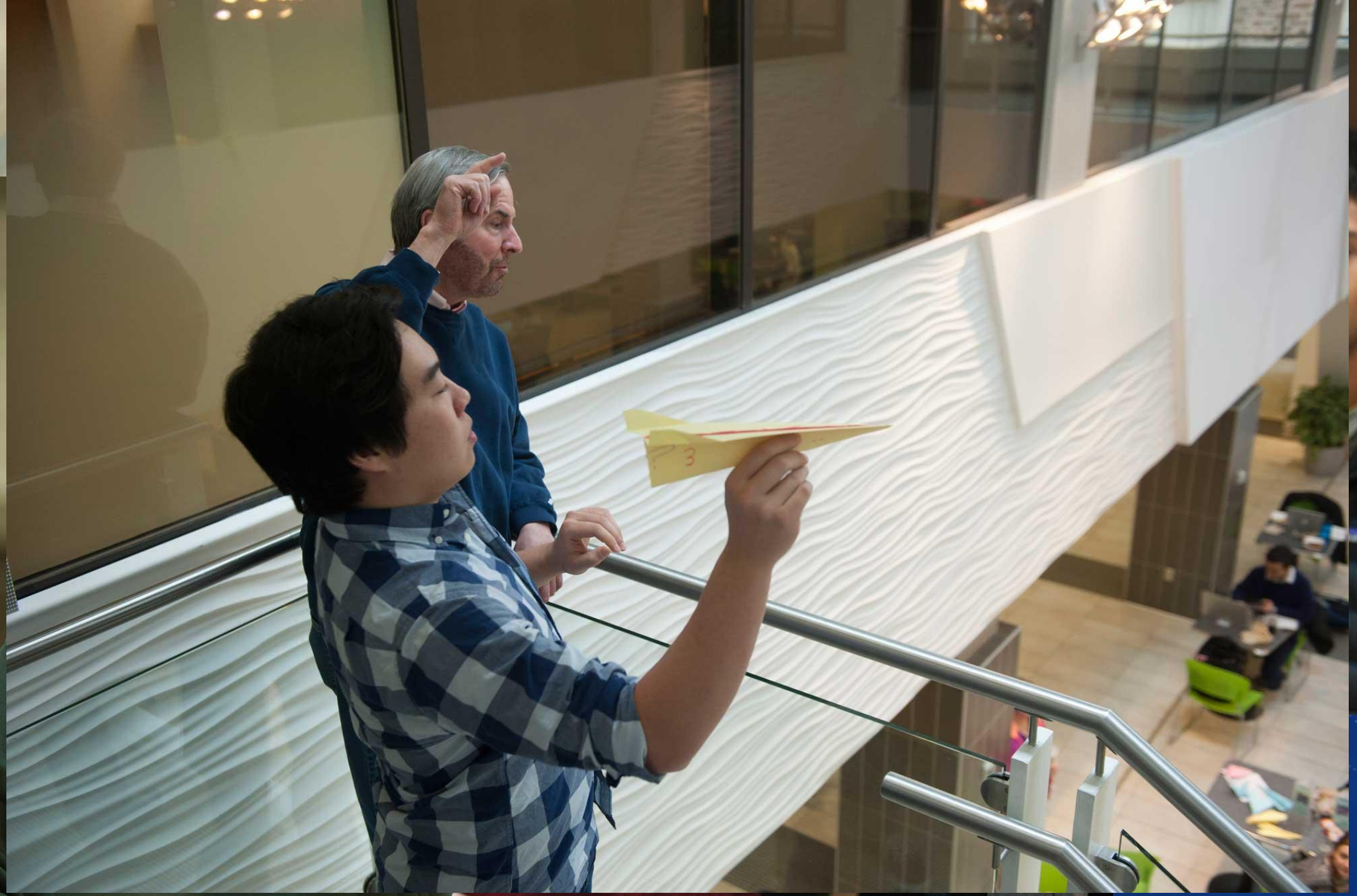
CLASS TIMING

ENWEEK

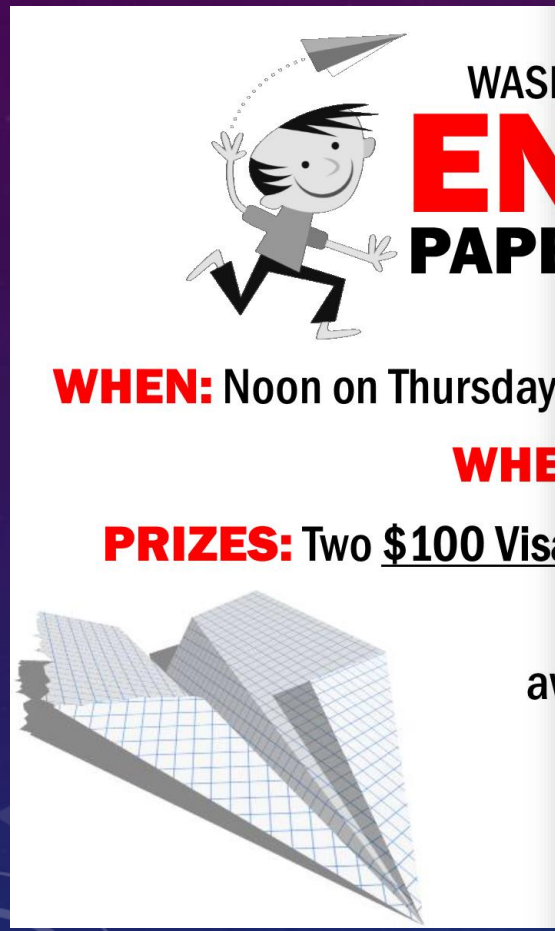
ANNUAL PAPER AIRPLANE COMPETITION

OVERVIEW AND HISTORY

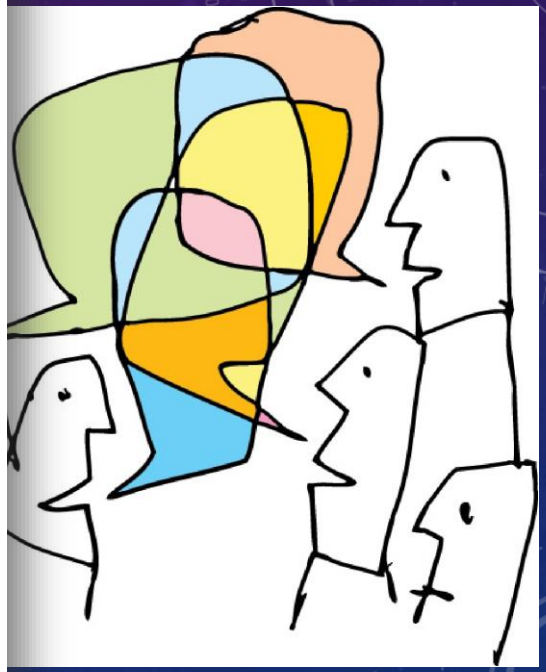
- Inherited it from my predecessor
- Held during February Engineering Week during the lunch hour
- Six Years
- Contest has two parts:
  - Accuracy
  - Flight Duration



EVENT MA 13


WASH
EN
PAPI
WHEN: Noon on Thursday
WHE
PRIZES: Two $100 Visa
av

BIG NEWS



ATTENDANCE YEAR TO YEAR

Year	Number of Participants
2011	12
2012	15
2013	19
2014	21
2015	19
2016	21

- 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
Join Engineering Subject Librarian Lauren Todd for a quick and fun introduction to Washington University Libraries. Meet in the Front Lobby of Olin Library at 6 PM. Fun. Excitement. Prizes.

Lauren Todd
Engineering Subject Librarian
Washington University
Lauren.todd@wustl.edu

EN120 ATTENDANCE

Year	Number of Students
2011	33
2012	16
2013	17
2014	30
2015	32

E-NEWSLETTER

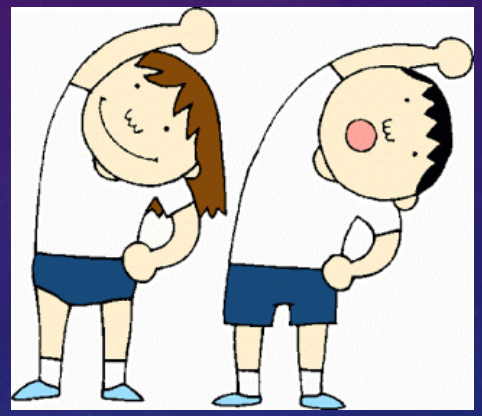
FACULTY, STAFF AND GRADUATE STUDENTS – OH MY

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

September

Summer



November

April

February

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

SAMPLE EMAIL

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/1fLoqJl; for more information visit: libguides.wustl.edu/drmr; or contact Rob or Lauren.

SAMPLE EMAIL

"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

TAKEAWAYS

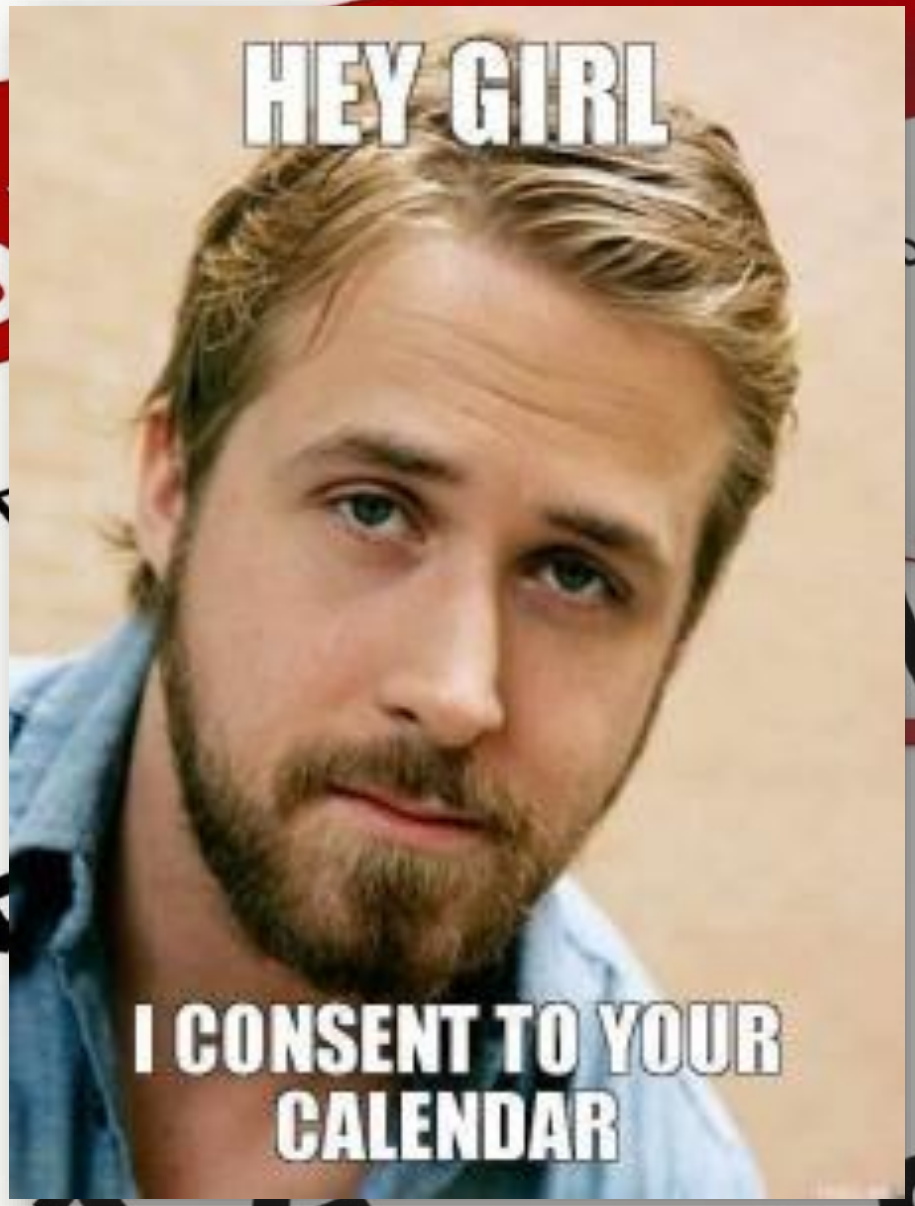
MAKE TIME WORK FOR YOU

KNOW YOUR PEOPLE

PLAN IT OUT

EVERYTHING IS GOING ACCORDING TO PLAN
EXCELLENT
quickmeme.com

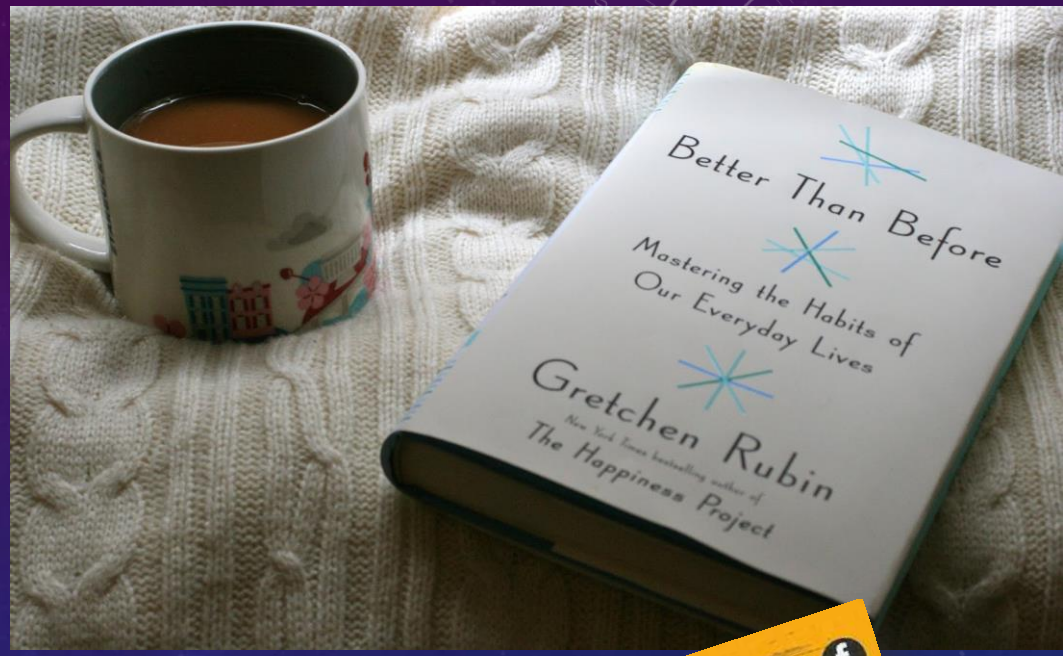
CALENDARED

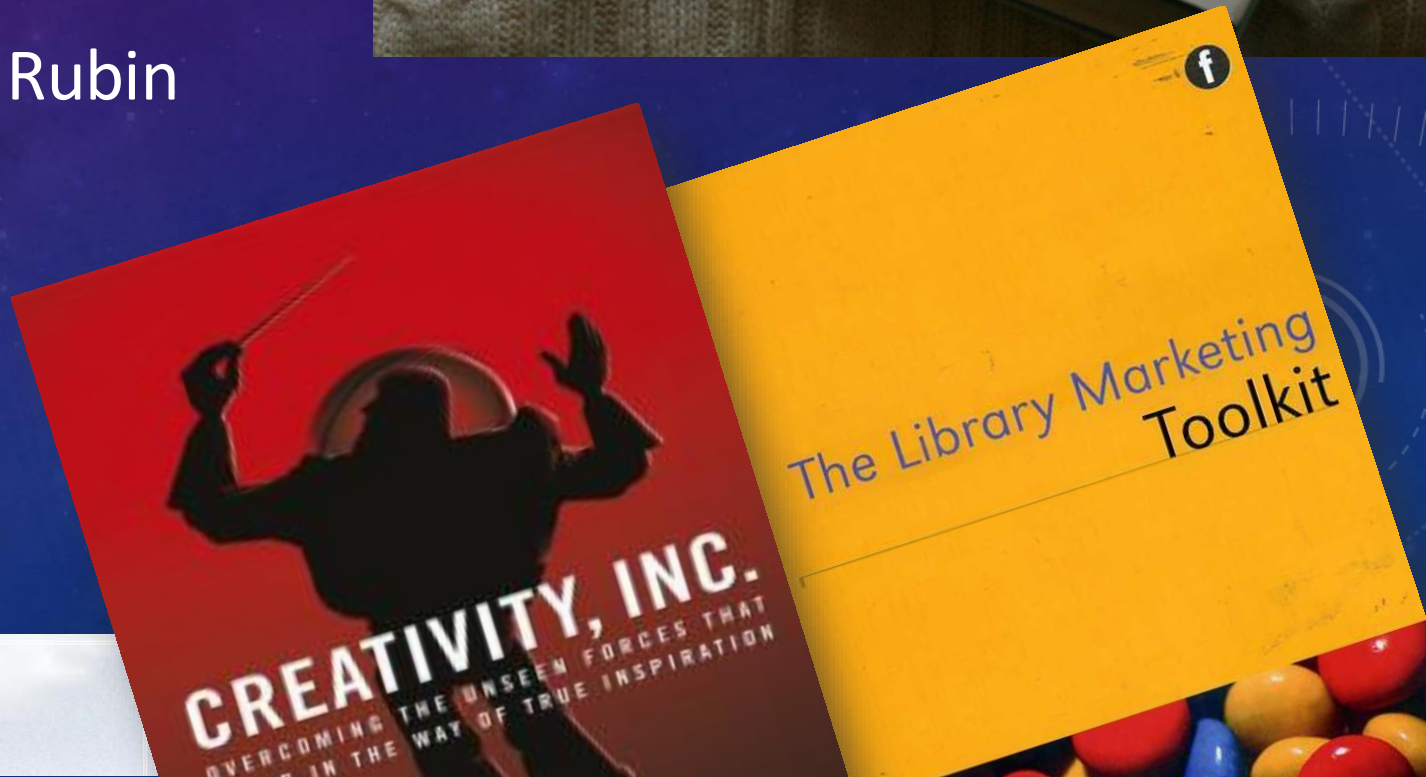


ASSESS

HELPFUL RESOURCES

- Library Marketing Toolkit Book and Website
- The 'M' Word - Marketing Libraries Blog http://themwordblog.blogspot.com/
- Better than Before by Gretchen Rubin
- Creativity Inc. by Ed Catmull





CONTACT ME

LAUREN TODD

ENGINEERING SUBJECT LIBRARIAN

LAUREN.TODD@WUSTL.EDU