

Marketing Your Digital Materials Course Packet

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Making Digital Databases Easier to Share

In this lesson, Melissa Thom starts a discussion about what makes digital databases easier to share with your teachers and students? Take a minute to think about the resources that you currently have access to and how many people are aware of them. What are some things you are currently doing to spread the word? After this lesson, what ideas do you have to make your digital resources easier to share? Consult the Jamboard results found on page 2 of this course packet, and come up with 2–3 new ways to share your digital resources.

Digital Resource	Plan

During the **Teaching Research as a Force of Change Retreat**, attendees had the following responses

Tools and/or features librarians would love to see added to digital databases that would make them easier to share
Easy to find button to reformat to print Integration with Schoology and Canvas Suggestions for related terms, additional search terms, etc. We are a Canvas LMS District, so need videos for teachers to use databases through enhanced content creation in their lessons Direct saves to Google drive is life changing! Credentials of the content creators would help me “sell” the content to teachers and students. They just love to Google... Maybe change the default keyword search (thinking Ebsco) in basic search, which doesn’t work as well as you’d expect, to subject? Integrate with learning standards (State and/or Common Core) Yes single sign on! Also use phone app. Phone app Materials that are easy to curate and share with teachers and students Sign on through students’ Google login Single sign on Export of citations to Noodletools Ability to push to Google Classroom Search engine that is more like Google so easier for students to search with success and without a lot of training Not too many clicks to get to what you want. OneSearch function. LibGuides, placed on the student intranet, and setting up single sign on for tools where possible We just subscribed to LibGuides Quickie (1–2 minute) how-to videos that give good search strategies for using the database tools

Creating Interest in Digital Resources

In this lesson, Melissa Thom talks about using different formats to create interest in her library’s digital resources. One of the tools she uses are posters that can be hung around the library or in a book display. Think about a recent topic that students came to the library to research or an upcoming event that you know will bring students to the library, and think of different ways to showcase the digital resources you have on that topic. Create a digital ebook or database poster to use in your library using the poster template created by Melissa (found at <http://bit.ly/DigitalBookPoster>). How else can you create interest on different topics? Choose 1-2 topics that are happening now in your library and another you are planning for in the future. See page 5 for additional ideas from attendees.

Topic	Databases/Resources Available	Marketing Ideas

During the **Teaching Research as a Force of Change Retreat**, attendees had the following responses

How do YOU market your digital materials?

List databases by topics on a Google Classroom for teachers

Asked for time at a department meeting to present available resources specific to that subject area

Created screencasts to show database use shared with students and teachers

Love this graphic and article by Courtney Pentland! <https://knowledgequest.aasl.org/getting-to-know-your-school-librarian-from-a-safe-distance/>

During virtual school, posted daily videos on a theme promoting books.

Facing Challenges

In this lesson, Melissa Thom has a discussion about the challenges that you can face when trying to get teachers and students to get on board and take advantage of all of the digital resources you have available. From the teacher that says “Oh, it’s just a little project! They can Google it,” to convincing your administrators to think that databases are necessary and valuable. Take a look at page 7 of this course packet to review some of the challenges that attendees of the Teaching Research Retreat have faced. Choose 2–3 of these problems and try to come up with solutions. Have you ever had a challenge to your digital databases? What did you do to resolve it?

Challenge	Resolution

During the **Teaching Research as a Force of Change Retreat**, attendees had the following responses

What are some challenges you have experienced with marketing / sharing your digital research materials?

Teachers that don't want to give up any control over resources

Teachers say it's just a little project - they can just Google it. No citations, either.

This may be a unique issue, but we have tons of resources and databases, and I need to find a way to share "just in time" because if I do it all at once, there is no way for teachers to remember when the time comes where a certain tool would be useful.

Convincing admin I need TIME to share to staff. Sometimes it happens, but mostly not. I end up cornering teachers at the copiers.

I get turned down when I ask to be on curriculum committees! So frustrating!

Getting teachers to utilize our electronic resources. I do live lessons with students, but I need to get admin to support the need for teachers to attend live lessons, too:)

Teachers reading my emails LOL

Sharing the digital materials with the students in an isolated setting. For example, unless the students need the digital resources for a specific project, they do not retain the information.

Connecting the library resource types with the classroom assessment requirements.

Students have trouble searching in the databases. It's harder than Google, and requires time to instruct.

My school district hasn't have certified librarians for more than 15 years. Libraries at the middle school and high school level are use for checking in and out of books and the library technician is use more for testing, Chromebook troubleshooting, board designer, or anything else.

Teachers are overwhelmed by too many emails; newsletters don't get opened; people are tired of looking at screens

Teachers that don't make students use the tools after I come in and share the information with the students. Sometimes not even making them cite their sources.

Reaching families, Convincing administrators they are worth the cost

Curriculum continues to get more crowded, creating the perception that there is little time for research.

Teachers that use the resources you gave them once and never ask again.

Limited time with students- 45 min passes by so quickly!

It can be totally boring to teach how to use them. I need tips on making it more fun for the kids. I feel like we've tried so many ways and you can see the eyes glazing over...!

Learning a New Tool

Learning a new curation tool to help market your digital resources can only create more of a buzz. Take a look at page 9 of this Course Packet for responses from attendees on what their favorite curation tools are. Choose one that you currently do not have—perhaps it is one you’ve been hearing about on social media or library blogs. Research the tool and figure out if it would work for you. Get excited about some ideas that you could do with this tool if you had it in your library.

Curation Tool:	
Cost? Free version available? What are differences?	
Highlights	
Negatives	
Similar tools	
Is anyone talking about this curation tool on social media? Are there reviews for it?	
The first day I get this tool, I will . . .	

During the **Teaching Research as a Force of Change Retreat**, attendees had the following responses

What are some of your favorite/most useful creation tools?
<p>Flipgrid Vengage & Canva – posters, infographics, etc. Waklet Canva, Adobe Spark, Quicktime Loom Canva Thinglink ComicLife I like BookCreator I’m a digital scrapbooker, so I use Adobe Photoshop as my go to when I need a graphic of any kind.</p>

Go-To Places for Research Resources

In this lesson, Melissa Thom asked attendees for their go-to places for curating research resources. It is always helpful to hear what other people are using. Perhaps there is a website you have never heard of or a database new to the library world that is just trying to get into school libraries. Take a look at the places listed on page 11 of the Course Packet and take some time to look them over. Brainstorm some ideas that you would use from 2–3 of the resources suggested.

Resource	Lesson Ideas

During the **Teaching Research as a Force of Change Retreat**, attendees had the following responses

What are your go-to places for curating high-quality research resources?

Teaching Tolerance
 Library of Congress
 CommonSense Media
 DIPLA—Digital Public Library of America
 Future Ready Librarians
 Middle School Librarians Facebook group, <https://www.facebook.com/groups/1110755055662878>
 Stanford Civic Online Reasoning Curriculum
 Center for an Informed Public <https://www.cip.uw.edu/>
 News Literacy Project and their Checkology and newsletters
 Hacking School Libraries (and other classrooms!)
<https://www.facebook.com/groups/HackingSchoolLibrariesAndOtherClassrooms>
 ResearchitCT with CT library card
 Tweets re: content discovered by educators I follow
 Our regional library systems
 edWeb.net
 Kentucky virtual library
 In MA, Boston Public Library provides content not available from the state library so anyone over the age of 13 can have access to Hoopla, and Kanopy
 Joyce Valenza's blog <https://blogs.slj.com/neverendingsearch/>
 I look at libguides created by other libraries
 For print books I have learned a lot from <https://latinosinkidlit.com/>,
<https://americanindiansinchildrensliterature.blogspot.com/>, <https://diversebooks.org/>, and
https://www.firstnations.org/nativerreads/?gclid=CjwKCAjw8uGBhBAEiwAayu_9WkYe8GFUoMYmDvs6a4TUEQJgqr4JGoNXh3n7rxxL1_dpknUtprNxoCnLQQA_VD_BwE
 Futurity.org for current research with links to the original studies. Mostly science, excellent for Extended Essay resources and reading around the subject, possible career paths or college majors.