

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?

MINIMUM

Crème Brulee

MEDIUM

Crème Brulee

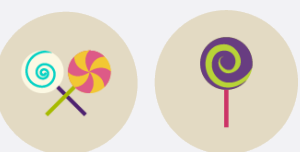
*Traditional French custard with
caramelized sugar, topped with fresh
berries*

MAXIMUM



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**



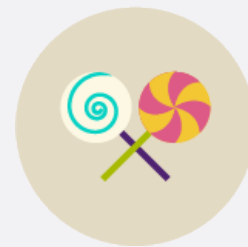


discussion

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

MINIMUM - MEDIUM - MAXIMUM

best practices



craft meaningful communications

01



“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





PrimoBrochure2015.pdf

2 MB



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Action Items



Hello everyone,

Here is your next update on the Library's implementation of ExLibris Alma, a next generation library management service which will replace our Voyager catalog system. Today we are introducing **Primo**.

What is Primo? Very simply, Primo is the interface through which you search for content. Primo will replace VuFind, the interface we are currently using for our catalog. More specifically, Primo provides its users with a solution that enables the discovery and delivery of print and online information sources, regardless of their format or location.

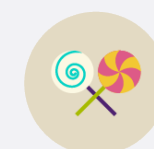
For an overview of Primo please visit: <http://www.exlibrisgroup.com/category/PrimoOverview>

Also see the attached PDF which highlights Primo's capabilities & benefits.

As part of our implementation package from ExLibris, we have access to a number of training videos. If you'd like a "deeper dive" into Primo, you are welcome to view the Introduction to Primo video as a Guest:
<http://learn.exlibrisgroup.com/mod/scorm/view.php?id=1397>

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.



| best
practices

incorporate
storytelling



02





MORE VIDEOS ^

use various means of communications

03



“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





Library NEWS




Blog Newsletter

[lib-itd] [lib-employees] [lib-news] Alma migration: key dates and activities
Microsoft Corporation [US] <https://outlook.office.com/owa/projection.aspx>

Reply all | Delete | Junk | ...

[lib-itd] [lib-employees] [lib-news] Alma migration: key dates and activities

 lib-news-request@lists.gatech.edu on behalf of Givens, Marlee D <marlee.givens@library>
Tue 12/1/2015, 9:12 AM
'lib-news@lists.gatech.edu' ▾

alma/primo

Hello everyone,

Georgia Tech will be migrating to the Alma/Primo catalog and discovery system on **December 28**. Here are some key dates in our final month of migration, and what users may expect to experience during this time.

December 1
Georgia Tech Library will suspend the GIL Express direct-requesting service, and users will be directed to place requests from other USG libraries via Interlibrary Loan, or ILLiad. (This change will remain in effect until the USC system migrates to Alma in 2017.)

December 4-5
The Voyager catalog and SFX will be down overnight, from 11:00pm December 4th to 9:00am December 5th, for data extraction. Users will be able to search VuFind (portal.library.gatech.edu) but will not be able to view holdings or request material for loan. All Voyager back end modules, SFX, and the classic catalog interface will be offline during the extract.

December 17
Voyager will be down overnight, from 11:00pm December 16th to 9:00am December 17th, for data extraction in Alma for the new year.



Following ▾ none for update

Library Renewal: GIL Express requests go through Interlibrary Loan starting Dec 1. Change to be in place until 2017: b.gatech.edu/1OPaw8J

2:59 PM - 17 Nov 2015
1

← How to Get Your Research Published Workshop

Pardon our Progress... →

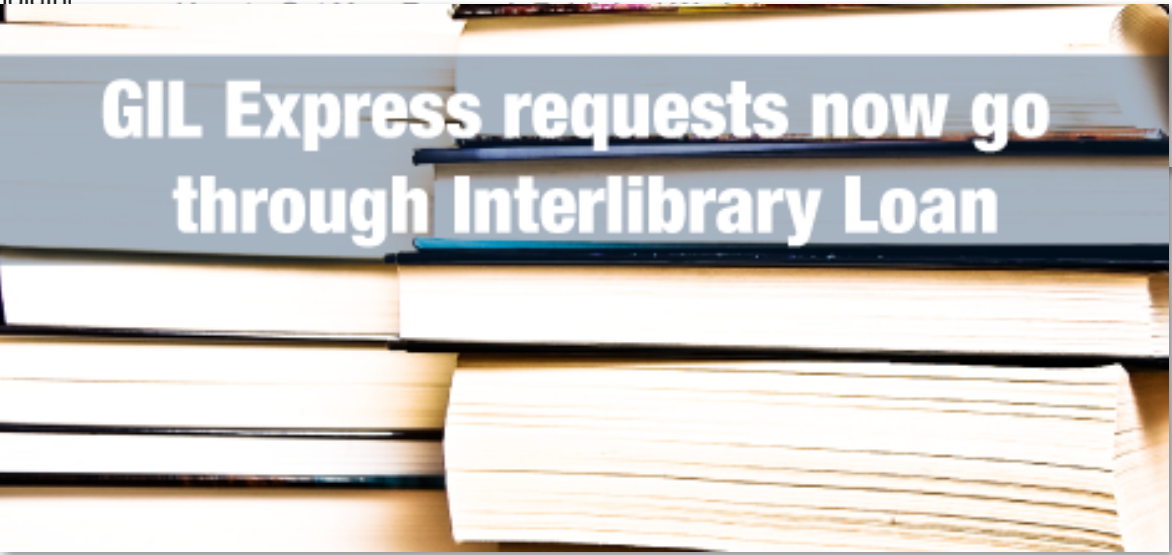
GIL Express requests go through Interlibrary Loan starting Dec 1

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.

For more information on the Library's Renewal Project, visit renewal.library.gatech.edu




Georgia Tech Library's Post



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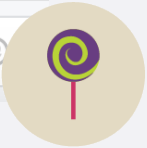
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GIL Express requests go through Interlibrary Loan starting Dec 1 | GT Library News

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Write a comment...



too much or too little

04



"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



best practices

MINIMUM

Crème Brulee

MEDIUM

Crème Brulee

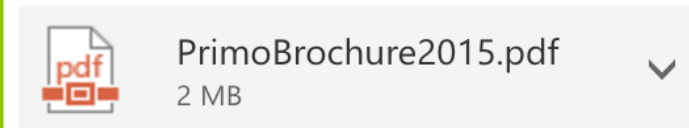
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evaluate your communication needs periodically

05



"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





discussion

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



blog posts



meetings



training



emails



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...

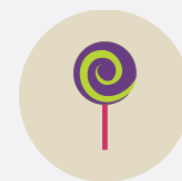
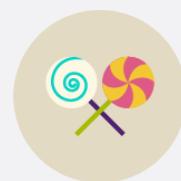


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heather jeffcoat

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resources



Antosh, Marissa. "Best Practices for Training and Support of Library Staff During Implementation of an Integrated Library System." Southern Connecticut State University, 2012.

Barrett, Deborah J. "Change communication: using strategic employee communication to facilitate major change" *Corporate Communications: An International Journal*, Vol. 7 Iss 4 pp. 219 – 231, 2002

Cervone, H. Frank. "Effective communication for project success", *OCLC Systems and Services: International digital library perspectives*, Vol. 30 Iss 2 pp. 74 – 77, 2014

Malone, Elizabeth, Cathy Murr, and Sarah Lusznat. "You Wait Twenty Years for a New Lms and Then Two Come Along at Once...". *SCONUL Focus* 63 (2015): 6-10.

Richardson, Stella, and Doug Goans. "How to Successfully Plan and Implement Alma Primo in Six Months to Support Collaborative Services in a Newly Constructed High-Density Storage Facility." In *ELUNA 2016 Annual meeting*. Oklahoma City, OK, 2016.

thank you.

