

Colorado Database Buyer's Handbook

Brought to you by

Acquisition of Information Resources Statewide (AIRS)
Bibliographical Center for Research (BCR)
Colorado Library Consortium (CLiC)
Colorado Alliance of Research Libraries
Marmot
Quipu Group, LLC

Colorado Database Buyer's Handbook: An online resource guide for librarians

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This guide is also available online at:

http://www.clicweb.org/cooperative_purchasing/db_handbook.pdf

Database Selection Checklist

Database Selection Checklist

Database Name: _____

Database Content

1. What is the subject matter of the database?

General (ex. newspapers, business, academic research)

Subject: _____
Specific subject area (ex. car repair, legal, genealogy, stocks)

Subject: _____

2. Who is the database geared towards?

Audience level (academic, general public, K-8, high school)

Level: _____

3. What is the type of content contained in the database?

Full text (metadata and complete text)

Abstract & Index (A&I – metadata only)

4. Are you looking for this database to supplement or complement your print collection?

Supplement – fill a gap

Complement – enhance

5. How is content delivered to the user? Is that delivery method appropriate for the audience and type of content?

Content type (ex. online, PDF): _____

Access to the Database

1. Does the database require application software to be loaded onto computers or is it available via a web browser?

Requires application software

Via web browser

2. What locations are you purchasing this database for?

Single

Multiple (ex. branches, campuses, schools)

How many/what type: _____

3. How will users access this database (select all that apply)?

Specific computer at your location

All computers at your location

Any computer with web access (remote access)

4. What is the pricing structure of the database?

- Population size/FTE (full-time equivalents)
 Number of simultaneous users
 Other

Pricing: _____

5. If you are providing access from all computers at your location, what are your IP addresses?

IP range: _____

6. If you are providing remote access, what and who is hosting your remote access solution (proxy server, barcode, etc.)?

Remote access: _____

Features and Functionality

1. What user features are you looking for in a database (check all that apply)?

- Boolean searching
 Keyword search
 Advanced search
 Search history
 Search limiting
 Search Results sorting
 Full text searching
 Email metadata and/or content
 Download metadata and/or content
 Citations in standard formats (APA, MLA, etc.)
 Bookmarking/notetaking
 Favorites list

2. Is usage data available and in what format?

- Via reports delivered by vendor
 Via web interface

3. Is it possible to distinguish usage by different type?

- By IP
 By user type (student, professor, non-resident, etc.)
 By access type (on campus, remote)

4. How often is the usage data available/updated?

- Real-time
 Monthly
 Other _____

5. Are support, training, marketing materials available?

- For staff
 For patrons

**Cooperative
Database
Providers:**

**Organization
Profiles**

Organization: AIRS Committee (Acquisition of Information Resources Statewide)

Contact: Any member of the committee

Web address: <http://www.coloradovirtuallibrary.org/committees/airs/>

Organization Description: The AIRS Committee is charged with selecting, negotiating, implementing and ensuring the success of contracts and licenses for information resources on behalf of all types of Colorado libraries and to the benefit of all Colorado residents.

In non-jargon terms: this is the committee responsible for identifying, selecting and negotiating a statewide contract for a core package of databases. AIRS develops the funding and cost formulas, which are used to decide how much cooperative libraries are expected to pay in to the overall database package. AIRS works with the major stakeholders in the state to ensure continuation of this cooperative model for purchasing databases.

AIRS is comprised of representatives from multiple types of libraries from throughout the state.

Database Mission: AIRS makes policy recommendations regarding the so-called “big packages” of statewide database contracts and licenses. **AIRS annually requests that LSTA funding be provided by the State Library to help subsidize the cost of these statewide packages.** Two packages currently are provided: an OCLC/EBSCO General and Business package, and an EBSCO K-12 and Children’s package. During 2007-2008, these packages will be reviewed and RFQs sent to major vendors.

Database Offerings:

Database Name	Brief Description	Vendor	Geared for these libraries	Subscription Sign up Window
Various databases – part of the OCLC Package Linked to the EBSCO General & Business Package (see below)	<ul style="list-style-type: none"> • WorldCat • ArticleFirst • ClasePeriodica • Electronic Collections Online • ERIC • GPO Monthly Catalog • Medline • PapersFirst • ProceedingsFirst • WorldAlmanac 	OCLC	All types	May join any time – July to June subscription period
Various databases – part of the EBSCO General & Business	<ul style="list-style-type: none"> • Academic Search Premier • Agricola 	EBSCO	All types	May join any time – July to June subscription

Package Linked to the OCLC Package (see above)	<ul style="list-style-type: none"> • Business Source Premier • Fuente Academica • MedicLatina 			period
Various databases – part of the K-12 and Children’s Package	<ul style="list-style-type: none"> • MAS Ultra: School Edition • Middle Search Plus • Primary Search • Topic Search • Professional Development Collection • Health Source: Consumer Edition • Newspaper Source • ERIC 	EBSCO	School and Public Libraries	May join any time – July to June subscription period

Where to get additional information about each database:

EBSCO General and Business Package -

http://www.coloradovirtuallibrary.org/committees/airs/genbus_desc.html

EBSCO K-12 and Children’s Package -

http://www.coloradovirtuallibrary.org/committees/airs/ebscodb_description.html

Database Pricing: Due to contractual agreements with the vendors, pricing for these big packages of databases may not be shared on our website. Pricing for individual libraries that decide to buy in to the co-op is available from BCR, the organization that does billing for AIRS and provides financial services. **See the BCR Profile for more information.**

Organization: Bibliographical Center for Research (BCR)

Contact: Jay Ford

Email: jford@bcr.org

Phone: 303.751.6277

Organization Description:

The Bibliographical Center for Research (BCR) is a nonprofit, multistate library cooperative that has served the library community since its founding in 1935, providing cost-effective library and information services. Today BCR serves more than 8,000 member libraries in 42 states, Canada and Guam. An agreement with the state library agency in Colorado automatically extends BCR membership to all libraries of all types (academic, school, public, research and special) and of any size, whether part of government agencies or nonprofit and for-profit organizations, in the state.

BCR serves member libraries by:

- Helping them share information resources.
- Providing libraries with access to information services.
- Developing and promoting new technologies for information organization.
- Delivering and carrying out training and technical assistance in the use of information services.

Database Mission:

BCR offers a wide range of online information resources, everything from reference databases to e-books and audio books. Most BCR online information resources are available at substantially discounted prices because of the consortial purchasing power of our multistate network. The best resource for information about individual products and services and pricing is BCR's Web site (www.bcr.org).

BCR staff is available to provide information on product suitability, competence, compatibility and utility. Libraries may pay for any of these services from a BCR subscription prepayment account. BCR can also provide special invoicing services if necessary.

Discounts, pricing, fees, agreements, subscription periods and terms and conditions vary by vendor or product. Online information resources can be subscribed to at any time. However, some online information resources may have a specific subscription period so subscriptions will be pro-rated to get the library on the standard renewal date. Please visit the BCR Web site (www.bcr.org) or contact BCR for the most current pricing or other information.

BCR also offers discounts on other complementary library services including:

- online information management tools such as electronic reserves software, electronic resource management (ERM) systems, and database statistics consolidation services
- resource sharing software

- library promotion and productivity services such as online tutoring, community analysis using geographic information systems (GIS), digital signs, delivery services, e-communication and survey services, website design and repurposing services, and library office supplies

Database Offerings:

BCR regularly adds new databases to its offerings and also may have special offers for some databases. Please see the Online Information Resources page on the BCR web site (www.bcr.org/reference/index.html) for a complete listing including descriptions, pricing, discounts, renewal dates, trials, etc.

Database Pricing:

Discounts, pricing, fees, agreements, subscription periods and terms and conditions vary by vendor and/or product. Pricing is usually dependent on a measure such as the size of population served, count of full time equivalent students (FTE), number of simultaneous users, number of sites (branches, campuses, offices, etc.), number of employees, etc. Which measure is used to determine price may vary based on the type of library (academic, public, school, special) and the vendor and/or product. Pricing information is available on the BCR web site (www.bcr.org) for some online information resources. If pricing is not on the BCR web site, or if you have questions, contact Jay Ford (jford@bcr.org or 303.751.6277) at BCR.

Organization: Colorado Library Consortium (CLiC)

Contact: Lisa Priebe

Email: lpriebe@clicweb.org

Phone: 303.422.1150

Organization Description: CLiC is the support services organization for all member libraries in Colorado. One of our goals is to provide the best possible pricing for a select group of databases. We can do this because we bring a minimum number of libraries to a vendor during the initial subscription offer period and may add additional subscribers with certain restrictions.

Any member library may join the database cooperative purchases of their choice. Membership in CLiC is free. Check to see if your library is a [member](#). If not, you may complete the [membership form](#).

Database Mission: CLiC provides subscriptions to a select group of academic, public, school, and library professional database resources. Discounts range from 10 – 89% depending on the database. Some database subscriptions require libraries to sign up during a specific calendar window. Other database subscriptions may be joined at any time and are prorated for the first year to get your library in sync with the standard renewal date. CLiC works with member libraries to schedule online training with vendor professional trainers.

Where to get additional information about each database:

http://www.clicweb.org/cooperative_purchasing/current_db.php

Database Pricing: Due to contractual agreements with the vendors, database prices may not be shared on our website. Pricing is dependent on a number of factors including the size of the population your library services, whether it is students or general population and the type of library (academic, public, school, or special). It will help us provide you with better service if you know your population when you contact us.

CLiC Database Offerings

Database Name	Brief Description	Vendor	Target Libraries	Subscription Window
ChiltonLibrary 2.0	Do-it-yourself Auto Repair	Thomson Gale	Public, Academic	May join any time – December to November subscription period
CINAHL	Nursing	Ebsco	Academic	May join any time – July to June subscription period
CMMC	Communications Mass Media Complete	Ebsco	Academic	May join any time – July to June subscription period
Contemporary Authors/Contemporary Literary Criticism	Author biographies and criticism of works	Thomson Gale	Academic, School, Public	Currently closed to new subscribers
Consumer Health Complete	Patient information needs	Ebsco	Academic, School, Public	May join any time – May to April subscription period
Learning Express Library	Test preparation	Learning Express	Academic, School, Public	Requires sign up during renewal window (October-November)
MLA	Bibliography of journal articles, dissertations, & books	Ebsco	Academic	May join any time – July to June subscription period
PsycINFO	Psychology Index	ProQuest and Ebsco	Academic	May join any time – July to June subscription period
SocINDEX	Sociology (index or full text)	Ebsco	Academic	May join any time – July to June subscription period
Wilson's Library Literature	Librarianship	H.W. Wilson	Library Staff	Requires sign up during renewal window (August)

Organization: Marmot Library Network, Inc.

Contact: Joel Robinson

Email: joel@marmot.org

Phone: 970.242.3331 Ext. 19

Organization Description: The Marmot Library Network is a consortium of academic, public, school, and special libraries that provides shared library automation services across a wide area telecommunications network. Marmot serves as a vehicle for resource sharing among libraries and media centers throughout Western Colorado; provides automated services to libraries and media centers on a contractual basis; and is a key component in an automated Colorado library network.

Database Mission: Membership in the consortium currently includes a limited number of shared databases. The consortium's Strategic Plan calls for pursuing additional shared database licenses for users of the member libraries. Resource sharing is the foundation of the Marmot Library Network. Sharing database licenses reduces the costs for each member and increases the number of databases available to library users.

Where to get additional information about each database:

<http://www.millennium.marmot.org/>

Database Pricing: Services of the consortium are limited to member libraries. A special membership category with reduced annual fees is open to libraries making limited use of Marmot's services.

Database Licensing Glossary

Database Licensing Glossary

The following definitions of terms are culled and adapted from the vocabulary list on the Liblicense webpage at <http://www.library.yale.edu/~llicense/definiti.shtml>. That page contains additional terms.

Authentication. A process of identifying the user of a database or other information source.

Authorized signature. The signature of the person who has authority to legally bind a party to a written agreement.

Authorized use. The uses specified in the license as allowed.

Authorized users. Persons specified in the license as being allowed to use the database.

Click on or Click through license. A license agreed to without negotiations, and accepted when the library clicks on a button indicating acceptance. *Also known as a "Shrinkwrap" license.*

Concurrent use. Use of a database by more than one person simultaneously. Limiting the number of concurrent users permitted is a way to limit cost – more users cost more money. *Also known as "Simultaneous Use."*

Copyright. Property rights to intellectual property.

Coursepacks. Collection of materials chosen and assembled by professors for use by students in a particular class, in lieu of or as supplement to a textbook.

Dial-up access. Providing access to online resources by connecting with a remote server. See also "Remote Access."

Domain. Those computers which link to the Internet and which share a suffix in their web addresses, such as Com, Net, or Edu.

Download. The act of copying digital information onto some form of storage media, such as a hard drive or CD.

End user. Someone who accesses digital information for their own use. In library terms, patrons, students, faculty, etc.

Evergreen license. A license which renews automatically under the same terms, without further negotiation. *Also known as a "Perpetual License."*

Fair Use. Use of intellectual property for certain purposes, including educational use. Section 107 of the United States Copyright Act sets out the parameters of Fair Use.

Force majeure. Contract clauses designed to protect parties against failure to perform contractual obligations if such failure is unavoidable, the result of events beyond anyone's control, such as natural disasters or war.

Governing law. The jurisdiction whose law will be applied in any disputes between parties.

Indemnity. An agreement by one or both parties to a license to hold the other harmless against any claims by third parties, or to defend them against such claims.

IP address. Identifying numbers for computers which link to the Internet.

Licensee. The party accessing the database and agreeing to the terms set forth by the licensor, such as a library.

Licensor. The party which gives the license.

Non-disclosure. An agreement to treat specifically named portions of the contract or license as confidential.

Non-transferable. The license cannot be assigned or transferred by the signing library to another. In other words, libraries which sign a license cannot then allow another library access through the terms of the license.

Perpetual license. A license which renews automatically under the same terms, without further negotiation. *Also known as an "Evergreen License."*

Public Access terminals. A computer workstation made available to patrons of a library.

Remote access. The ability to use digital information from a location other than the physical library which owns or licenses the material. Such remote access is usually limited to *Authorized users*.

Security. Means employed to ensure only authorized use of digital information.

Shrinkwrap agreement. A license agreed to without negotiations, and accepted when the library clicks on a button indicating acceptance. *Also known as a "Click through" license.*

Simultaneous use. Use of a database by more than one person simultaneously. Limiting the number of simultaneous users permitted is a way to limit cost – more users cost more money. *Also known as "Concurrent Use."*

Site license. A type of license that allows use of a database without a limit of how many users may access it at the same time. Unlike *Concurrent* or *Simultaneous use*, which limits the number of users.

Term. The period of time which a license covers.

Termination. Ending of a license agreement. Sometimes there are requirements concerning termination of a license, such as a notification within a certain number of weeks or months before the end of the license term.

Unauthorized user. Someone without permission to access the database. For example, licenses usually limit *Remote Access* to students/faculty/staff of academic or school libraries, or to those individuals within a public library's geographic purview.

Venue. The jurisdiction where any dispute is tried.

Walk in users. Patrons who are not part of the specific library's community (e.g., students or faculty, or residents in the case of a public library) but who are physically present in the library. Most licenses allow use of a database by walk-in users.

Prepared by
Terry Ann Leopold
Colorado Alliance of Research Libraries
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Database Authentication

Database Authentication

For our purposes in this document, authentication can be defined as a process which determines whether or not a person has the right to access a secured or restricted online resource. There are a wide variety of authentication methods in use today, each with its own set of pros and cons. This document will describe the authentication methods primarily used by libraries and will include information on the types of authentication schemes available from some of the larger library database providers.

Libraries purchase subscriptions to databases available on the web for their constituent groups to use. Subscription costs are often based on the number of potential users for a library, such as the FTE (full time equivalent) for a university or community population for public libraries. These subscriptions allow libraries to provide access to reliable and trusted resources of many types such as audio books, bibliographic citations and full-text. The database providers have invested heavily in their products and it is up to the libraries to help them protect their valuable resources. This means that it is the responsibility of the library staff to ensure that access is limited to the appropriate constituents. Authentication is the way that libraries can make sure that their users, and only their users, connect to the databases.

Username/Password

Almost every database provider can provide a library with a username and password to access their services. This does not necessarily mean that only one user at a time can access the service; however, it does mean that anyone using the service must know the username and password. Getting the username and password information to every user is problematic, especially because this is not information that can be publicized or made publicly available. Keeping a list of usernames and passwords at the Reference Desk can be extremely cumbersome and can act as a barrier to access, especially for remote users. If your library does not have a web page or an online system containing information on patrons, this may be the only access method available to you.

PRO: All the providers do it. If a resource has a very limited audience or if the library lacks the funds necessary to purchase a more wide-reaching subscription or does not have the technical resources to provide other methods of authentication, then this method may be the best and sometimes only option.

CON: Administrative problems and usage limitations. The library must distribute the username and password to any user who wants to access the resource.

Extra Notes

Cookies: When a browser initially connects to a database and a username and password is entered, a cookie is written to that computer that allows the database to recognize it automatically when it connects to the website. For computers in the library, staff can access the database resource with the username and password which will install the cookie and then subsequent accesses would not require the user to enter the username and password again. This would work as long as the cookies on the PC are not deleted which is sometimes done if there are problems with the browser.

IP Filtering

The vast majority of database providers handle IP filtering as a method of authentication. IP filtering allows all of the PCs within your library or organization to access the database resource without entering a username/password or barcode. The library provides the database provider with the list of IP addresses that are unique to their institution, and the systems automatically recognize any connections coming from that group of addresses. This requires that the library have a computer network in place and have internet connectivity in the library. Your network or system administrators can provide a list of the IP addresses utilized in your organization; this might cover a single building, or a group of buildings in a city or a campus.

PRO: This method provides seamless access for users in the library or within the physical location of the organization and can be used in conjunction with other methods of authentication.

CON: This does not provide service outside the library or to remote users.

Proxy Server

A proxy server sits between a user and the database resource and can be used in conjunction with IP filtering or referring URLs. When a user is coming from outside of your regular IP address range, the proxy server goes to work, requiring that the user enter a library ID. Once the user has entered a valid ID, the proxy server takes over the connection and makes it appear that the user is coming from within the library's range of valid IP addresses or from a specific library URL.

Most database providers have the ability to handle authentication through a proxy server. There are a wide variety of proxy servers available, including some open-source, free-to-download software as well as others for purchase. Many of the ILS providers offer add-on proxy servers which integrate with the library patron file. Most of the proxy servers on the market require a UNIX/LINUX or Microsoft server and must be upgraded and maintained to some extent.

PRO: Takes care of all remote users for your library.

CON: Requires some technical resources, both human and machine.

Referring URL

Using software or web scripts, a secure web page at the library is set up which asks users for their library ID and then confirms that the ID is valid. Once the ID has been confirmed, users are sent to the database resource and appear to be coming from a specific URL. The database provider is given the one valid URL and as long as the connection comes from that URL, the user is allowed access the resource. The only way to access the referring URL is to successfully enter a valid library ID.

PRO: There is no need to give out usernames and passwords for the specific service. This method allows remote users to access library resources.

CON: There is a fairly high level of technical expertise needed to provide a referring URL. The library must have a way to authenticate people with a library barcode or other form of ID before they can access the secure URL.

Patron ID/Barcode File

Many database providers offer a way for libraries to send a file of their patron records which is then used to authenticate people. The library is given a specific URL to which they send their users and then the user must enter their library ID to access the resource. Some providers have a way for libraries to upload their own patron list while others require that the lists be sent to their customer service group for loading. This method is cumbersome because someone in the library must get a file of user information prepared and loaded on a regular basis. There may be some security issues depending on your organization and the type of information you are allowed to share with outside entities. Database providers maintain very secure systems; however, every system has some vulnerability in security.

PRO: Users do not have to know any special usernames or passwords to access database resources remotely. As long as they have their library ID, they can get into the database.

CON: The patron file on the database provider's site is never up-to-date. As soon as you export your records from their home system, the file is out-of-date. New users will not be able to access the resource until a new patron file has been sent to the database provider.

Automatic Login

The automatic login method is something available only through OCLC for their resources. A CGI program is made available to libraries for customization. A fairly high level of technical expertise is required to implement and maintain this method of authentication.

Shibboleth

This method is still in the developmental phases and is primarily used by higher education organizations. It provides a structure for "identity providers" to communicate directly with "service providers" in a secure method, allowing end users to enter their valid ID once and then be recognized by all subscription services. The "identity provider" in this case would be the library that has information about their users; the "service provider" is the database to which the user would like to connect.

Athens

Athens is an "Access and Identity Management" service which is used primarily in the UK in health and education areas for access to database resources. Organizations purchase Athens and then can use it to set up their list of valid users and the resources to which each user can connect.

Summary

Below is a chart that gives a brief description of the different authentication methods and a limited list of database providers which support the different methodologies. This is not an exhaustive list of methods or database providers. This list includes the following database providers: EBSCO, NewsBank, Thompson/Gale, ProQuest and OCLC. These database providers may offer other methods of authentication as well as those listed below. Check with your database provider to determine which authentication types they support.

Database Authentication Summary Chart

Method	Description	Technical Expertise Req?	Database Providers
Username/Password	A username and password combination is given to the library for access.	Little to none	EBSCO, NewsBank, Thompson/Gale, ProQuest and OCLC
IP Filtering	The library provides the database provider with the IP addresses for the PCs in the library.	Little to none	EBSCO, NewsBank, Thompson/Gale, ProQuest and OCLC
Proxy Server	A piece of software which verifies a user's credentials, such as their Barcode number and last name or PIN number.	Moderate	EBSCO, NewsBank, Thompson/Gale, ProQuest and OCLC
Referring URL	Creating a secured, authenticated page from which users are sent directly into databases.	Moderate	EBSCO, NewsBank, Thompson/Gale, and ProQuest
Patron ID/Barcode File	Some providers offer a way for libraries to upload a file of their patron information, allowing patrons to use their library ID to access databases.	Little to moderate	EBSCO, NewsBank, Thompson/Gale, and ProQuest
Automatic Login	OCLC offers a CGI script which can be customized by local library staff.	Moderate to high	OCLC
Shibboleth	An Internet2 Middleware Initiative for providing access control and identity management. Currently used primarily in higher education, adoption has been growing quickly.	High	EBSCO
Athens	Access management system primarily in use in the UK for health and education related organizations.	High	EBSCO, Thompson/Gale, and ProQuest

Prepared by Melissa Stockton, Quipu Group
 melissa@quipugroup.com
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Marketing Databases to Your Patrons

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Database Search Tools for Patrons

AccessMyLibrary by the Gale Group

<http://www.accessmylibrary.com/>

Users can search Gale's 30 million+ articles through this site in a search-engine format. Patrons can then request materials they find from libraries close to their zip codes. Libraries must register with the Web site to appear for their patrons, and patrons will have to go through an authentication process to access the resources through their local library.

Google Scholar

<http://scholar.google.com>

This service searches scholarly literature with the familiar Google interface, and seeks to rank the results according to academic criteria such as number of times cited and the publisher of the material. Google Scholar offers ways to connect patrons to holdings for journal article results through library link resolvers, and for book results through OCLC's Open WorldCat. It indexes material from the sciences, social sciences, and humanities.

Microsoft LiveSearch Academic

<http://academic.live.com>

This service is similar to Google Scholar, though it indexes articles only from medical, technical, and scientific fields. It also offers IP recognition and link resolver support so patrons can access materials from their local libraries.

Online Journals 24x7:

Helping alumni find online journals through public libraries

<http://oj24x7.quipugroup.com>

If your library is a public library, make sure that your databases are listed in this online resource for Colorado alumni. Academic librarians, point your alumni to this site.

Contact Melissa Stockton at melissa@quipugroup.com to have your library's databases added.

Vendor Training and Tutorial Sites

EBSCO's Customer Success Center

<http://www.epnet.com/thisTopic.php?marketID=20&topicID=204>

EBSCO Fact Sheet

http://support.ebsco.com/uploads/kb/sas_basicserach_helpsheet0207.doc

EBSCO Online Training

<http://support.ebsco.com>

EBSCO Online Tutorials

<http://support.ebsco.com./training/tutorials.php>

Gale Online Training

<http://www.eventsvc.com/thomson/calendar.asp>

OCLC Marketing Kits

<http://library.netlibrary.com/MarketingKits.aspx>

ProQuest K-12 Tutorials

<http://www.proquestk12.com/trainingsupport.shtml>

Tips for Marketing Databases

PRINT

- Publish database information in your newsletter.
- Include a quick reference list of all available databases on the back cover of your newsletter.
- Post signs about databases throughout the library or near print materials on the same subject.
- Create bookmarks for patron use that feature available databases.
- Create handouts that explain the extra value of online material.
- Run advertisements in the Chamber of Commerce newsletter.
- Send press releases to print and broadcast media.

ONLINE

- Feature information on the front page of the website and events calendar; emphasize those databases with remote access.
- Advertise any new databases on your library home page with a description and a link directly to the database.
- Link to databases from your OPAC.
- Keep a list of your reference databases in front of online patrons. You can do this by putting a link to the databases on multiple pages of the website.
- Organize databases by subject rather than vendor name, unless it's a vendor they recognize such as Morningstar.
- Name your online resources appropriately; "Databases" isn't the most descriptive name.
- Give credit to the organization that pays for the database, e.g., "This database is provided through the generous support of the Mytown Car Club." Patrons need to know you pay for these resources.
- Add databases to the WorldCat "Find in a Library" feature.
- Add temporary links to match curriculum or major event, i.e. Black History Month.

TRAINING

- Thoroughly train reference staff on the use of every database to which you subscribe. Vendors are happy to provide webinars, podcasts, streaming video and in house training at no cost. Check with the vendor to see what they offer.
- Teach investment groups about databases and other resources available at the library by speaking at small investment group meetings.
- Conduct subject workshops at the library that highlights databases such as finding health information, business information, genealogy information, etc.
- Conduct general workshops which cover the library's catalog and various subscription databases available.
- Train patrons to use the databases. When a patron asks a question that can be answered by a database the staff member should introduce the database and show the patron how to use it.
- Provide patrons with database options. When a patron asks about one financial database, staff should introduce any related databases.

PROMOTING

- Conduct offsite informational events at places such as the Hispanic Business Expo and Discover Downtown.
- Approach investment clubs that meet at the library and tell them about remote access to databases through the library website, then hand out informational and promotional material.
- Feature databases when giving class tours, library orientations, and talks to community groups.
- Meet with local professionals such as physicians to let them know of Consumer Health resources available at your library.
- Build business interest by working closely with the local Small Business Development Center and other business groups including those at universities and schools. With these groups show participants how various library resources can help them in their business ventures.
- Sponsor investment seminars at the library featuring local investment professionals. These seminars not only attract people to the library they also help patrons regard the library as a center for business and financial information.
- Give local businesses the opportunity to network and learn effective ways to achieve goals by using library resources with programs such as “Bagels & Business” which can be held two times per year before the library opens in the morning.
- Find out if vendors have marketing kits or other promotional materials that your library could order.
- Host a Database Fair at your library. Invite vendors to share their products with your patrons. Advertise in the grocery store, restaurants, and parks. Look for ways to connect with people who don’t normally use the library.
- Create a YouTube segment about your electronic resources and attach it to your library website.
- Ask the city, county, genealogical society, and historical society to link to your website.
- Write about your electronic resources on appropriate blogs and wikis.

Information Provided by
Morningstar Library Services
Gillian Harrison (BCR)
Lisa Priebe (CLiC)
Robin Dean (CLiC)
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