

## **Promoting CSU+**

One of the challenges of any new service is making sure patrons know the service exists. Different CSU libraries have found ways to effectively get the word out or otherwise lead patrons to the service. Here are a few ways we have boosted CSU+ use:

### **Discovery logic:**

Some libraries have set up their discovery logic to introduce patrons to materials from outside of the library in their initial search. At these libraries when a search is placed in OneSearch the search starts by searching all CSU libraries at once. This brings the most relevant searches to the patrons attention regardless of if the home library has access to the materials locally. While this option is potentially helpful in promoting CSU+ it required full library support and is configured in Primo.

### **Promotional Materials:**

Libraries have discussed adding bookmarks to items received through ILLiad letting the patron know that they might have gotten their book faster if they had requested it through CSU+.

Some libraries have added flyers and other marketing materials to the front of the library so inquiring students can get information they can refer to later. This can help ensure the information given is correct and consistent.

### **Circulation and/or Information Desk:**

In depth training of Circulation and Information Desk Staff and Student Workers can greatly help get the word out about CSU+. At many libraries this is the first point of contact for patrons to ask questions. Simply encouraging staff to mention CSU+ as a valid option for getting materials quickly can make a huge difference. This will also help us give the correct information when patrons ask CSU+ specific question.

### **Librarian Training:**

Instructional librarians share a large amount of information with students on how to effectively use the library. Encouraging librarians to demonstrate using CSU+ as part of their curriculum can help us reach incoming students as they learn the ins and outs of the library. Librarians should also be given in depth information on CSU+ to be able to adequately respond to patron questions both in and outside the classroom.