

From Print to Digital & Back Again:

30+ Years of Lessons from UGA Law Library's Newsletter

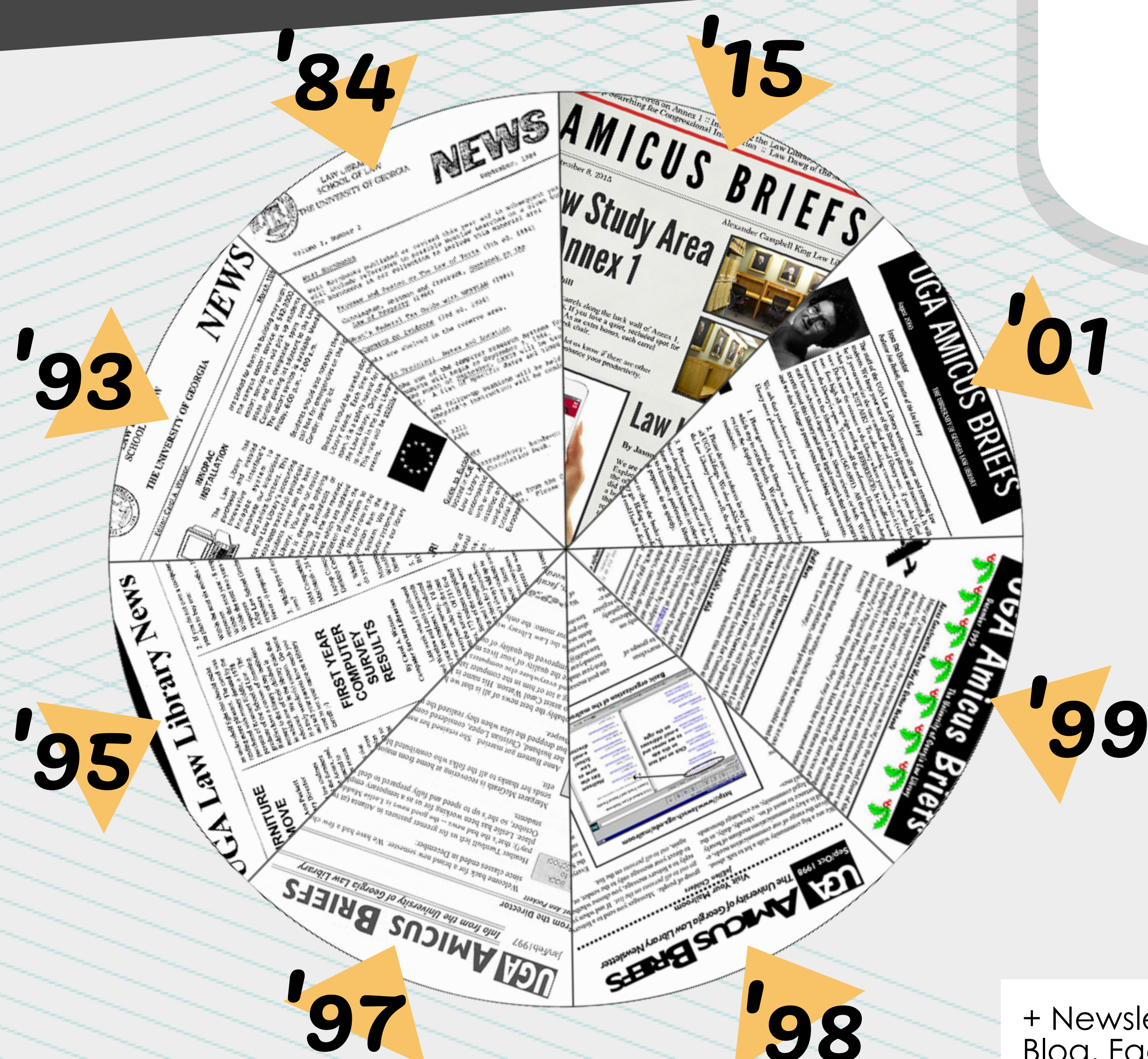


www.law.uga.edu/amicus-briefs

LIBRARY TIME CAPSULE

- + shows shifts and trends in technology
- + documents new hires and retirements
- + archive of library's evolving resources
- + captures facility renovations
- + a timeline of library events
- + an idea bank for the future

Also brings your library community together and allows employees to get creative. It is an excellent marketing and communications tool between your library and your patrons.



+ Newsletter content gets cross-posted to: Blog, Facebook, Twitter, Instagram

+ Using MailChimp to track # of clicks

+ New Outreach librarian re-vamping 2018

GET SOCIAL

+ Anne Burnett becomes editor

+ Contest determines new newsletter title

+ print issues give link to online versions

+ Color appears

+ Anne Burnett returns as editor after 2 years

+ HTML version only

+ Format sticks for 11 years

+ Time consuming HTML replaced with Drupal CMS template and feed

2017

+ First issue spring '84

+ Typewriter at first

+ 90's shifts layout to 2 columns

"NEWS" IS BORN

AMICUS BRIEFS!

ONLINE ONLY

FROM HTML TO DRUPAL

1995

2000

2008

2015

1984

1996

2003

2014

HELLO HTML

NEW EDITOR

LAW DAWGS

PRINTISBACK

+ Carol Watson becomes editor

+ First HTML issue in January 1995

+ Word Perfect for print issues

+ Lots of tech updates included

+ Jim Sherwood becomes editor from January 2000 to 2002.

+ 2002 is the only year of zero issues

+ Content has a focus on staff

+ Anne Burnett starts Law Dawgs in September 2008

+ Becomes a part of each issue

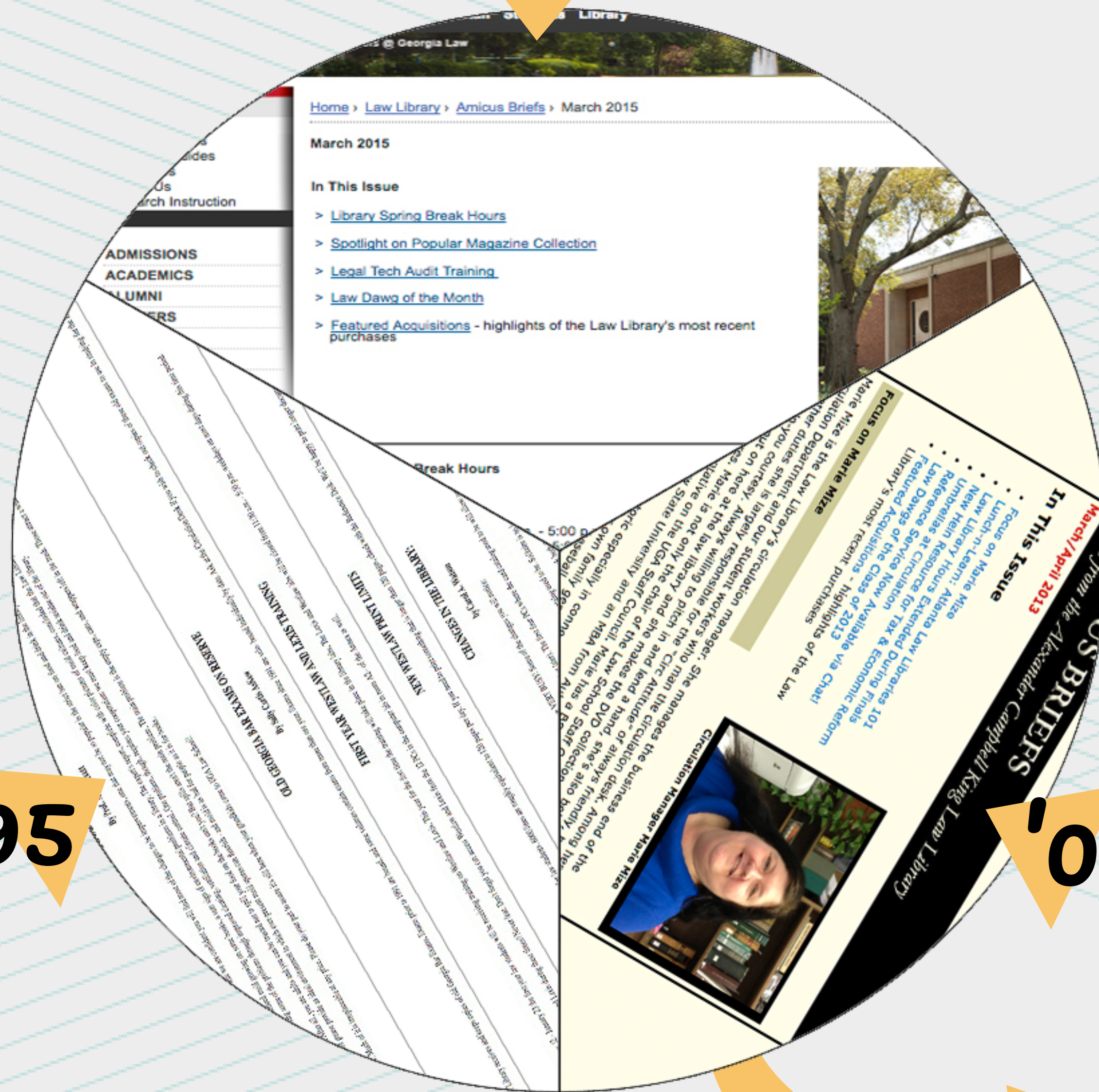
+ Remains in 2017

+ Rachel Evans becomes editor

+ Piktochart brings print back to life

+ NewOutreach librarian in 2016

'14



'95

'03

RESOURCES

PAST NEWSLETTERS

http://digitalcommons.law.uga.edu/law_lib_amicus/

INTERNET ARCHIVE WAYBACK MACHINE

<https://archive.org/web/>

LIBRARY BLOG

<https://ugalawlibrary.wordpress.com/>

LIBRARY PODCAST

http://www.digitalcommons.law.uga.edu/podcasts_onreserve/

SLIDES & HANDOUTS

<https://www.dropbox.com/sh/giun89h7e4vyqhw/AABbhPrKZJE6VMeF0Jd6i3g4a?dl=0>

Questions?

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Beyond Words

TECH FOR CREATION/PUBLICATION

- + KanbanFlow for workflow/teams
- + Drupal CMS for online and RSS
- + MailChimp for email blasts (700+)
- + Piktochart for print editions
- + Xerox color copies 11x17 (30 or less)

DISSEMINATION & ASSESSMENT

- + Anchor tags for "contents" to allow
- + MailChimp to capture click stats
- + MailChimp for % open stats
- + Google Analytics for total views
- + Data Studio to compare content

PODCASTING INTO THE FUTURE

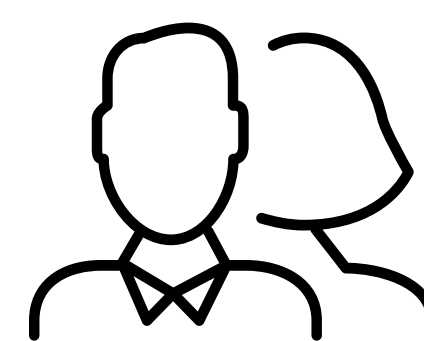
- + Newest extension of newsletter
- + Episode 0 was pilot/test (May '17)
- + 4 more episodes since then
- + Contest for name: On Reserve
- + Now in iTunes and YouTube
- + Archived in Digital Commons

History Repeats Itself with Popular Content



HOURS, FACILITIES, POLICIES, RESOURCES

- Classic content that never gets old:
- + Library Hours (especially holidays)
 - + Facility Renovations or Expansions
 - + Library Policies
 - ex. Food & Drink, Inclement Weather
 - + Describe Services
 - ex. Interlibrary Loan, Reference, Copies
 - + Physical Resources
 - ex. New Books, Umbrellas, iPads
 - + Digital Resources
 - ex. Library Catalog, Databases



PEOPLE-CENTERED CONTENT

- For or about your staff and patrons:
- + From the Director / Welcome Back
 - + Staff Focused
 - ex. New Hires, Retirements, Favorite Lists
 - + Patron Focused
 - ex. "Law Dawgs" Pet Pic Submissions
 - + Library Instruction
 - ex. "Lunch-n-Learns", WestLaw Training
 - + Special Events
 - ex. Book Repair Clinics, Stress Relief Efforts
 - + Just for Fun
 - ex. Crossword Puzzles, Special Contests