Dreaming to Learn the Socious Platform, HLS Dares to Follow EMTS

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Objectives

Describe the process undertaken by a team of librarians conducting a website marketing campaign designed to make section members more aware of features of the website.

Study Aim

Goals included:

➤ providing an engaging "game" for members to learn more about their professional community

➤ obtaining feedback about how they feel about the section

➤ offering a forum for discussion to encourage section involvement.

Methods

➤ A team of librarians created a sequence of daily activities based on a model designed by another section. Permission to use the model was obtained from that section.

➤ Daily instructions were posted on the section website listserv. Those completing the daily activity could enter to win a gift card by answering an online survey.

➤ Activities included asking members to update their profile, post a message to the section Forum, and update their subscriptions indicating how they would like to receive section mail.

➤ A brief online survey was utilized to collect feedback from members about the section, its value, ease of navigating the website, preferred methods of communication, and how the section can best meet members' needs.

Question #3 Supplement

To resolve receipt of messages issues (daily vs. immediate) a Supplemental activity was added on Day 3.
6 out of 10 responders made changes to a subscription
➤ 3 to HLS Distribution List;
➤ 1 to HLS Leaders Forum
➤ 1 to a SIG Distribution List
➤ 1 to an Award Jury Discussions List.
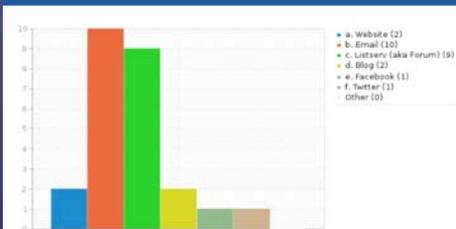
Question #5

What is HLS to you?
➤ "HLS is an important forum for hospital-specific library issues. I'm a solo so I really appreciate being able to connect with others who are in the same boat. You are all life-savers!"

Why are you a member?
➤ "As a new hospital library manager, I gain so much insight and inspiration based on the discussions on the list as well as reading the National Network newsletter."
➤ "I am a member because I find it helpful, useful, and fun to learn from and work with others within our community."
➤ "Because HLS is a great section for collaborating and sharing information among other hospital librarians. I think we learn a lot from each other."
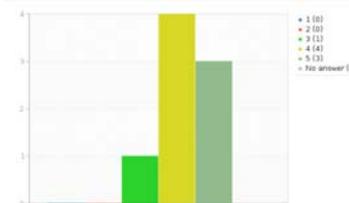
Question #9

a. Website (2)
b. Email (10)
c. Listserv (aka Forum) (9)
d. Blog (0)
e. Facebook (1)
f. Twitter (1)
Other (0)

What are the best ways for HLS to connect with you?

Question #10

How do you feel about using the Socious Platform now? (On a 1 - 5 Likert Scale 1= lowest, 5 = highest)

1 (0)
2 (0)
3 (1)
4 (4)
5 (3)
No answer (0)

Results and Conclusions

LimeSurvey was used to administer and analyze the survey data.

➤ Approximately 550 HLS members received the daily email with a total of 30 participating over the 10 days

➤ One-third of those performed at least one activity while two-thirds did two or more activities.

➤ 10 winners were selected by an independent party at the end of the time period, and they each received a $25 Amazon gift card.

The librarian team was surprised by the low participation, however:

➤ The feedback received is quite valuable.

➤ Participants reported learning a lot about the HLS website and MLAnet.

➤ Members enjoyed the "game" format and specifically found activities relating to receiving messages, connecting with other members and changing their profiles very relevant. One even identified some revisions that were needed on a form!

The results are in...

Challenges

challenges

➤ The day the game was started, MLA launched a new website layout

➤ Some members only received the digest version of email so daily activities were delayed

Congrats to Our Contest WINNERS

Julie Esparza   Kim Harp
Sondhaya McGowan   Michelle Kraft
Basia Delawska-Elliott Kathy Zeblisky
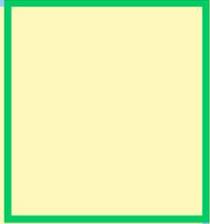Lauren Wojcik   Brynn Beals
Lisa Habegger   Layla Heimlich

Shout out

To EMTS and MIS for allowing HLS to follow their lead to better serve all of our section members!

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