TRIAL-PALOOZA!
USING RESOURCE TRIALS TO COLLABORATE WITH AND EDUCATE FACULTY ON THE VALUE OF LIBRARIES

Presented by
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Otterbein's Courtright Memorial Library
Today we're going to …

01
Learn how to set up a successful trial

02
Navigate both vendor expectations and university needs

03
Explore best practices and lessons learned regarding:
  - communication approaches
  - evaluation techniques
**Why tri(al)?**

<table>
<thead>
<tr>
<th>Benefits to Vendor Relations</th>
<th>Benefits to Faculty &amp; Program Relations</th>
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<td>Deepens relationships and encourages conversations and transparency</td>
<td>Creates a partnership out of what before was a client relationship</td>
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<td>Provides opportunities to explore new content and platforms</td>
<td>An opportunity to better understand the content</td>
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<td>Encourages comparison of content to existing resources</td>
<td>Ability to make informed decisions on available resources</td>
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Expressing Interest

- What is the need?
- Single trial or a palooza?
- Timing
Audience
Scenario 1:

What do you do if a faculty member wants to have a trial just to access a few documents with zero intention of subscribing?
All the Single Vendors...

- Single vendor = streamlined process and less complications
- Allows for deeper review of their content and license
- Budgetary impact easier to manage
- One resource to engage with and provide feedback for
- Managing one timeline and one set of expectations
- Be transparent!
Setting up the 'Palooza

- Run simultaneously
- Facetime not Email
- Shareable & Accessible
- Comparisons are fun!
Would you like to high definition contemporary theatre films? Or videos you can clip? Interviews with set designers or script editors? Some of these resources below offer these options. Want to hear more? We’ve set up a couple of times to review the databases currently on trial.

Thursday 10/29 - 12:30 in Library 201
Friday 10/30 - 1:00 in Library 200

Please let us know if you plan on coming.

The databases are:
- **Drama Online** - Read play transcripts, Listen to plays and view critical commentary
- **On the Boards** - Full length, contemporary plays, including modern dance
- **Digital Theatre** - productions, interviews, documentaries and written learning resources on British theatre
  - **Theatre in Video** - hundreds of videos, including interviews, documentaries and definitive performances of the world’s most important plays.
- **Theatre in Video 2** - the sequel. More materials are available.

If you can’t make it, no problem. Please review and fill out the **Feedback Survey**

Do you want a quick review at a different time? Rares or I could stop by your office for 1/2 an hour to review the options.

Or - are you good? Youtube covers everything you need? Hate streaming and have your own physical collection? Then please, let us know that too.
If we've built it, will they come?

- How do we get faculty to share feedback?
  - [Sample Feedback Form]
Audience Scenario 2:
The license has terms that are problematic. How do you express those concerns to your faculty?
The behind-the-scenes business stuff...

- Managing the business relationship
- It's all in the (technical) details
- Know your own workflows & institutional processes
- Existing versus new
- Budget for the long-term
Audience

Scenario 3:

What do you do if a faculty member wants to trial a resource which the library clearly can't afford?
Recommendation Phase

- Pulling it all together
- Sample recommendation email
- The Resource Wishlist
Faculty Response

Trial for Gale Eighteenth Century Collections Online

° "I like the colonial America link you provided, as well as the various Readex early American imprints and newspapers. But ECCO probably has the most overlap between English and History, and is probably more accessible for students, so that’s probably the one to go with, even if I use EEBO in my own work." - History faculty

° "This would be life changing for me!!!! For both research and teaching. Very excited!" - English faculty
We've got it, let's flaunt it

ADDING IT TO OUR A-Z
MARKETING
TRAINING
FOLLOW UP
Final Thoughts

- Partners, not clients!
- Consider a 'palooza!
- Keep a wishlist!
Questions?

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