Hybrid Online Tools Implementation, Marketing and Assessment Plan

Background - Dr. Van Wyatt, VPIT – Comments For Next Steps (7/18/2014)

- *A project plan for implementation and marketing is key.*
- *the plan should engage the scholarly community, faculty and students on a number of levels – key words "engaging community"*
- *Marketing through a variety of sources should also be key*
- *As these are interdisciplinary products, reference/subject librarians should be reaching out through their various channels*
- *A plan for deployment of these applications will be crucial as this will guide whether this pilot is funded into the second year*
- *How are you going to assess each of the applications? – (A plan for assessment should be built into both deployment and implementation).*

August, 2014

- Write Hybrid Tools Library Draft Implementation Plan Outline
- **Form Library Tools Oversight Committee**: licensing, implementation, marketing, assessment
  Lorin Flores, Lisa Ancelet, Joan Heath, Sarah Naper, Liane Taylor, Ray Uzwyshyn
- **Form Subgroups for Various Hybrid Tools Implementation Committees (To Be Finalized)**
  Artstor Shared Shelf
  Liane Taylor, Jeanne Hazzard (Metadata), Jeremy Moore (Scanning), Tara Smith (Art Librarian), Paivi Rentz, Margaret Vaverek, Ray Uzwyshyn, Carla Ellard (Wittliff), (Art & Design Faculty), Selene
  Datazoa
  Rory Elliott, Charles Allan, Terrence Edwards
  Browzine
  Lorin Flores, Stephanie Larrison, Scott Pope, Anthony Guardado
  Curriculum Builder
  Arlene Salazar, Jessica McClean , ITS, Todd Peters, Jan Tidwell
- **Preliminary Presentations/Meetings**
  August 5, Sarah/Lisa/Ray inform Subgroup members, ppt, SharePoint)
  August 12, Preliminary Plan &Charge Review & Plan Approval (Sarah/Ray, Oversight Committee)
  August 15, Information Sharing Presentation Ray/Liane – Library Group (August 15, 10:00 am)
  September 5, **Library Tools Vendor/Subgroups Kickoff September 5th**.

September 2014

- License Tools
- **September 5 Tools Kickoff.** Bring in vendors to Demo and Workshop Tools: Day Workshop, Morning: all vendors all groups; afternoon: various subgroups split off with various vendors to have afternoon training.
- Subgroups form implementation and marketing strategy
- Library Promotions Team form general strategy for marketing new tools
- Subgroups submit specific individual tool implementation/marketing strategies

October – November 2014

- Soft Launch of All Four Tools – Preliminary Marketing Plan Begins
- Information Literacy Training Sessions on Various Tools for Faculty, Students, Staff (Curriculum Builder, Datazoa, Shared Shelf, Browzine)
- **Subgroup Submission and Marketing Plan Deadline:** submission to Sarah Naper and Ray Uzwyshyn: **Friday, 10/3/2014.** Report will be vetted with the Library Tools Oversight Committee, and your group will be invited to meet with the committee to receive feedback on your proposed plan. Oversight committee approval
- Various University Groups (TBD) Presentations – Fall/Spring
- Marketing & Implementation/Adoption Strategy Begins
- Mid-November 2014. Preliminary assessment begins. Data analyzed to determine what worked, modifications identified for Spring semester.

December 2014

- Subgroups invited to meet with tools committee to talk about implementation, marketing and assessment results and modification recommendations
- Vendor trainers sent feedback and selectively invited for Advance Additional Training as needed (December/January)

January-February 2015

- 2nd Phase Implementation based on Initial feedback
- 2nd Phase Marketing Implementation based on initial feedback

March-April 2015

- Qualitative/Quantitative Assessment

May-June 2015

- **Final Assessment/Evaluation Deadline** for submission to Sarah Naper and Ray Uzwyshyn: **Friday, 5/15/2015**. Report will be vetted with the Library Tools Oversight Committee, and your group will be invited to meet with the committee to receive feedback on your report and recommendations.
- Library Tools Oversight Committee compiles comprehensive report for Dr. Wyatt detailing our success and future recommendations

- **June 15, 2015** – **Final Assessment/Evaluation Report/Presentation** submitted to Joan Heath, AVPUL and Dr. Van Wyatt, VPIT for next fiscal year funding review