

A ROADSHOW OF MUSIC RESOURCES

Get Your Students to Know What You Have!

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OUTLINE

- The Needs to Reach Out
 - The Initial Idea: **Flash Mob**
 - Set Up & Preparation
 - What Happened that Day
 - Instant Feedbacks
 - Review & Usage Statistics
-

THE NEEDS TO REACH OUT

- No music information literacy workshop for undergraduates
- Only a 1.5-hr session for Master's students
- Teach mostly journal databases (RILM, IIMP, Music Index)
- Over **2/3** of our major music e-resources did not get introduced

THE INITIAL IDEA: FLASH MOB

- Flash Mob

“...a group of people who assemble suddenly in a public place, perform an unusual and seemingly pointless act for a brief time, then quickly disperse, often for the purposes of entertainment, satire, and artistic expression...” – *Wikipedia*

THE INITIAL IDEA: FLASH MOB



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SETUP & PREPARATION

- Goal: Reach out to **ALL** music undergraduates
- Time: **Not** during regular class time
- Outcome: Know the name and nature of the 1-2 databases
- Equipment: (1) 1 TV
(2) 1 laptop w/ Internet
(3) Some gifts!!

**Quick, Simple,
Minimal
Preparation**

WHAT HAPPENED THAT DAY

- Roadshow 1 –
 - 2 booths: (1) Classical Scores Library by Alexander Street Press
(2) NY Philharmonic Digital Archives
 - 1 librarian + 1 library assistant at each booth
 - Starbucks latte was given out
 - Students really interested to know what's showing on the TV
 - Many *Wow!, Really?!, Is it free?*

ROADSHOW 1



ROADSHOW 1



ROADSHOW 1



ROADSHOW 1



ROADSHOW 1



ROADSHOW 1



WHAT HAPPENED THAT DAY

- Roadshow 2 –
 - 1 booth: Naxos Video Library
 - 1 librarian + 1 library assistant
 - Venue: A narrow corridor
 - Box drinks were given out
 - Many questions about the database functions

ROADSHOW 2



ROADSHOW 2



ROADSHOW 2



SETUP & PREPARATION

- **Summary**
 - Bring your promotion to where the students live
 - Make use of the physical environment
 - Be short & succinct
 - Give out gifts – so that they will hang around to listen
 - Have some brochures for students to take away
 - Make a big sign for the **LIBRARY!!!**

INSTANT FEEDBACKS

- **Very encouraging feedbacks –**
 - Are you going to stay until the end of our class?
 - Will you be back next week? What time?
 - What will you talk about next week?
 - I wish I have known about this in my 2nd year opera class!

REVIEW & USAGE STATISTICS

- 120 & 125 undergraduate students (86-89%) attended the 2 roadshows
- Significant usage increase
 - Naxos Video Library: Mar-May 2013 = 35 streams
Mar-May 2014 = **113** streams
 - Alexander Street Press: Mar-May 2013 = 161 searches
Mar-May 2014 = **199** record views
- Will most likely repeat the roadshow every semester with different music databases

Any Questions?

THANK YOU!