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 $\frac{2}{3}$ 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
THE INITIAL IDEA: FLASH MOB
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
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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 2\textsuperscript{nd} 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!