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



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

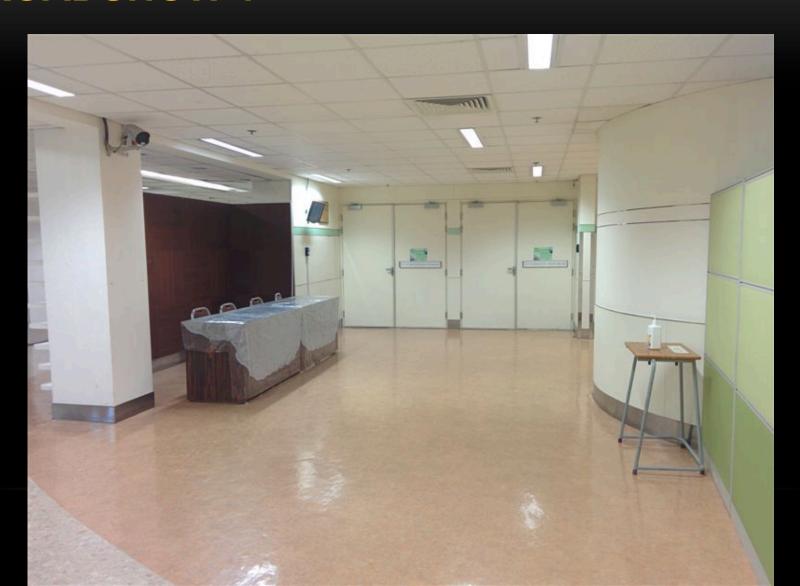
(2) 1 laptop w/ Internet

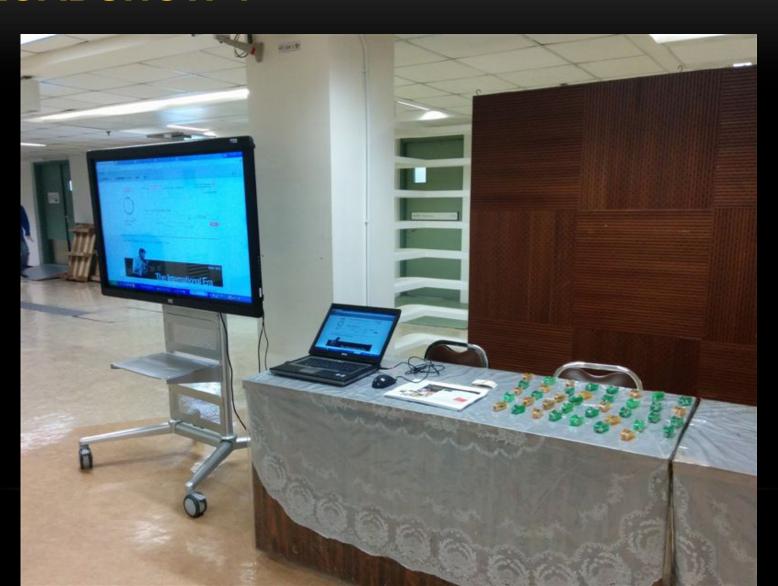
(3) Some gifts!!



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?







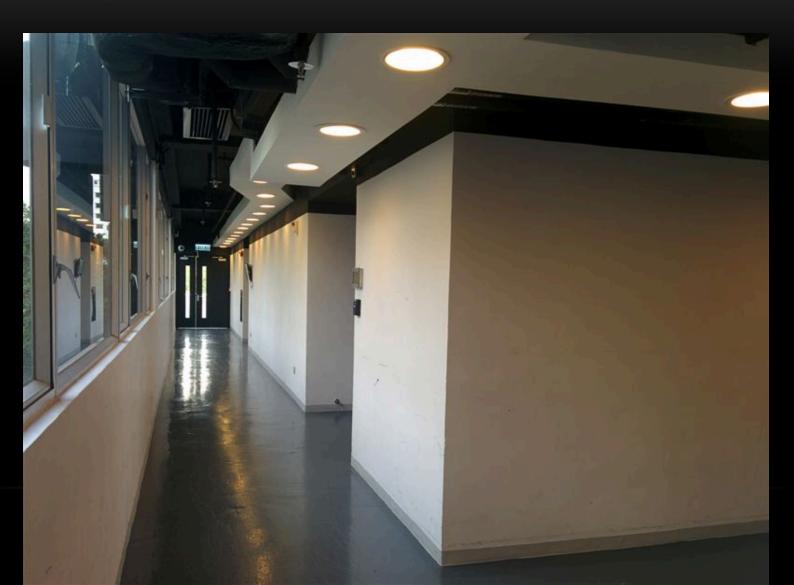






WHAT HAPPENED THAT DAY

- 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







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!