

Promoting BadgerLink Resources

Manual for Library Staff

Attribution and Thanks

Many of the ideas for this Toolkit came from the American Library Association, the American Association of School Librarians Advocacy Toolkit, and the INFOhio Toolkit for Promoting INFOhio Resources to Parents, 2005. Further ideas can be found at the American Library Association website at <http://www.ala.org>; the AASL website at <http://www.ala.org/ala/aasl/aaslproftools/toolkits/aasladvocacy.cfm>; and the OhioLink site at <http://www.infohio.org/Parent/Toolkit.html>.

What is BadgerLink?

BadgerLink is a project of the Wisconsin Department of Public Instruction (DPI), Division for Libraries, Technology, and Community Learning. Its goal is to provide access to quality online information resources for Wisconsin residents in cooperation with the state's public, school, academic, and special libraries and Internet Service Providers. BadgerLink resources are available through the BadgerLink website <http://www.badgerlink.net> and through links on many library web pages. Most libraries also provide access to BadgerLink from public access computers within the library.

The Department of Public Instruction currently contracts with five vendors (EBSCO, ProQuest, Thomson Gale, NewspaperARCHIVE, and TeachingBooks) to provide access to articles from thousands of newspaper and periodical titles, image files, and other specialized reference materials and websites. Users can find access to over 11,000 periodical titles and over 700 newspapers (including Wisconsin newspapers), children's and adult literature, business, medical, and education sources, and many other specialized resources not available through regular internet search engines. BadgerLink also connects users to WISCAT (the online catalog of Wisconsin library holdings) OCLC WorldCat (an international database of library holdings), directories of libraries, access to library digitized collections, and other information.

BadgerLink services began in July 1998. The project is funded through the Universal Service Fund and costs approximately \$2 million annually.

How Does BadgerLink Relate to Your Local Library?

BadgerLink is a statewide library program. It is designed to provide information on a statewide basis that may not be available in every library. Therefore, no matter where people live, they are able to access the same information. Think of BadgerLink as an extension of your local library collection.

- Library staff can provide BadgerLink resources on public access computers.
- Library staff can provide a link to BadgerLink resources on their web site.
- Library staff can authenticate BadgerLink resources using the local online catalog software and provide access to each resource separately.
- Library staff can inform library users that BadgerLink resources can be accessed from home, office, child care facility, university, school, and many other locations in Wisconsin.

- Library staff can provide training sessions on how to use BadgerLink.
- Library staff can use BadgerLink to answer requests for information.
- Library staff can print out resources for users instead of asking for interlibrary loan of magazine or newspaper articles.

How Can the Local Library Promote BadgerLink?

Library staff is the first line of contact for information about BadgerLink resources. It is important that staff let patrons know that they can use BadgerLink in the library, but also from home and other locations.

The Reference and Loan Library makes available the following materials to help promote BadgerLink. You can order BadgerLink resources by filling out the support request form you can download from the right hand menu of the BadgerLink home page or by calling the BadgerLink Coordinator at 608 224-5389.

- Bookmarks can be ordered in packages of 200 and distributed to users. Packages include:
 - Generic Bookmarks
 - Searchasaurus Bookmarks
 - Teaching Books Author Bookmarks for:
 - Bryan Collins
 - Denise Fleming
 - Jack Gantos
 - David Macaulay
- Posters can be requested and posted in the library.
- Quick Reference Cards

These have been distributed to public libraries for use with public access computers. These can be distributed to others as long as supplies last. These cards are also under the training section on BadgerLink at <http://www.badgerlink.net/training.html>. Library staff may modify these cards for their own use and reprint them. The following Quick Reference Cards are currently available.

BadgerLink Quick Reference Card (English and Spanish)
 ProQuest Quick Reference Card
 NewspaperArchive Quick Reference Card
 LitFinder Quick Reference Card (English and Spanish)

- Handouts and sample letters are included on the BadgerLink website.

Library staff can help by including information about BadgerLink on their library's website. The following best practice is recommended by the Library Information Technology Advisory Committee.

All Wisconsin libraries should have a link to the BadgerLink website which indicates the source of funding and administration and provides access using various methods of

authentication. Libraries using local library authentication and referring URLs or aggregator software should indicate somewhere on the local website that resources are provided through the BadgerLink program.

Library staff can find instructions on creating BadgerLink links for their web page and logos to use for this purpose at <http://www.badgerlink.net/promote.html>.

The following statement is suggested for use on a website:

BadgerLink is a project of the Department of Public Instruction's Division for Libraries, Technology, and Community Learning for the citizens of Wisconsin. Funding is provided through the Public Service Commission Universal Service Fund.

The American Library Association (ALA) @ your library campaign

The American Library Association has implemented a multi-year public education campaign to speak loudly and clearly about the value of libraries and librarians in the 21st century. ALA's Campaign for America's Libraries is the first attempt to achieve a strong presence by providing a registered trademark—@ your library®—for use by all types of libraries across the nation. This brand is intended to give a distinct feel to the campaign, to break through the clutter of competing messages and establish a clear and unique identity.

The @ your library® logo, sample slogans and ready-to-print graphics for libraries can be downloaded at www.ala.org/@yourlibrary. Think about possible ways to use this campaign logo for your library and in conjunction with BadgerLink.

Flexible and easy to adapt, the @ your library® brand can be used to create a library's own slogans and artwork for programs and promotional materials such as newsletters, fliers, bookmarks, mouse pads, and magnets. Try making up some slogans that incorporate BadgerLink.

Try these slogans with programs designed for use with parents:

Parents connect to BadgerLink @ your library®

Create and promote a special Parent's Page on your web site with tips and resources to help parents help their children do homework and learn and use the BadgerLink resources. Be sure to link to the BadgerLink website and the Parent Set of BadgerLink Hunt Cards.

Every student succeeds with BadgerLink @ your library®

Give presentations to the PTA or other parent and community groups about the important role BadgerLink can play in student achievement.

Rally 'round BadgerLink @ your library®

Host a special meeting for parents to inform them of what BadgerLink has to offer. Have students demonstrate specific BadgerLink resources to help with homework assignments at various grade levels.

Create BadgerLink slogans like the ones below to use on newsletters, bookmarks, bulletin boards and other publicity aimed at users of all ages. Include the URL www.badgerlink.net with each slogan.

BadgerLink: Wisconsin's Connection to the World of Information @ your library®

BadgerLink available free at home and @ your library®

BadgerLink: the ultimate search engine @ your library®

BadgerLink available @ your library®

Connect to BadgerLink @ your library®

BadgerLink has the answers @ your library®

Access BadgerLink @ your library®

Discover BadgerLink @ your library®

BadgerLink gets results @ your library®

Students succeed with BadgerLink @ your library®

BadgerLink: Beyond the Web @ your library®

Speaking Out: Telling Our Story

User success stories bring the BadgerLink message to life in a way that numbers alone can't. Although library staff will want to make strategic use of statistics, numbers aren't the whole picture when it comes to telling the story.

Why? Because everyone loves a story, especially one with a happy ending. Also, most people don't remember statistics unless they are surprisingly good or bad or translated into stories.

Whether it's a presentation to the library or school board, a brochure for parents or casual conversation with a teacher, library staff should be prepared with at least three stories or examples to illustrate how BadgerLink makes a difference.

How to Collect Stories

Stories can often be used without names. If names are used, follow your library's policy. Share your best stories with the BadgerLink staff. There may be a time when these can be shared with legislators and other decision makers.

1. Encourage library staff, students, teachers, parents and child care providers to share BadgerLink success stories. Award prizes. Post success stories on your library's web site and feature them in your newsletter.
2. Work with a journalism teacher to have students conduct interviews and report on how the public or school library and BadgerLink make a difference.
3. Save a quote from thank-you letters sent by library users.

Answers to Tough Questions

1. Isn't everything available on the Internet? Why do we need libraries?

Libraries are more than books. They are life-long learning hubs with a full range of print and electronic resources that support life goals and achievements. These resources include books, magazines, videotapes, computers, databases, and places for people to study and conduct research. In addition, all Wisconsin residents have access to BadgerLink resources and these resources are not available through Google. Libraries have professional staff to assist users in finding information and in developing critical learning skills.

2. Why should people use BadgerLink instead of Google?

BadgerLink provides a collection of essential online reference and research tools such as magazine and newspaper articles, reference materials, biographies, original historical materials, images, and other resources. These materials have been selected so that parents can be confident that only quality information from recognized publishers or sources is available. When users search BadgerLink, they can be confident that the responses are reliable and current. Children will not be subjected to results with thousands of irrelevant and possibly pornographic responses a Google-type search may produce. Parents should still provide guidance to be sure that the subject being investigated is suitable to the age and maturity of the child searcher. BadgerLink provides access to materials not available through Google or other public search engines.

3. Isn't it true that people don't use libraries anymore?

On the contrary! Libraries are full of people throughout the day who are reading books, getting help with research projects, studying, creating multimedia presentation, working on projects with others, as well as logging into the Internet. Library websites are used by people to search full-text databases and other resources. Visit the library and its website to see for yourself.

4. How is BadgerLink funded?

BadgerLink funding is appropriated by the state from the Universal Service Fund. All residents of Wisconsin can have unlimited access to these resources.

5. What is "information literacy" anyway?

Information literacy means knowing how to find, evaluate and use information from a variety of sources. It means knowing when a book may be more helpful than a web site. It means knowing what questions to ask. Is someone trying to sell something? Good decisions depend on good information. Library staff knows the best sources of information and introduces students and other users to BadgerLink. They teach skills that help prepare students to meet the demands of the global community and tomorrow's work place.

6. How do we deal with plagiarism?

With all of the electronic resources at hand, there can be strong temptation for students and others to cut and paste information directly into their homework or other projects. Taking someone else's work and calling it your own is plagiarism. Plagiarism can have serious consequences for students such as failing grades.

In doing thorough research, people must show where they found their information. It is important to always identify the information source. Source information is also known as bibliographic information and identifies the original publication that contained the information used in research.

7. Why should libraries invest in books when people have the Internet?

People need both if they are to learn and achieve. If people are to learn how to be effective consumers of information, they must understand and be able to use many different media formats. The Internet, for instance, is primarily for current information. Books and other print resources offer a greater breadth and depth of information than can be found online. Sometimes a video is a better learning tool than a book or the Internet.

Reaching Out

Marketing your library program and resources means making a conscious, proactive effort to reach out and show that the library is a changing and dynamic place and that you bring special expertise. It means staying visible and keeping in touch. It means reaching out with special programs that focus attention on what you offer and promoting a sense of ownership.

Developing a reputation as someone who not only delivers but delights is one of the best and fastest ways to turn those you work with into your advocates. Whenever possible, try to bust the stereotypes with programs and activities that let people know that the library is a welcoming, “with it” place staffed by people who understand and care about their needs.

Parents and Caregivers

Try these activities to inform and interest parents and caregivers in using BadgerLink.

- Write a regular BadgerLink column in the library newsletter. Include mini-reviews of databases, an encyclopedia and other helpful resources.
- Create and promote a parents' page on your web site with tips and resources to help parents know how to use BadgerLink to help their children achieve.
- Put a link to BadgerLink on your library website.
- Host special sessions for parents and provide a hands-on opportunity for parents to use BadgerLink resources.
- Sponsor regular BadgerLink family nights with children demonstrating how to use the database resources.
- Invite parents to participate in special programs on careers, literature, or the arts that highlight BadgerLink resources.
- Use BadgerLink when helping parents or caregivers answer a question or find information they are seeking.

Library Board, School Board, and Community leaders

Try these activities to inform and interest library and school board members and other community leaders in using BadgerLink.

- Make presentations to business and service groups about the changing role of the library.
- Invite local journalists to participate in discussions of the importance of information to a free society.
- Ask the local community editor or newspaper editor to run a special section of student research/assignments supported by BadgerLink.
- Invite library and school board members to a presentation on BadgerLink. Ask teachers to share assignments that rely on BadgerLink resources.
- Contact community relations/education staff of museums to develop BadgerLink displays, projects and programming in connection with special exhibits they are hosting.
- Invite local elected officials to any of your parent or community BadgerLink activities.

Public Service Announcements

Radio and TV stations will often run brief announcements of public interest for free as time permits. Your local cable stations may also run educational announcements. Some in fact may welcome messages appropriate for airing during school board, city council, or other civic/educational broadcasts. Check online or contact the community service or public affairs director for time, length and other guidelines. Some television stations will run a slide or video with the announcements. If you have a school or school district radio or TV station that will help produce spots, you're in luck. Here is some sample copy to get you started. Be sure to edit appropriately.

Sample copy for parents

(10 sec.) Children can succeed with BadgerLink. Check out what's new. Log on at www.badgerlink.net

(20 sec.) Every student succeeds with BadgerLink. Research shows that students who achieve have access to good information and resources. BadgerLink allows them to find the answers they need – for a lifetime. To learn more, visit BadgerLink at www.badgerlink.net.

(30 sec.) It's Science Fair Time again. Don't worry if all the books are checked out from the library. BadgerLink electronic resources such as Kids Search and Student Resource Center have great science fair projects and experiments. Visit www.badgerlink.net to learn more about them.

Sample copy for students

(10 sec.) Got questions? Get the answers you need faster and easier – at BadgerLink. We're here to help at www.badgerlink.net.

(10 sec.) Every student succeeds with BadgerLink resources. Study smarter! Research better! Get answers faster at www.badgerlink.net.

(20 sec.) Study smart! Get answers fast! Leap tall buildings in a single bound! Well, BadgerLink may not turn you into Superman, but it can turn you into a super student. Get the help you need at www.badgerlink.net!

(20 sec.) You've got the Internet at home and you think you're wired. But unless you're connected to BadgerLink, you don't know what you're missing. BadgerLink has resources Google will never have. Get REALLY connected at www.badgerlink.net.

(30 sec.) Stretch your mind. BadgerLink can connect you to a world of knowledge you didn't even know existed. Practically everything you want to know about is at BadgerLink. At BadgerLink we don't expect you to know the answers, but we'll help you to find the answers. Check us out online at www.badgerlink.net.

(30 sec.) Ace that research project – show your teacher you know how to do more than Google! Learn how to study smarter...research better...get answers faster! At BadgerLink! Give your mind a work out. With BadgerLink you'll find everything you need to know about practically anything at www.badgerlink.net! And not even break a sweat.

More Ideas that Work

Connect to BadgerLink @ your library

Introduce children to BadgerLink. Then offer them a special “reward” (candy bar, BadgerLink bookmark, or other library promotional item) if they return a parent-signed form certifying that the child has introduced BadgerLink to his/her parent. The form can be included in newsletters. If the family does not have a computer, use computers at the school library media center or the public library.

Special events

Plan to be a part of school and public library events for parents. Take every opportunity to introduce BadgerLink to parents and the community. As much as possible, tie in specific BadgerLink resources to the theme of the event. For example:

Summer Library Program
Back to School Night
Parent Teacher Night
Family Reading Night
Career Night

During the evening do a live demonstration of BadgerLink highlighting relevant examples of use. If possible, invite parents, students and teachers to demonstrate and talk about the way they use a specific resource. Provide an opportunity for parents to explore BadgerLink in the library or computer lab with students acting as coaches.

Keep on communicating

Send a BadgerLink flyer home with every child each August and January during school breaks highlighting a specific resource.

Place a BadgerLink bookmark in books that are checked out from the library. Print on bright colored paper to catch the attention of children and parents.

Generate stick-on labels with the current BadgerLink URL for each student to attach to their student planner.

BadgerLink Resource Hunt Cards

Everyone loves to play games. Use that enthusiasm to introduce parents and students to BadgerLink. Use the BadgerLink Hunt Cards which can be found in the BadgerLink Toolkit or create a set of cards for your library with questions that can be answered with BadgerLink resources. Create a theme such as “Countries of the World” or “Famous Americans” and ask questions that require use of specific databases to locate the answers.

Spotlighting BadgerLink Resources

Literature

Reading and understanding stories, poems, plays, essays and other forms of literature are important for all students. But where can you find examples of good literature as well as materials that expand and enhance the reading experience?

LintFinder provides the text of poems, plays, short stories, speeches, and essays. It also includes information about authors of works. Literary works are also arranged by subject.

Pictures

A picture is worth a thousand words and you’ve probably been frustrated a thousand times trying to find an image on the Internet that you could use. Well, BadgerLink can help you find just the right picture in no time at all.

EBSCO’s images provide pictures of people, places, historical locations, natural science topics, flags, and maps. ProQuest’s newspaper articles also contain many pictures.

The Wisconsin Heritage Online (WHO) gateway and the Wisconsin Digital Library Collections database provide access to many repositories of pictures, photos, postcards, and other images collected by Wisconsin libraries.

Reference Materials

Did you ever wish you had a reference section in your home bookshelves? Well, there’s one in your computer at BadgerLink.net, and it takes up a lot less space.

EBSCOhost’s Kids Resources and SearchSaurus include a dictionary and encyclopedia. EBSCOhost’s Student Resource Center includes books, encyclopedia, country reports, state and province reports, primary source historical documents, maps and flags.

Science Fair Projects

It’s science fair time! Don’t panic if the books are already checked out from the library. BadgerLink electronic resources provide lots of ideas for projects, experiments and research. EBSCOhost’s Kids Resources, SearchSaurus and Student Resource Center have many resources for science fair projects. Newspaper articles in EBSCOhost and ProQuest keep up with the latest science information