

Digital Libraries and Archives: Outreach and Marketing

NSRC / Senegal Partners Workshop
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Outline

- Introduction
- Aligning Message with Mission
- Internal and External Audiences
- Integrated Web Strategy
- Assessment
- Discussion

Mission and Strategic Directions

Align *messages* about digital collection and preservation programs with *mission* of parent institution and library/archive.



Mission and Strategic Directions



MISSION OF PARENT INSTITUTION

The University of Oregon is a comprehensive research university that serves its students and the people of Oregon, the nation, and the world through the creation and transfer of knowledge in the liberal arts, the natural and social sciences, and the professions.

- [UO Mission Statement](#)

Mission and Strategic Directions

MISSION OF LIBRARY/ ARCHIVE

The University of Oregon Libraries enriches the student learning experience, encourages exploration and research at all levels, and contributes to advancements in access to scholarly resources.



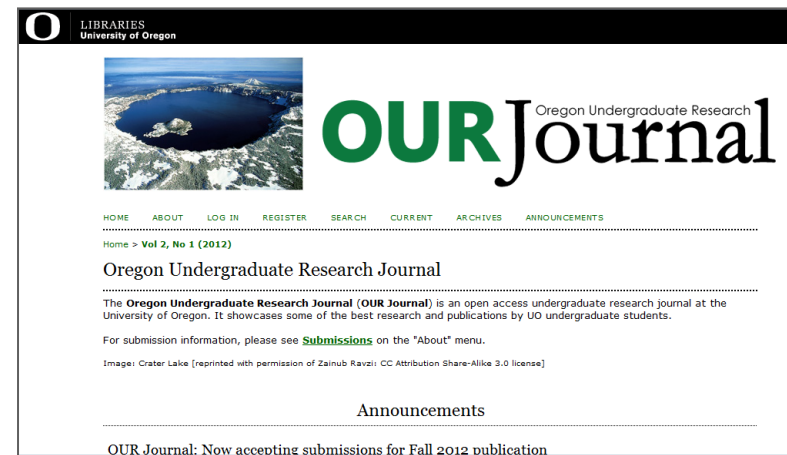
Audiences: Internal

Institutional Sponsors:

- Library administration
- University administration
- Fundraising and development

Collection Users

- Librarians and archivists outside of digital group: collection development, reference and referral
- Faculty: for teaching, research, publication
- Students: for learning, research, publication



Audiences: External

Donors and Sponsors

- Government ministries
- Corporate/Foundation Sponsors
- Private philanthropists

Collection Users

- Librarians and archivists at other institutions
- Faculty and students at other institutions
- Primary and secondary teachers and students
- Independent learners and citizens



Reaching Audiences

Internal audiences

- Personal Relationships
- Web, including social media
- Intranets
- Staff newsletters

External Audiences

- Personal relationships
- Web, including social media
- News releases
- Professional networks (publications, conferences, etc.)



Integrated Web Strategy

Website serves as

- Content discovery tool (*titles; search*)
- Outreach tool (*K-12 resources*)
- Communication, marketing, and fundraising tool



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Social Media in an Integrated Web Strategy

- Twitter
- **Blog**
- E-Mail
- Facebook

Oregon Digital Newspaper Program

HOME ABOUT CONTRIBUTE ACKNOWLEDGEMENTS CONTACT



BY UO LIBRARIES | JULY 6, 2011

The Blue Jewel of Oregon

It's officially summertime, and here at the OODNP, one of our favorite things about this glorious season in the Pacific Northwest is visiting Crater Lake without the hindrance of snow. Not only do the lake and surrounding landscapes provide breathtaking views and recreational enjoyment, historic newspaper communications played a significant role in advocating for the preservation of the lake and the creation of Crater Lake National Park.



img source: [Klamath Falls, Or.] July 11, 1910, Page B, 225, Image 6: http://newspaper720.org/

Search

RSS
RSS - Posts

Recent Entries

- The Blue Jewel of Oregon
- Fortuna Fortuna, Lucky Charm!
- Recognition and Prizes to be Awarded for Student Use of Chronology America in National History Day Competition
- Outside Perspectives on Oregon News
- Sustainable Energy
- Made in Oregon
- Titanic Centennial
- Birds of a Feather
- Rights of Entry
- Staggy Leap Year!

Links

- More Information
- OODNP Website
- Search

Historic Oregon Newspapers

HOME TITLES SEARCH HISTORY K-12 RESOURCES ABOUT FAQ ACKNOWLEDGEMENTS HELP CONTACT

University of Oregon Libraries > Historic Oregon Newspapers

Welcome to Historic Oregon Newspapers. On this site you can search and access complete content for historic Oregon newspapers that have been digitized as part of the Oregon Digital Newspaper Program (OODNP).

Search Newspaper Pages:

The Oregon Digital Newspaper Program is committed to providing free online access to historic Oregon newspapers. This is made possible with the support of federal and state grants, the UO Libraries, and through private donations.

Become a partner or contribute.

Historic Oregon Newspapers


UO Libraries | Make a Gift | Oregon Digital Newspaper Program | Blog | RSS

Social Media in an Integrated Web Strategy

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K-12 Resources



Bounty of the Sea: The Salmon in Oregon

Grades: Adapted Activities for K-HS
Subjects: Oregon History, Geography, Economics, Social Studies
Suggested Time Allotment: Varies by grade level, 1-3 class periods


Lesson Background:

Salmonid fishes can be found in subarctic waters worldwide. However, for more than a century, "salmon" have been virtually synonymous with the Pacific Northwest. In fact, the Chinook salmon is the official State Fish of Oregon. Lessons on salmon are a good way of integrating science learning into a unit on the social and economic history of the state.

At the time of first Euro-American settlement, the salmon fisheries of the Pacific Northwest seemed literally inexhaustible. Millions of fish averaging thirty pounds and more made the annual spawning run up Oregon's numerous coastal rivers. They were an important food resource for both Native Americans and the pioneer settlers. In fact, the fish were so abundant that people often kept only the choicest cuts of meat and threw the rest away. Many thousands were caught every year, but for a while it seemed as if all the people in Oregon would never be able to eat enough salmon to put even a dent in the overall population of the fish. But, by the 1860s, new inventions and improvements in food canning technology suddenly made it possible for Oregon fishermen to preserve their catch and transport it for sale to markets around the globe.

Elementary Class Activity
 Group Brainstorming: SALTWATER VS. FRESHWATER HABITATS

1. Begin by telling the class you would like to have a group brainstorm of all the different places that water can be found in nature. As students share their ideas, write the words on the board. Make sure the list includes "river," "stream," and "ocean" – if these are not suggested by a student, after awhile



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K-12 Resources


The K-12 Resources section of this site is just starting development.

Lesson Plans

Lesson plans are still in draft form. They are available as Microsoft Word and PDF files. No permission is needed to use or modify the plans.

- Abigail Scott Duniway & the struggle for women's suffrage
[Word](#) | [PDF](#)
- Advertising through the Ages: the Evolution of Print Advertising from the 19th to the 21st century
[Word](#) | [PDF](#)
- Bounty of the Sea: The Salmon in Oregon
[Word](#) | [PDF](#)
- Coming to America, Coming to Oregon: Exploring Immigration Trends from the Past to Present Day
[Word](#) | [PDF](#)
- Introduction to Speleology: Three Great Caves of Oregon
[Word](#) | [PDF](#)
- Lewis & Clark And The Voyage of Discovery
[Word](#) | [PDF](#)
- Native American Trade: Barter & Exchange
[Word](#) | [PDF](#)
- The Oregon Trail & Oregon Pioneer History
[Word](#) | [PDF](#)
- Oregon's First Resource Industry: the Fur Trade & Beaver Ecology in the Beaver State
[Word](#) | [PDF](#)
- Public Opinion and News Reporting: Different Viewpoints, Changing Perspectives
[Word](#) | [PDF](#)
- Timber! Effects of the Lumber Industry on Oregon's Economy & Environment
[Word](#) | [PDF](#)
- The Willamette Meteorite: Lessons from Oregon's Ancient Extraterrestrial Visitor
[Word](#) | [PDF](#)

Newspaper Vocabulary List ([Word](#) | [PDF](#))

 | [UO Libraries](#) | [Make a Gift](#) | [Oregon Digital Newspaper Program](#) | [Blog](#) | [RSS](#)

Assessment

Quantitative

- Web statistics (Google Analytics, AW Stats)
- User Surveys

Qualitative

- Usability studies
- Focus Groups



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DISCUSSION

Thank You!

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