



HARNESSING STORYTELLING & EMERGING TECHNOLOGY TO DRIVE PROJECTS AND IDEAS

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Developing the Story

Post-Access Copyright era off to a rocky start

Professors confused, frustrated by new copyright rules

By Sarah Niedoba

Published: 1:32 am,
13 January 2014

Modified: 11:13 pm, 19
January 2014

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Tags: Access
Copyright, PSE
policy, Simcoe Hall



Bobby Glushko U of

After Access Copyright

Students report significant increase in course pack costs under new copyright arrangement

By Iris Robin

Published: 11:30 pm,
21 September 2014

Modified: 10:42 pm,
21 September 2014

Vol CXXXV, No. 04
under News



Not the Story I Want Told

“My POL208 [Introduction to International Relations] professor told the class we would have to buy [the] course pack for nearly double the price it cost last year due to the termination of the Access Copyright license.”



The Journey Begins

Spiked costs are unacceptable

Losing the narrative is as well



A Solution Appears!

Syllabus Service: Clearing syllabi for compliance

Licensed resources in coursepacks



The Zero to Low Cost Courses

Clearing syllabi for compliance

Licensed resources in coursepacks



The Zero to Low Cost Courses

Licensing fee

Coursepack fee



Great Librarians Steal

Dr. Sharon Farb, UCLA

Affordable Course Materials Initiative



Great Librarians Steal

Affordable Course Materials Initiative

Funds available to compensate faculty



Great Librarians Steal

Pitch to Exec?

No money for us...



Time to Sell

**Without funding we had to rely on
concept**

Outreach to faculty and marketing



Stories to Tell?

How do we convince instructors to change their ways?

Start by getting our house in order.



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Outreach to Internal Staff

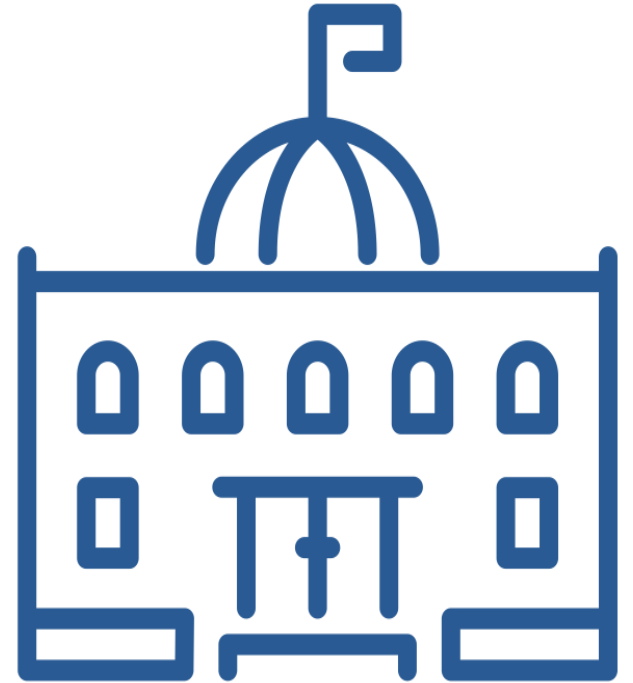
Who are we working with?

Students: 84,556

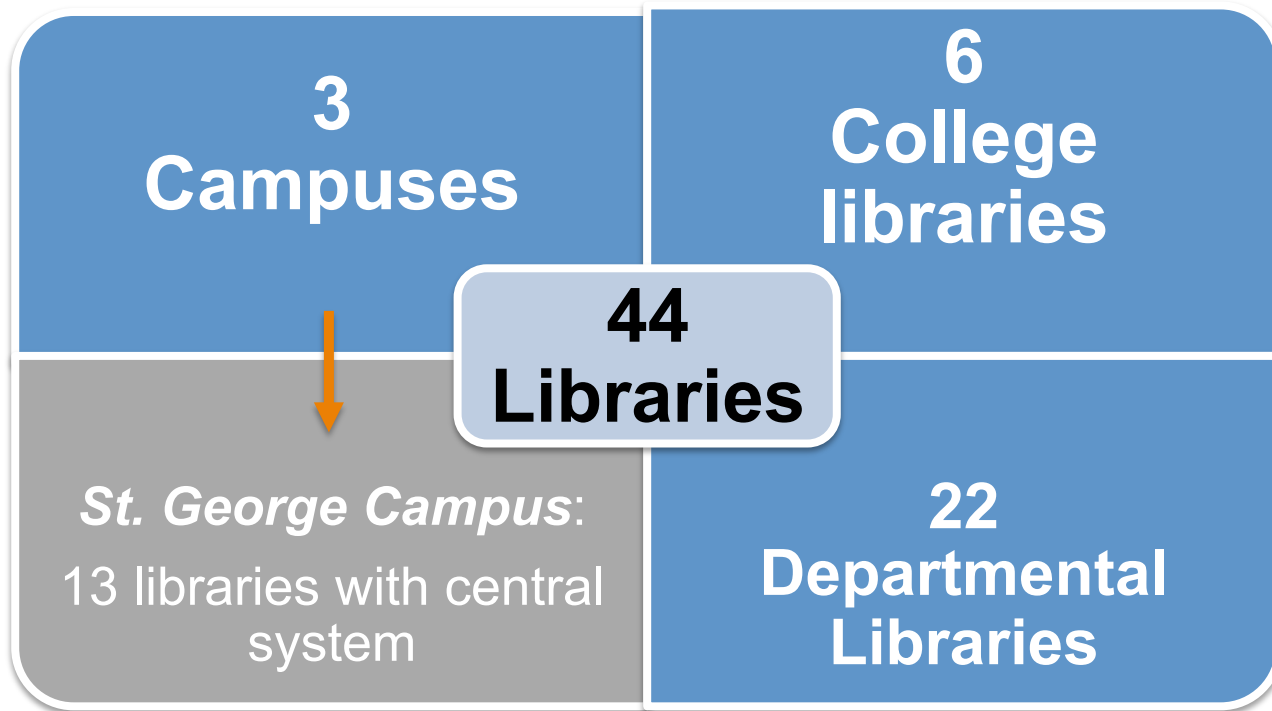
- 68,114 UNDERGRADUATE
- 16,442 GRADUATE

Faculty and Staff

- 13,239 Faculty Members
- 6,470 Staff Members
- 141 Librarians



A blended family: 44 kids, many parents



Decentralized Course Reserves Services

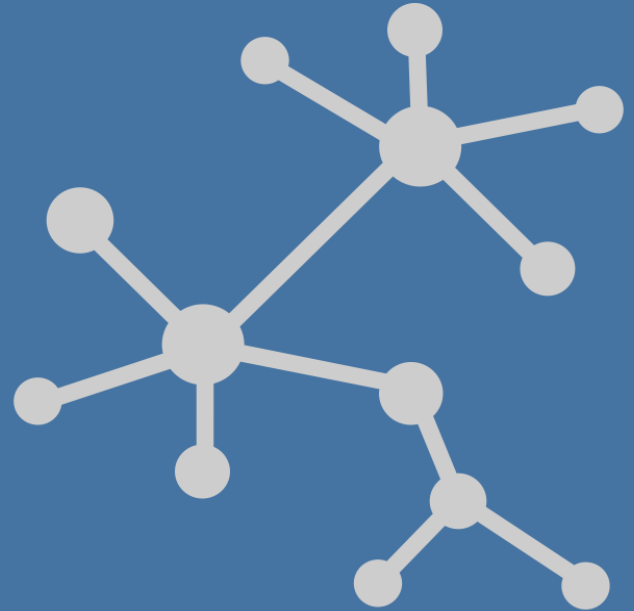
Varying service levels across campus.

Some Librarians provide the following:

- Placing print material on reserve
- Providing permanent links to syllabi
- Scanning assigned course material
- Uploading content directly to Blackboard via 'course builder' status

Solution?

- Establish service level agreement internally that's eventually expanded



What does the service offer?

- Copyright compliance verification
- Purchase of transactional licenses
- Scanning of assigned material
- Linking to eResources
- Placing books on short term loan



...the extra added level

Engages faculty in the assignment of:

- Open access or public domain

content

- Content used under the fair dealing

exception

- Already licensed library content



Selling to staff

- Transparency
- Respecting the collective agreement
- Establishment and modification of scripts and routines
- Availability when help is needed: one-on-one approach



3

Customer Service Strategies & Faculty Outreach

“Convening community conversations has helped us shift our focus from outreach, which entailed “selling” our services, to engagement, where we learn our community’s aspirations and concerns”

(Kranich et. al, 2014)

Faculty Outreach Strategy



Creating a Culture of Service



Recognizing Mistakes

- Ownership of mistakes
- Follow through to solution
- Ensure mistakes are not repeated

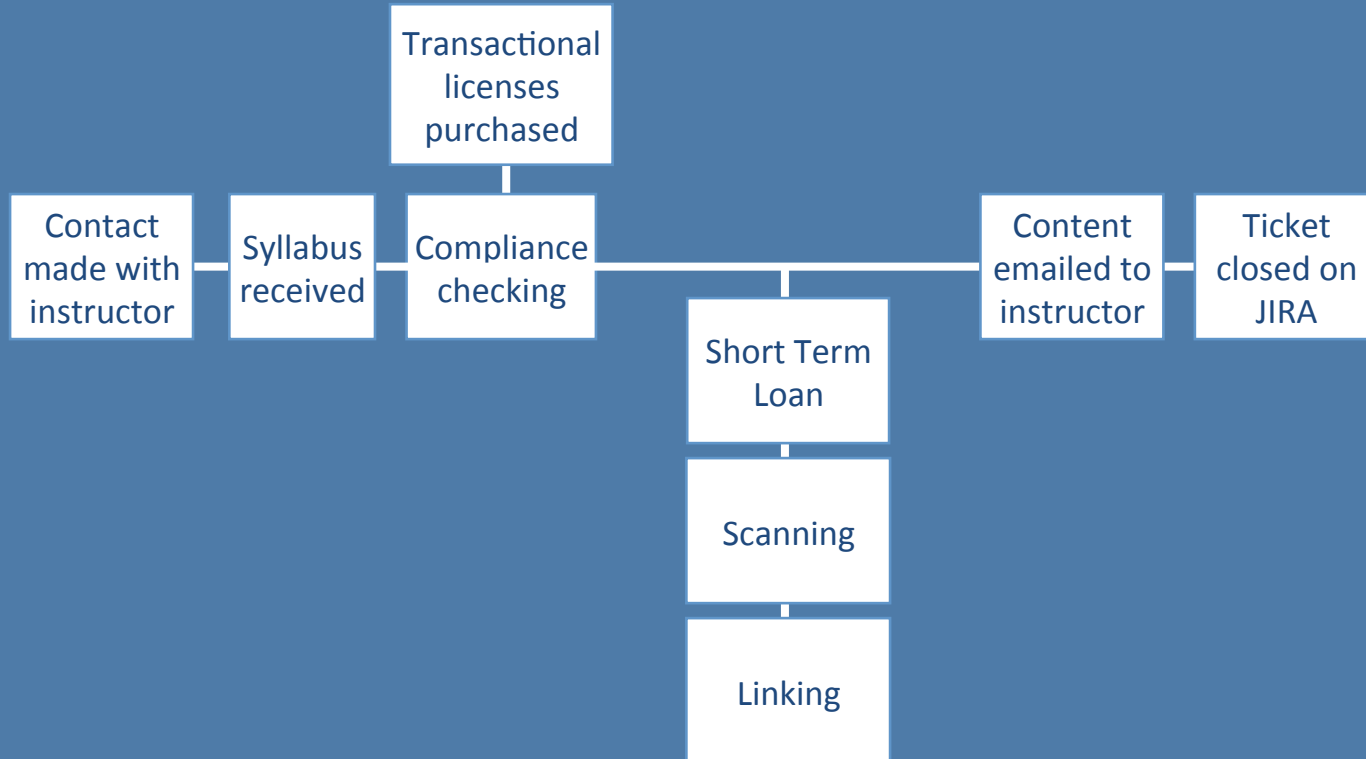


ZTLCC Initial Touchpoints

- Email
- Newsletter
- Face-to-face consultations



Project Workflow



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Assessment and Marketing: Feeding What You Do Back Into The Story

Assessing for impact

- Test a hypothesis
- Build empirical support for your services
- Don't shy away from speaking the language of \$



Building the ability to assess

- The “Tool”: starting from zero
- Looking at a piece of the larger puzzle
- Method: item level tracking



Building professional development into your project

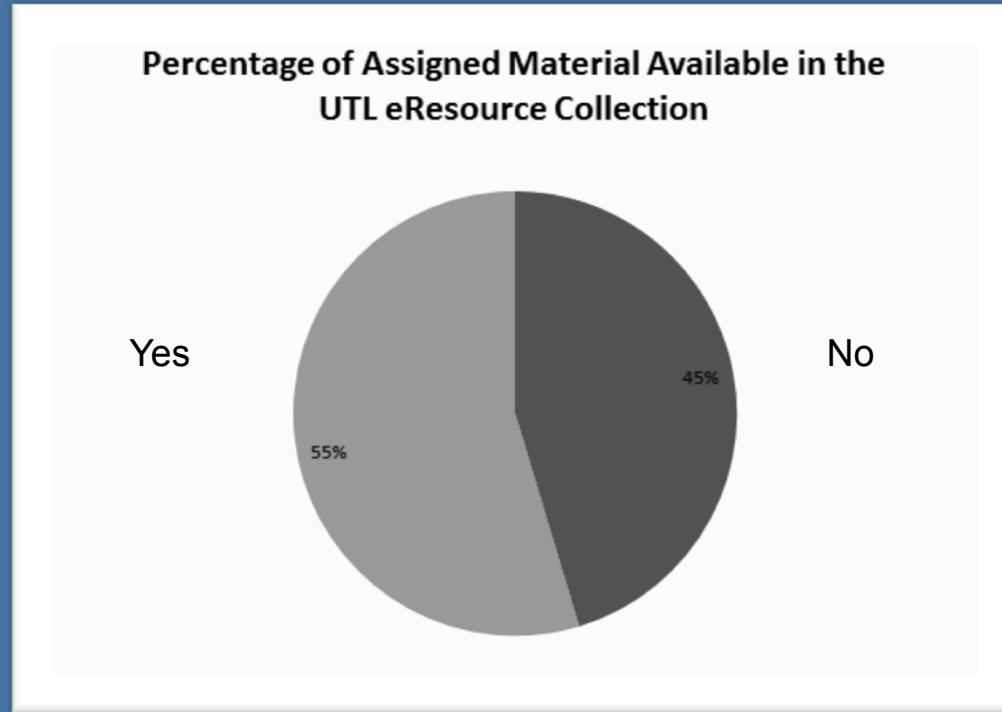
- Reach out to others with expertise
- Build in time for learning and experimentation
- Practice with real data
- Commit to an outcome



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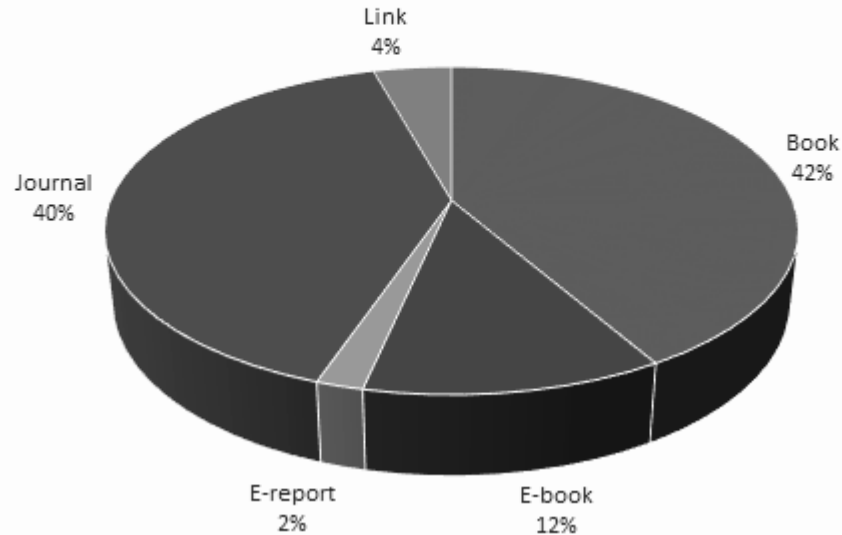
The Numbers

Identifying and Reducing Double-Payment



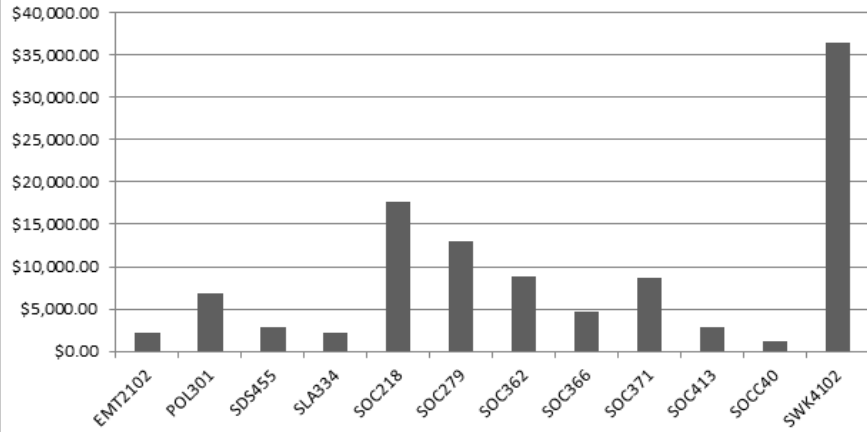
Leveraging the Value of the Collection for Teaching

Reading Types: What was Assigned?

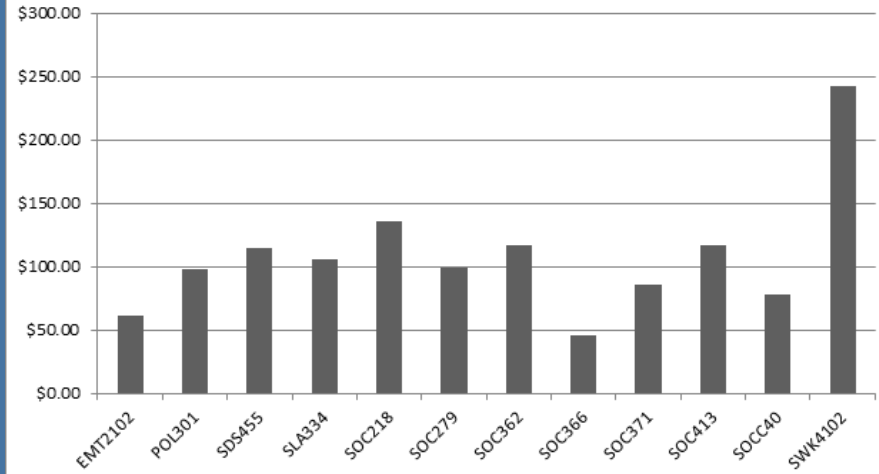


Saving Students a Lot of Money: \$107,177.51

Combined Course Pack Cost per Course (All Students)

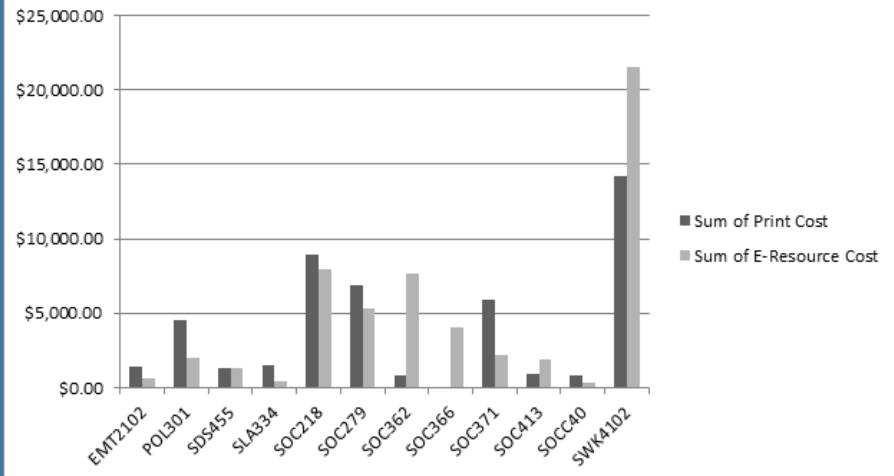


Course Pack Cost per Course

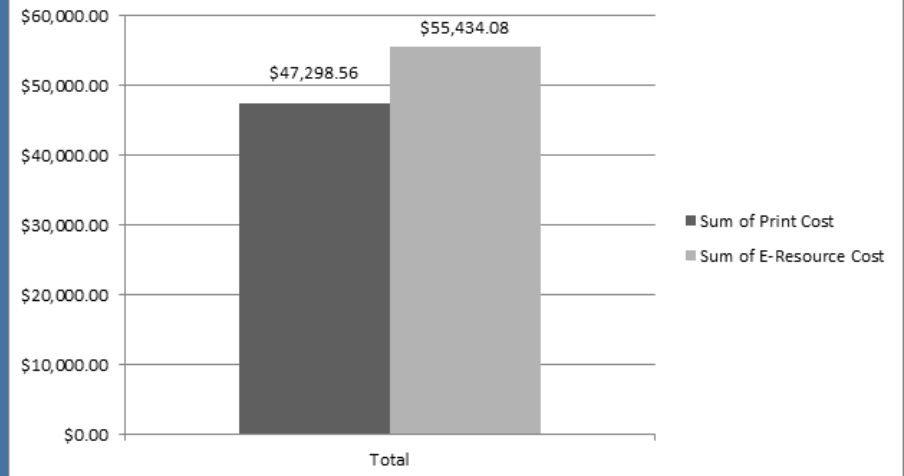


Finding the Value of Library Management of ©

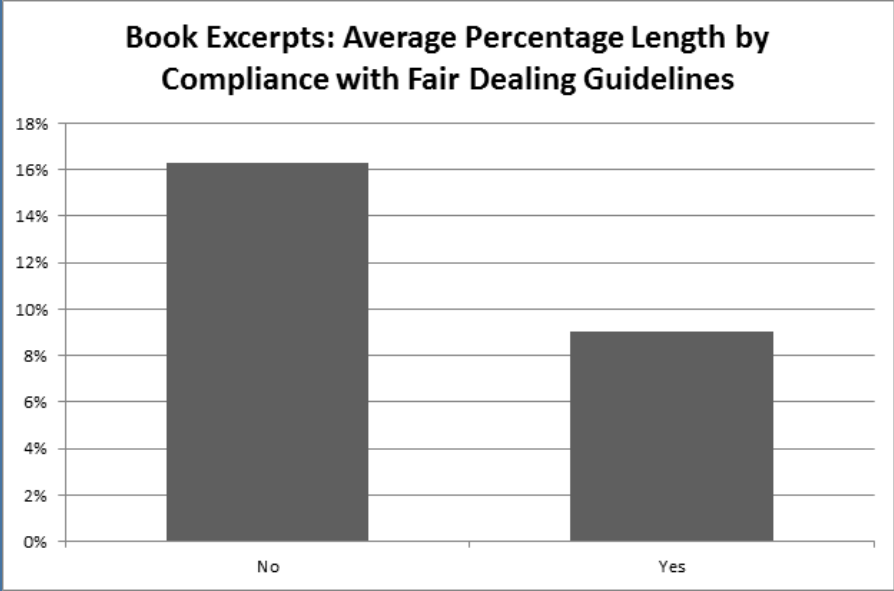
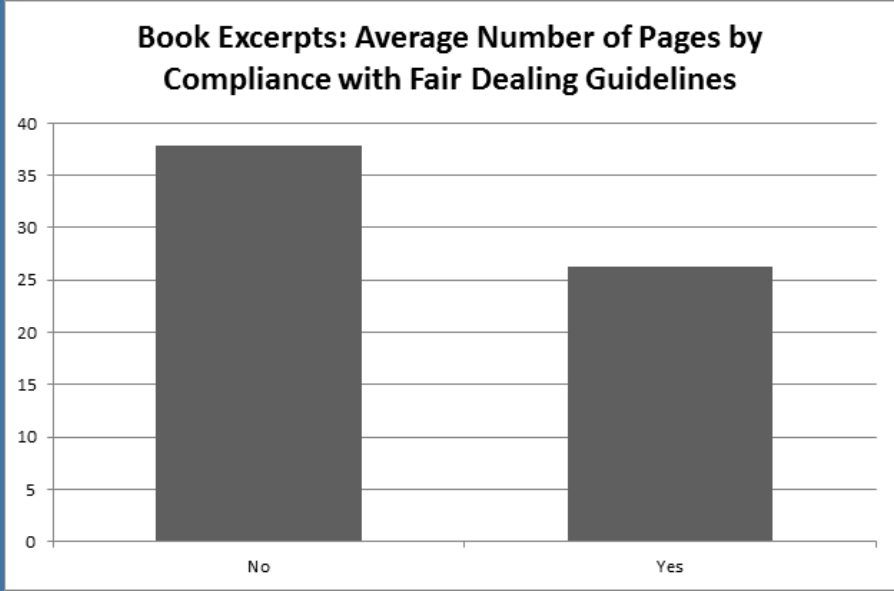
**Cost of Assigned Material per Course:
eResource vs. Print**



**Total Cost of Assigned Material: eResource vs.
Print**



Defining the Limits of Fair Dealing



6

“Coffee is for
Closers Only”

The Leads are Good

We have to SELL

Not just selling a service, selling a story



The Leads are Good

Use the leads you have

Complimentary service?



The Leads are Good

Use the leads you have

Complimentary service?



The Leads are Good

Instructors care about their students

We care about our instructors



Thank you!

copyright@library.utoronto.ca



Noun Project Images



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