

# Promoting Ethnic Historical Primary Research Using Electronic Resources

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The New York Public Library Research Libraries

## Electronic Resources

- The New York Public Library provides access to over 500 databases.
- Approximately 60 focus on ethnic historical research.

## Why E?

- Access to valuable primary source materials.
- Curated collections.
- Accessible remotely.
- Multiple resources in one database.

An e-resource blog post about the Juneteenth, African American holiday earned over 300 retweets and over 370 likes on Twitter



## Thousands To Take Part In 'Juneteenth' Rally

### Storytelling with Online Tools

- Creative blog posts only using e-resources
- Social media posts matching e-resources with current events
- Podcasting using e-resources to tell stories

## CHALLENGES

### LOW VISIBILITY OF E-RESOURCES

- **Minority populations have a higher usage of print materials over electronic** (Pew Research Center).
- **Patrons do not know certain e-resources exist.**
- **Patrons do not think of e-resources for archival material.**
- **Librarians are not marketing experts.**

### E-Resource Outreach

- Targeted LibGuides
- Promotional Materials (bookmarks, signage, and flyers)
- Class library visits tied to specific projects and subjects
- University visits

Created a LibGuide list on Native American & Alaska Native e-resources



### Usability

- **Not understanding how to navigate e-resource interfaces can be a barrier to usage.**

### Poor Staff Promotion

- **Unaware of new acquisitions.**
- **Uncomfortable navigating an e-resource.**
- **Reference interview rut.**

### Diverse Teaching Tools

- In-person trainings
- Video / Online Trainings (i.e. Articulate)
- LibGuides with links to outside learning tools (i.e. vendor help pages)

### Ongoing Staff Education

- Themed staff e-resource trainings
- Weekly e-resource newsletter
- Staff Participation – Lightning Talks

Over 90 staff members signed-up for the weekly e-resource newsletter to learn about:

- Trainings
- New e-resources
- E-resource blogs



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