Effectively using LibGuides in Federal Agencies

Purpose
LibGuides become an advantageous way of compiling subject material and useful resources to bring to employees’ desktop. If this is new to your agency, find ways of convincing your authorities how this can support outreach.

1. Show personal examples of what you have done
2. Show value for all angles of library’s resources
3. Recommend as a strong consideration when funds are allocated for new products

Relevance to Agencies
In federal agencies, a pivotal goal is to bring the library to employees' desktop. While the physical library still serves an important role for housing special material, much information has been moved to the virtual realm. However, the success rates of agency staff maneuvering electronic information portals varies which supports why LibGuides can serve as a means for database assistance in addition to highlighting library holdings.

Key Elements in the Process

Generate Ideas
- News Sources
- ILL Requests
- Conversation
- Circulation

Choose a Precise and Crisp Presentation
- Consistent layout and alignment
- Creative but ease of use for user
- Connect guide with your catalog

Currency and Relevance
- Start with sources published in last 3 years
- Examine Content Value
- Include new books and new reference editions
- Include e-books by authorities in your agency

Involve Vendors
- Make mention in meetings
- Tailor overviews, basic topics and in-depth topics
- A suggested length for webinars of ten to twenty minutes

Implementation
- Use email alerts and newsletters
- Create in-house library brochures
- Use Word-of-Mouth Marketing
- Reference Sessions
- Intern/New Employee Tours

Next steps
- Have a contingency plan
- Make LibGuide creation a staff effort
- Be consistent in guide development
- Include in your procedures
- Stay abreast of vendor’s new features

Levertes Ragland, CUA-SLIS
Organization: Federal Communications Commission