



# LIAISON NEWSLETTERS- Old Concepts, New Approach



New sletter



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*Liaison  
Newsletters:  
Keeping you  
informed*

# AT HOLMESGLEN....

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- Current structure one liaison librarian to one or two centres
- Liaison Librarians participate in:
  - Collection management
  - Information literacy
  - In-depth reference



# REASON FOR LIAISON NEWSLETTER

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- Sessional and part-time teachers disadvantaged
- Increasing number of new services:
  - Online reference service
  - Online information literacy
  - Increasing databases

# The Life of a TAFE Liaison Librarian

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Coombe mentions that three general conclusions on the significance of liaison work can be reached, they are:

1. The “marketing” of the library to departments
2. Two-way communication
3. The need for close relations in order to gel the whole teaching learning process

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***OLD CONCEPT.....***  
**Newsletters**

***NEW APPROACH.....***

**Online customised  
information**

# ESTABLISHING THE SERVICE

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- Templates
  - Sections
    - New Purchases
    - Periodicals
    - Of Interest
  - FrontPage as the web authoring tool
  - Knowledge of scanners
- Copyright
- Breakdown of liaison areas

# TRIALLING THE SERVICE

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- Positive response to trial
- Results of the trial indicated:
  1. Training needed
  2. Marketing
  3. Time management implementation



# MANAGING THE SERVICE

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## 1. Training of Liaison Librarians

- Internal trainers
- Group
- One-on-one
- Procedures
- Induction training



# MANAGING THE SERVICE

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## 2. Marketing & promotion

- Contact sessional teachers
- Visit Departmental meeting
- Hold staff training sessions
- Conduct one-on-one
- Demonstrate in orientations



2004  
Have you checked your latest  
**Liaison Newsletter?**

- Latest Book purchases
- Latest Database news
- Latest Information for your teaching area

Available at a click on your desktop

GO TO

*Liaison Newsletters:  
Keeping you informed*

# MANAGING THE SERVICE

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## 3. Timing & Streamlining processes

- Production schedule of newsletters
- New purchases circulated monthly
- Periodicals section customised
- Content sharing/idea sharing
- File management

# REVIEWING THE SERVICE

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- In reviewing the service we found
  - ↑ in holds
  - ↑ in use of services
  - ↑ in communication
  - ↑ in users
- Formal review
  - Implement statistical package
  - Conduct focus groups

# CONCLUSION



- Number of newsletters has increased from 16 to 19
- Continued integral part of Information Commons services



<http://www.ic.holmesglen.vic.edu.au>



Click on NEWSLETTER

*Produced by your Liaison Librarian at the Information Commons*

**Liaison Newsletters: Keeping you informed**