OLSSI presents
Spring Virtual Seminar

Who Tells Your Story?

Highlighting our most valuable resource:
student workers

Presented by
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from
Miami University Libraries
Tiffany Dogan, Library Associate
Supervisor to student employees

Shawn Vanness, Communications Specialist
Creator of our Libraries’ social media campaigns
Who Tells Your Story?
Project Goal:

*To highlight gainful opportunities*

Our students do more than work for us - they *assist* us. They are able to use their educational knowledge and life experiences to complete tasks that contribute to the department’s successful track record. Our student assistants are able to gain skills that can not be gained anywhere else.

*To spotlight student assistants*

The Walter Havighurst Special Collections and University Archives has a staff that embodies all of the Libraries’ values. It is through these values that the department has been successful in serving our past, present, and future researchers. Our student assistants have been integral to this success. They deserve to be acknowledged for their hard work and effort.
Our students truly deserve to be highlighted. Without their help, we would not be able to fully serve our researchers and the #MiamiOH community.
Alex Cox ‘23 improved the labor-intensive but vital pull slip system librarians use to retrieve books and materials for class presentations.

Use the content in several ways.

- 6 min video published to YouTube
- Blog
- 60 sec. Instagram clip and LinkedIn post

ProTip: give students questions ahead of time.
Workflow Timeline

Feb 11, 2021- Project Starts

Workflow

1. Filming Interviews
2. Editing Video
3. Writing blog
4. Publishing video & blog link to Special Collections Instagram, University Libraries Instagram and LinkedIn

<table>
<thead>
<tr>
<th>Workflow Completion date</th>
<th>Filming Video</th>
<th>Editing Video</th>
<th>Publishing to youtube</th>
<th>Publish to Spec Blog</th>
<th>@miamioh.spec Instagram Published Post</th>
<th>@miamiulibraries Instagram Published Post</th>
<th>LinkedIn Post</th>
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<tbody>
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<td></td>
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<tr>
<td>Alex Cox</td>
<td>3/3</td>
<td>3/25</td>
<td>3/25</td>
<td>3/30</td>
<td>4/1</td>
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<tr>
<td>Carson Minter</td>
<td>3/15</td>
<td></td>
<td></td>
<td></td>
<td>4/6</td>
<td>4/16</td>
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<td>Anna Gyde</td>
<td>4/20</td>
<td>05/24</td>
<td>6/10</td>
<td>6/14</td>
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<td>Emily Garforth</td>
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<td>7/6</td>
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</table>

Pro Tip: Tracking the workflow helped us track the pace
when searching our digital collections even
Carson Minter ‘23 researched, wrote metadata for, and photographed more than a dozen objects in Special Collections and University Archives. His mini-exhibitions showcase and breathe new life into materials previously uncataloged.

“You name it, Spec has it”
ProTip: students say it better than we can
and doing the nitty gritty metadata
Megan Snyder ‘22 used her history and research skills to digitize rare materials and create accurate metadata for historical documents.

Iteration: Filmed separate, allowed us to surprise the student with the supervisors comments

ProTip: Use B-roll.
Don’t be afraid to use and reuse B-roll.
for us, for my History After 1945 class
Lastly, Emily Garforth ‘21 describes a “full circle moment” when she connected her work with a student diary project to the moment that first inspired her to work in Special Collections and University Archives.

ProTip: Be patient when it comes to getting the right soundbite.

Iteration:
- Used a smaller logo the Miami “M”
After a project is done, 
Don’t give up.
Wrapping it All Up

https://www.lib.miamioh.edu/2021/07/20/highlighting-the-most-valuable-resource.html

ProTip: In a world where everything is shortened, it's ok to have a long form article.
Presenting to Leadership

Align with other plans or strategic initiatives.

**Strat Comm Core Strategy 2:**

*Demonstrate our value to University leadership and prospective donors to ensure we can financially meet the needs of our community.*

2.3 Highlight the Walter Havighurst Special Collections and University Archives to create meaningful connections

#StudentSpotlight Alignment: Showcase the professional quality of student work as being integral to

**Strat Plan Goal**

*Forge meaningful partnerships that foster affordability, ensure relevancy, and cultivate life-long connections.*

#StudentSpotlight Alignment: The project has a LinkedIn component because the content is meant to showcase the professional skills of student seeking post-graduation careers. We all know how important that first job can be and we want the students to feel confident in seeing their talents in the spotlight.

*Develop talent, resources, and experiences to facilitate an inclusive community.*

#StudentSpotlight Alignment: Showcase the professional skills within the talents students that work for special collections which are shared out the community via blog, video and social.
### By the numbers

4,748 Total Impressions

(the number of times that your content was displayed to users)

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<th>Blog Published</th>
<th>Blog Total Pageviews</th>
<th>Blog Total Unique Pageviews</th>
<th>Blog Average time on page</th>
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<th>@miamish.spec Reach</th>
<th>@miamish.spec Likes</th>
<th>@miamish.spec Shares</th>
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<th>@miamishlibraries Reach</th>
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3 student comments. Likes: 17 Spec collection Orgs, 5 MU Staff, 30 Students

* Note Look into best time to post on LinkedIn

2 comments: Likes from 3 MU ppl & staff, 5 others, 3 others
Project Takeaways

Storytelling

- #StudentSpotlight interviews had valuable insights on the types of work that students are excited about and eager to promote on their resumes.
- Learned more about our social media, showcasing students stories versus services.
- Understanding your audience: Special Collection’s audience is primarily geared toward other university special collection.
- Blogging made us better storytellers: Usually we try to hard to get people into the collections and this project allowed us to get into deeper stories about projects and skills.
- A student reported loving the behind the scenes view of preservation.
- Gift to the student.