Getting Patrons into the Game:

Utilizing 30 Minute Workshops and Theme Weeks to Improve Workshop Attendance

Objective:

Academic Health Sciences Library offers a series of workshops throughout the semester for the entire campus community. These workshops are taught on a variety of topics including database searching and RefWorks . They are taught in addition to curriculum specific instruction by liaison librarians. The workshop planning committee aimed to increase attendance of library workshops.

Methods:

The workshop planning committee continues to make changes to workshop offerings. Two new changes since the fall of 2009 have included offering 30-minute workshops and offering a week of workshops that fit under one cohesive theme. Both 30-minute workshops and theme weeks are publicized via fliers distributed throughout the campus, the library's newsletter, Facebook, and letters sent out to each school on campus promoting the workshop schedule.

Some 30-minute workshops developed include:

- RSS Feeds with Google Reader
- Medical Apps for Mobile Technology
- 20 New Technologies in 30
- Navigating the Library
- Twitter

Theme Weeks offered:

- Google: Beyond Searching
- Evidenced Based Practice
- Mobile Technologies

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Results:

- Since the fall of 2009, 24 out of the total 102 workshops offered have been 30-minute workshops.
- 23% of total workshop attendance has come from these 30-minute workshops and attendance is generally higher than one-hour workshops.
- Success of technology-based 30-minute workshops has led to transitioning some of the traditional one-hour workshops into 30-minute sessions.
- Three theme weeks have been offered since the fall of 2009 and have accounted for 23% of overall workshop attendance.
- The library continues to develop more 30-minute workshops and specialized theme weeks. Both will continue to be included as part of the workshop schedule.

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