



Getting the Most Out of GALILEO

Marketing Tips and Tools for
Maximizing re:sources With
Minimized Budgets

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GOLD/GALILEO Users Group Conference
July 31, 2009

Libraries Are Hurting

- Budgets are tight and getting tighter
- Impacts on services, collections, staff
- Increase in demand for services as economy worsens

Patrons Need More Help

- Education
- Current periodicals
- Internet access
- Job Searching and Employment-Related Resources

GALILEO Helps Libraries

- Fill in collection gaps with books, magazines, and more
- Reduce duplicate subscriptions
- Take advantage of reference resources, including current medical reference books and literary criticism
- GALILEO is 24/7, extending your library hours

GALILEO Helps You Help Patrons

- Find resources on careers, effective job searching, home business, and resume writing
- Explore occupation and education paths
- Save money on magazine and database subscriptions

Make the Most
of
What You Have

1. Already done for you

Free, downloadable materials and information sheets to brand, share, email, and link to

- [GALILEO](#)
- [EBSCO](#)
- [ProQuest](#)
- [Encyclopædia Britannica](#)

2. Blow Your Own Horn

- College or local radio/tv station public service announcements (PSA's)
- Newspaper articles
- Promote services, how the library is helping job searchers, local history buffs, teenagers, patients with health information, availability of online resources from both the library and at home

Resource or magazine	Cost to individual subscribers
Ancestry.com	\$19.95 per month for personal subscription
<i>Wall Street Journal</i> (ProQuest)	Over \$100 per year (\$2.29/week)
<i>Harvard Business Review</i>	\$79 per year
<i>Highlights for Children</i>	\$29.65 per year (half the newsstand price)
<i>Backpacker Magazine</i>	\$15.95 per year
<i>Forbes</i>	\$29.99 per year (77% off newsstand price)
<i>Scientific American</i>	Over \$50 per year

Promote the Savings:
GALILEO Helps Your Patrons Save
 Money on Subscriptions

3. Visit People, Show and Tell

- Offer training, workshops, talks, seminars—virtual and physical, in library or out in the community
 - Exhibits: in the library or to share with groups
 - Make connections with community clubs/organizations, meetings and newsletters: Genealogy/Historical Societies/Chamber of Commerce/Small business groups/PTAs

4. Connect the Physical and the Online

- Hang fliers, posters, and signs in specific areas of the library to promote the availability of related online resources
- [Reference collections](#)
- [Study areas](#)
- [Journals/magazines/current periodicals](#)
- [Health and Wellness Section](#)
- [Reading for Pleasure](#)
- [Genealogy](#)

5. Link to Quality and Value Online

- Link to GALILEO
- Link to login via Pines / Information on GALILEO Password
- Link to Download GALILEO Toolbar
- Links to [GALILEO videos](#)

6. Create Landing Pages by Topic or Program

- Link Directly to Databases with GALILEO Express Links
 - GALILEO PW required for home access
 - GALILEO > Databases A-Z > Express Links
 - [Jefferson County Library Express Links](#)
- Directly link to popular online journals and magazines using Journals/Magazines A-Z
 - GALILEO PW required for home access
 - GALILEO > Journals A-Z
 - [Jefferson County Library Magazines A-Z](#)
 - GALILEO > Journals A-Z > Find Cited Article
 - [Jefferson County Library Find Cited Articles](#)

GALILEO Express Links

- 66% of USG libraries have a database listing, and 73% of those are using express links
- 61% of USG libraries have online pathfinders or subject guides and 79% of those are using express links

Journals/Magazines A-Z Lists

- 48% of USG libraries have a link to a journals A-Z listing, but only 10% of those link to the service in GALILEO

Welcome to The Library . . . *Where your business is our business!*

Home

Reader's
Corner

Research
by Subject

Homework
Help

Genealogy

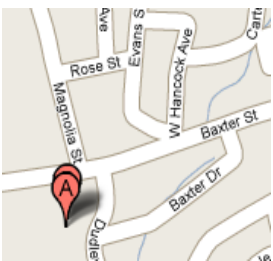


Hours:

Monday-Saturday
8AM-10PM

Sunday
11AM-6PM

Directions:



Contact:

library@library.org
1-888-GET-INFO

From this page you can . . .


- =>> [Find Books via PINES](#)
- =>> [Search for Articles in GALILEO*](#)
- =>> [Find Online Journals and Magazines*](#)
- =>> [Catch up on Local and National News](#)
- =>> [Search for Jobs and Research Businesses](#)
- =>> [Research Family History](#)
- =>> [Locate Tax and other forms](#)
- =>> [Fill Out Passport Application](#)

* [GALILEO password needed for home access!](#)

Passwords and Tools


- > [Get PINES ID and PW](#)
- > [Get GALILEO Password](#)
- > [Get the GALILEO Toolbar](#)

Got a Question?

 **A Librarian is Online Now**

your.username:

Type your question here!



27% of public library websites feature a reader's advisory page and half of those featured GALILEO or links to Novelist or Novelist K-8.

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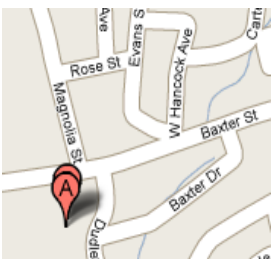
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Books

- =>> [PINES](#) Cata 
- =>> [WorldCa*](#) 

E-Books (Audio and Print)

- =>> [NetLibrary*](#)
- =>> [E-Brary](#) 



Reader's Advisory and Book Reviews

- =>> [NoveList*](#)
- =>> [NoveList](#) 
- =>> [Book Index with Reviews*](#) 
- =>> Staff Reads 

Online Encyclopedias

- =>> [Encyclopaedia Britannica*](#)
- =>> [New Georgia Encyclopedia](#)

New Books In the Library

- =>> Link to new book list 
- =>> New Books on NYT Bestsellers 

Passwords:

- > [Get PINES ID and PW](#)
- > [Get GALILEO Password](#)

NYT Bestsellers

Fiction



Nonfiction



**View all New York Times
bestseller lists**

*Home access requires GALILEO Password!

51% of public libraries have a list of websites they promote and 1/3 of those feature GALILEO or SKS Web Select or Discoverer WebFind

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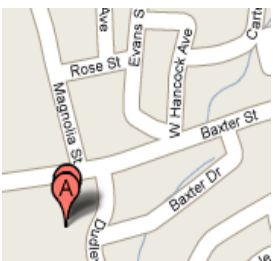
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WebSites

Reviewed Websites

- =>> [SKS WebSelect \(Adults\)](#) 
- =>> [Discoverer WebFind](#) (Elem/Middle)



Health Topics

- =>> [Consumer Health Complete](#) 
- =>> [WebMD](#)

Money Matters

- =>> Business Source Complete 
- =>> Wall Street Journal

Newspapers

- =>> AJC
- =>> New York Times
- =>> Georgia News 
- =>> ProQuest Newspapers 

Sports

- =>> [Sports Illustrated Magazine](#)
- =>> AJC Sports
- =>> [ESPN](#)

Passwords:

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- > [Get GALILEO Password](#)

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Reader's Corner

Research by Subject

Homework Help

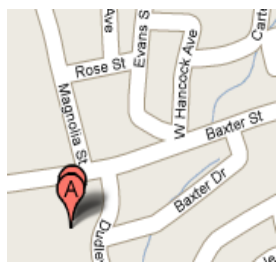
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Art and Music

Employment & Company Research

Educator Resources

Georgia

History and Government

Language Arts

News and Current Events

Science

Spanish/Español Resources

Sports



Ask Sandie about Anything
Sandie@library.org

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- > [Get GALILEO Password](#)

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[Research by Subject](#)

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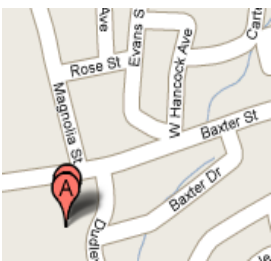
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Employment and Company Research

Books

- =>> [PINES](#) Catalog
- =>> [WorldCat](#) GALILEO

Databases (Articles)

- =>> [Georgia Career Information System \(GCIS\)](#)
- =>> [Georgia College 41](#) GALILEO
- =>> [Hoover's Company Capsules](#) GALILEO
- =>> [Career Vault](#)

Local Job Listings

- =>> [AJC Jobs](#)
- =>> [Monster.com](#)
- =>> [US Federal Government Jobs](#)
- =>> [State of Georgia Government Jobs](#)

Resume and Interviewing

- =>> [Resume Help](#)
- =>> E-Books on "[Interviewing](#)"



Featured Database

Browse Company Record	Coca-Cola North America
Fact Sheet	1 Coca-Cola Plaza Atlanta, GA 30313-2499 Phone: 404-676-2121 Fax: 404-676-6792
Overview	http://www.thecoca-colacompany.com
People	Hoover's coverage by Barbara Murray
Products & Operations	Coca-Cola North America, a division of The Coca-Cola Company , runs the soft-drink giant's juices, water, and soda business in Canada, Puerto Rico, and the US. The division's brands include Coca-Cola, Barq's, Dasani, Evian, Minute Maid, Simply Orange, Fresca, smartwater, Sprite, and Cubana . Coca-Cola North America works with a network of independent bottlers, including Coke's largest, Coca-Cola Enterprises , to distribute its beverages. In order to focus on changes in the beverage sector, in 2007 the division was reorganized into three units: sparkling beverages, still beverages, and emerging brands. The North American division accounts for about a quarter of parent Coke's global sales.
Tools	Print This Page
	Full Overview
	Key Numbers
	Company Type Subsidiary of Coca-Cola
	Fiscal Year-End December
	Key People

Hoover's Company Capsule provides access to information about Companies around the world. Click here for more info.

69% of public libraries feature children or teens pages, and 38% of those feature GALILEO, SIRS, Britannica or other kids resources

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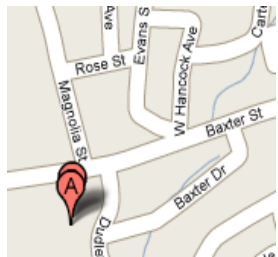
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Elementary School

Databases




- =>> [SIRS Discoverer](#) 
- =>> [Britannica Elementary](#) 
- =>> [Searchasaurus](#) 
- =>> [Kids Search](#) 
- =>> [Discover WebFind](#) 

Magazines

- =>> [Weekly Reader](#) 
- =>> Highlights for Children




Middle School

Databases




- =>> [Middle Search Plus](#) 
- =>> [SIRS Discoverer](#) 
- =>> [Compton's by Britannica](#) 

High School

Databases

- =>> [SIRS Issues Researcher](#) 
- =>> [MAS Ultra](#) 
- =>> [Britannica High School](#) 

Select Your GALILEO Interface

-  Kids (grades K-5)
-  Teen (grades 6-8)
-  High School (grades 9-12)

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56% of public library websites have a genealogy page, but only 31% feature GALILEO or links to Ancestry and Heritage Quest

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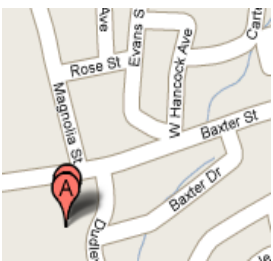


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Search for Ancestors

- =>> [Ancestry Library Edition**](#) 
- =>> [HeritageQuest Online](#) 
- =>> [Roots Web](#)

Georgia History and Culture

- =>> [Digital Library of Georgia](#)
- =>> [New Georgia Encyclop](#) 
- =>> [Vanishing Georgia Photogr](#) 

Getting Started with Genealogy

- =>> [Getting Started with Family History](#)
- =>> Family Tree Chart
- =>> Set up a Research Appointment

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**Ancestry Library Ed. No Home Access.

Featured Database



Online access to early issues of the
Macon Telegraph 1826-1908

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7. Use All of Your Tools

New! The [GALILEO Toolbar](#)

Promotional Materials, Including:

- [GALILEO Toolbar Informational Handout](#)
- [GALILEO Toolbar Presentation](#) (PPT)
- [GALILEO Toolbar Presentation for Library Staff](#) (PPT)
- [GALILEO Toolbar Video Tutorial](#)

GALILEO Staff Can Help Too

Contact the GALILEO Staff for Help with:

Links

Features

Resources

Content

Videos

Materials

Training

Technical Support

Or to Offer Comments and Suggestions

Thank you!