

Additional Ways Libraries Can Help Promote the Use of iCONN

- ✓ Dedicate one or more library computers to online catalog and iCONN access (only).
- ✓ Monitor iCONN usage statistics. Circulate among staff to remind them to use iCONN.
- ✓ Provide information about Biography Resource Center to book clubs and let them know it is a great way to research authors.
- ✓ Give a presentation about iCONN at your next Library Board or Friends meeting.
- ✓ Connect with your Senior Center and provide information about iCONN, especially *HeritageQuest*, at computer training classes.
- ✓ Host a library open house and feature a demonstration of online databases.
- ✓ Connect with state legislators to let them know how much iCONN is appreciated.
- ✓ Attend a Chamber of Commerce meeting and offer business library cards for access to online databases from the workplace.
- ✓ Inform the local cable access channel about iCONN and ask them to display information about iCONN on their community bulletin board (or scrolling messages).
- ✓ Include iCONN demonstrations in school field trips to the library. Don't forget to let chaperones know about how iCONN helps with homework!
- ✓ Spotlight different databases in monthly print newsletter.
- ✓ Supply information about iCONN to school district for teacher newsletter.
- ✓ Double-check library computers to make sure they are properly authenticated to allow direct iCONN access.
- ✓ Greet patrons with "Are you finding what you need?" and use the opportunity to explain iCONN.
- ✓ Sponsor an iCONN family night that features children demonstrating how to use the database resources – especially *Kids InfoBits*
- ✓ Place a library display, with information about iCONN, at various venues around town.
- ✓ Ask to be part of a school or public event for parents and provide information about library services, including iCONN. Events could include Back to School Nights, Parent Teacher Nights and Family Reading Nights.