To All Texas Librarians:

Welcome to the second installment of our TexShare newsletter. We hope that you found the inaugural newsletter to be of value, and we aim to continue to provide content that will assist with your library’s efforts to increase awareness and usage of TexShare resources. We understand that 2009 has been a tumultuous year for many, and more than ever libraries are being counted on as an invaluable source for free resources and research support. We urge libraries to use the promotional materials available through TexShare—as well as training and support for library staff members—to help make the most out of your library’s resources.

As always, we welcome your feedback and encourage you to share your ideas for content that you would like to see included in future issues of the newsletter, including success stories from your library that you would like us to feature.

Warmest regards,

Russlene Waukechon & the TexShare Team

Visit www.ebscohost.com/texshare to download free promotional materials such as a TexShare screensaver, posters, and bookmarks.

www.texshare.edu
Imagine a Library as Big as Texas

In this issue:

1. **Marketing TexShare Resources to Patrons**
   Deanna Frazee, Director of Library Services at the Killeen City Library System, talks about the library’s marketing efforts to help provide valuable resources to patrons in a declining economy... *[Read More, p.2]*

2. **Training Opportunities for TexShare Libraries**
   EBSCO Publishing offers online webinars and on-site training sessions to librarians and library staff members to help libraries make the most out of their resources... *[Read More, p.4]*

3. **NEW — Search Box Builder**
   How to get the most out of your EBSCOhost searches using a new customized search box tool... *[Read More, p.5]*

4. **Special Message to K-12 Schools**
   The importance of electronic resources in fulfilling the "Texas Essential Knowledge and Skills for English Language Arts and Reading” requirement... *[Read More, p.6]*

5. **REMINDER — Free TexShare Library Marketing Tools**
   Free marketing resources available at [www.ebscohost.com/texshare](http://www.ebscohost.com/texshare)... *[Read More, p.7]*
TexShare: TexShare offers a wide variety of resources to patrons of all different age groups. How have TexShare resources added value to the Killeen City Library system?

DF: With limited funds to devote to online resources, TexShare provides us with a solid framework upon which to build. Because TexShare covers general searching, education and health topics so well, I can focus local funds on such things at automotive and biography resources. Without TexShare, we would only be able to provide a few general online resources.

TexShare: Which TexShare resources are the most popular ones, and why do you think those particular resources are appealing to your patrons?

DF: HeritageQuest has consistently been one of the most popular databases, although MAS Ultra and Academic Search Premier are heavily used as well. Our population is weighted heavily toward the 20-somethings, but we do have a fairly active retiree population as well. I think these three databases consistently get the most use because the retirees have the leisure to work on family trees, and many of the younger folks are busy furthering their educations.

TexShare: 2009 has been a difficult year as people have had to make personal adjustments to bear through the changing economic climate. What has been the impact of the economic downturn on the Killeen City Library System in terms of patron outturn/resource usage?

DF: We have seen more impact from the economic downturn in the past six months as job losses have continued to outpace job creation. Our patronage wavered a bit in the spring of 2009 but rebounded by the end of summer and has steadily risen since then. We have seen an increased interest in free resources, from public access computers to online resources, and all evidence indicates that we can expect this to continue into the winter months.

Continued on page 3
TexShare: TexShare offers several resources that could offer more value to patrons during a down economy, such as consumer health resources, career & business resources, and access to local newspapers. Have you seen a usage increase in any of these types of resources?

DF: Newspaper access has been one of the most sought-after resources as those connected with Fort Hood, our neighboring military installation, are seeking news and information from their hometowns. Many others are looking for career information as they make plans to leave the military.

TexShare: Have you done anything different this year to promote TexShare resources to make current patrons — as well as non-patrons — aware that such databases/resources are available?

DF: We are planning an ad campaign with some of our Loan Star Libraries funding to help raise awareness of the online resources we offer, particularly the TexShare databases. At this time, we are still developing the campaign, but I believe it will have a big impact on usage.

TexShare: Are there any unique ways that your library has used any of the TexShare resources?

DF: Last spring, as our city prepared to enter the worst economic situation that we have been in since Operation Desert Storm caused a huge decrease in our population, our City Manager called on the library to help his staff develop the “worst-case scenario” that could be expected from the downturn. While it was a depressing task in some senses—research clearly showed that we could suffer greatly—it was also heartening to have the leader of our city government recognize that the library had a major role to play in this situation. Some staff gleaned through the microfilm while others hit the databases to search for stories about other cities with similar characteristics to ours. We were able to contribute a great deal of data to the project, and our city was able to take steps to keep us on an even keel.

TexShare: What is your favorite resource from TexShare?

DF: My favorite has to be the Sanborn Digital Maps. I love perusing them for historical perspective and, sometimes, just for fun. We have been able to piece together a better picture of our city using the maps in conjunction with local histories, and occasionally we go out and drive around to track down specific locations. ERIC is also a long-time favorite simply because of the huge wealth of data to be found there.
EBSCO Publishing offers a variety of training opportunities and materials to TexShare libraries. We know that training reinforces product knowledge and stimulates interest so that you can get the most out of your EBSCO databases while meeting the research needs of the end-users. EBSCO’s team of Implementation Specialists are available to provide onsite and online training, and the Training Support Site offers training information and options tailored to meet any library’s needs.

**EBSCO’s Customer Success Training Offers:**

**Online Tutorials**
EBSCO provides a repository of quick, efficient training tutorials covering a wide variety of features of EBSCOhost products, including end user and administrator topics. The flash-based tutorials provide audio narration with matching text to guide users in the 3-5 minute lessons, and can be viewed in flash, PowerPoint, or can even be downloadable to an iPod.

**Online Training Courses**
Online courses provide training and demonstration for users and administrators on a variety of EBSCO products, including searching techniques, interface functionality, and database information. Over 30 online courses are offered each month.

**Custom Onsite Training Courses**
If you provide the conference room or training lab, our Implementation Specialists will share their knowledge of EBSCO products. EBSCO instructors are happy to work with you to design a training experience that best meets your needs, as well as recommend product implementation tools and strategies for promotion of your online resources.

**Custom Online Training Courses/Materials**
EBSCO offers customized online training courses and training materials to meet your library’s unique needs. Our experienced instructors and course developers are happy to work with you.

**Trainer Guides**
Need help preparing for an upcoming training of your administrators, teachers or librarians on EBSCO products? Step-by-step guides include preparation and presentation tips, a complete content outline, a sample evaluation form and a list of recommended handouts.

**Printed Resources**
Access a variety of Marketing Resources, Help Sheets, FAQs, User and Teacher Guides that outline specific functions or step-by-step instructions of EBSCOhost products.

Visit [http://support.ebsco.com/training](http://support.ebsco.com/training) for more information.
EBSCO is now offering a **Search Box Builder** tool, enabling administrators to create a search box that takes users right into EBSCOhost databases, providing instant, streamlined access to your EBSCOhost online resources.

The Search Box Builder tool enables administrators to place an EBSCOhost Search Box anywhere on library web pages. Making EBSCOhost searching conveniently available in more places throughout a library’s website—such as on faculty pages, etc.—is a simple way to increase the accessibility of these resources. In addition, the availability of the EBSCO Search Box will enhance the usage and overall value of a library’s services.

The Search Box setup process is simple, and once done, the resulting code is used to add it to those pages on the website where users are most likely to visit.

**Benefits of the Search Box Builder Tool:**
- Easy and efficient to use
- Enables administrators to provide instant access to valuable online resources
- Includes authentication selections to match each institution’s requirements
- Gives administrators the ability to choose which databases to include
- Provides an option for selecting which search limiters will automatically be applied to searches conducted via the Search Box

To learn more about Search Box Builder, visit [www.ebscohost.com](http://www.ebscohost.com) to read the **Search Box Builder FAQ** or to view the **Search Box Builder Video**.
As you are aware, the Texas State Board of Education has placed a high emphasis on the usage of electronic databases in addition to printed materials as students fulfill research requirements mandated by the state of Texas curriculum. As outlined in the TEKS for English Language Arts and Reading, the mandate states that students must develop the ability to comprehend and process material from a range of resources. The resources that libraries offer to students will play a vital role as K-12 English Language Arts Teachers in Texas build upon their curriculum to include these new mandates and ensure the future success of their students.

Through TexShare, schools are offered a variety of age-appropriate electronic resources that assist with the fulfillment of the TEKS for English Language Arts and Reading requirements, from kindergarten to high school. Databases include:

- Academic Search Complete™
- Alt HealthWatch™
- Bibliography of Native North Americans™
- Business Source® Complete
- Computer Source™
- Economía y Negocios™
- Fuente Academica
- Funk & Wagnall’s New Encyclopedia
- Information Science & Technology Abstracts™
- Legal Collection™
- MAS Ultra™ — School Edition
- MasterFILE™ Premier
- Middle Search® Plus
- Newspaper Source™
- Primary Search®
- Psychology & Behavioral Sciences Collection™
- Religion & Philosophy Collection™
- Science & Technology Collection™
- Texas Reference Center™
- Vocational & Career Collection™
- World History Collection™
- And many others...

To learn more about this program, visit:
http://ritter.tea.state.tx.us/teks/110toc.htm

To learn more about the above databases offered through TexShare, visit:
www.ebscohost.com
Free TexShare Library Marketing Tools

EBSCO offers TexShare customers access to FREE marketing materials to help promote the many great resources available in your library.

1 **screensavers**

Download one of two screensaver options to your library computers to help promote the diverse selection of TexShare and K-12 resources available to users:

- TexShare Screensaver
- K-12 Screensaver

Visit [www.ebscohost.com/texshare](http://www.ebscohost.com/texshare) to access these free resources today!

2 **Printable Posters**

Print colorful 11”x17” posters with the message "Imagine a Library as Big as Texas" to promote TexShare and K-12 resources in your library. Available in PDF.

3 **Customizable Bookmarks**

A variety of customizable bookmarks promoting TexShare resources allows you to add your library’s information directly to the bookmark before printing. Available in Word format.

4 **Customizable Posters**

These 11”x17” posters promoting various TexShare resources allow you to add your library’s information directly to the poster before printing. Available in Word format.

5 **TexShare Video: Accessing EBSCOhost Through Google Scholar**

Through this brief video, learn how to access TexShare resources (EBSCOhost only) directly from results in Google Scholar.