A Bridge to eResources
Connecting Students to eResources Through Promotional Materials
Indian River State College Librarians

The Project:
Indian River State College Librarians created a promotional plan that introduced students to a variety of eResources that included test preparation resources and required titles in ENC 1101 and 1102 classes. These promotional materials serve as a starting point for those students who may not be familiar with the online resources available at the College.

eBook Cards
Librarians created cards by:

- Selecting titles in the ENC 1101 and ENC 1102 curricula that were available for unlimited use through EBSCO.

- Identifying additional resources in a variety of formats (print, audio, video) for students with varied learning styles. Shortened links take students directly to login page without the need for additional searching.

**Results**

- 400+ Cards requested
- 181 eAudiobook downloads
- 515% Increase in use from 2013-2014

Testing Posters
Librarians created posters by:

- Identifying heavily used testing resources in a variety of disciplines.

- Creating a testing landing page at irsc.libguides.com/testingresources with links to all books and databases in areas of interest.

- Creating tailored posters for academic programs for classroom buildings and all five campus libraries.

**Results**

- 206% Increase in use of testing database
- 2124 Visits to the Testing Resources LibGuide
- 772 Downloads of FTCE eBooks

For more information:
irsc.libguides.com/ebookcards