



TEN METHODS OF IMPROVING QUALITY SERVICE TO UNIVERSITY OF MARYLAND GRADUATE STUDENTS VIA “ASSERTIVE” MARKETING



Bob Kackley, Nevenka Zdravkovska, and Maureen Cech
University of Maryland Libraries, College Park, Maryland,
USA

UNIVERSITY
LIBRARIES



BIBLIOGRAPHIC INSTRUCTION FOR GRADUATE STUDENTS?

- ◎ Resistance to bibliographic instruction
 - Faculty assume graduate students know how to “do” research
 - Graduate students assume they know how to do research
- ◎ Different types of instruction
 - Self-guided
 - For-credit classes
 - One-shot sessions

INSTRUCTION CONTENT

- ◎ Overview of services, including Interlibrary Loan (ILL)
- ◎ Catalog
- ◎ Google Scholar and interdisciplinary databases
- ◎ Subject-specific databases
 - Engineering
 - Physical sciences
 - Mathematics and Computer Science
- ◎ Patents
- ◎ Citation styles

