



Marketing the Evolving RefWorks in an EndNote Environment: Providing Users with Choices

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Introduction

- Historically the Medical University of South Carolina (MUSC) campus has been predominantly preferred EndNote for citation management
- Library has a subscription to RefWorks but it has not been marketed widely
- Though EndNote is a powerful tool, it became apparent that it is not the best choice of citation manager for all users

Materials and Methods

- Two RefWorks Champion Librarians teamed up to conduct a RefWorks workshop series and offer RefWorks consultations to faculty, staff, and students during Summer 2018
- A RefWorks LibGuide was developed to provide online help for users
- Effective Summer 2018, RefWorks began to be introduced to new students in dental, undergraduate nursing, and health administration programs
- Collaborated with Library Commons staff to develop marketing materials for workshop series
- Partnered with MUSC's Instructional Technology and Faculty Resources department to advertise the series using moderated faculty email lists and Yammer

Results

Summer and Fall 2018:

- Offered 6 open workshops, 9 classes, 6 orientations, and 29 consultations
- Increased RefWorks resource access by more than 93% from April to September 2018
- RefWorks LibGuide viewed over 750 times since it's creation in June 2018

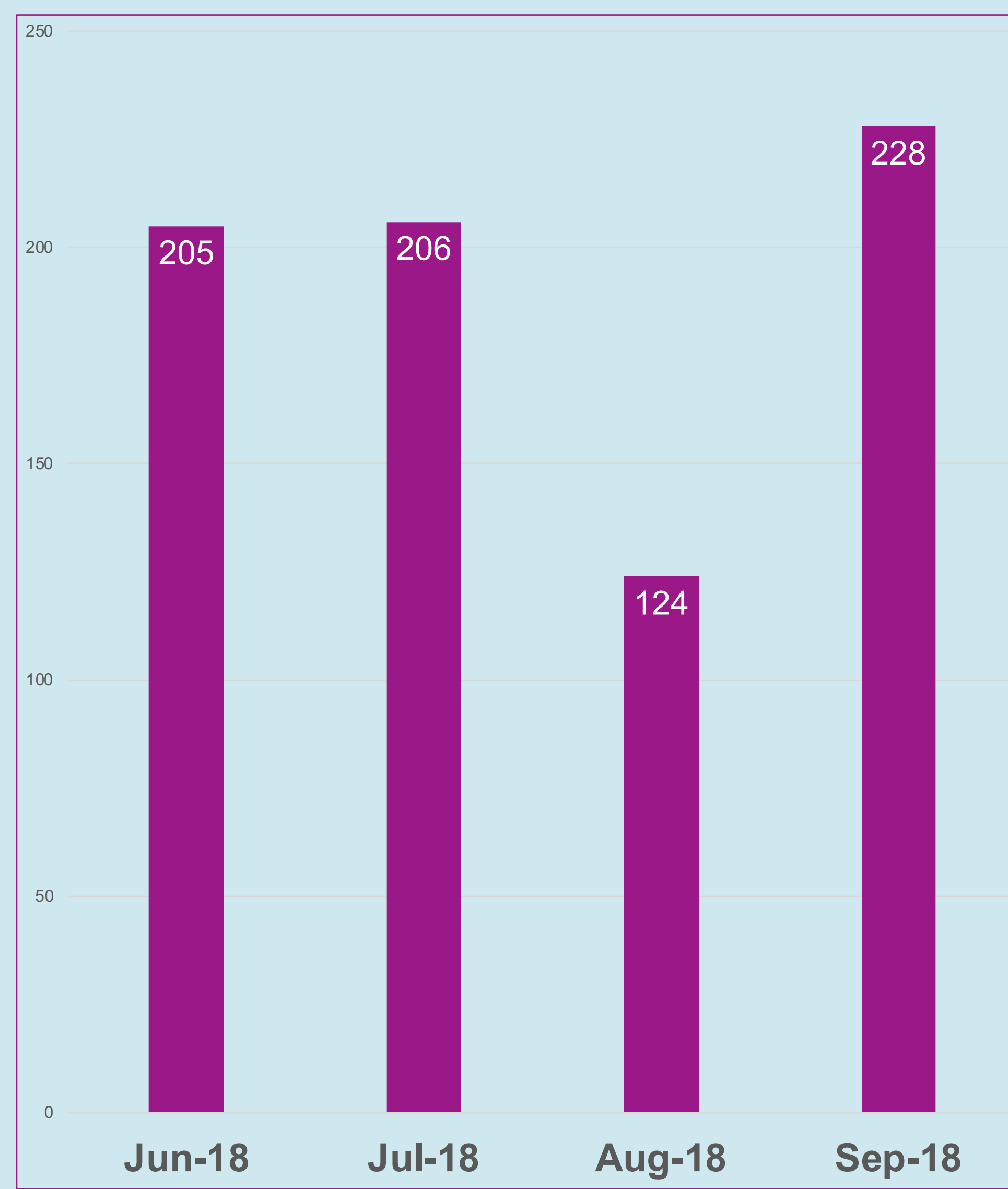
Conclusions

- Growing interest in using RefWorks as the preferred citation management platform for many users
- Marked increase in people requesting RefWorks consultations
- Newly converted RefWorks users are pleased with the functionality and ease of use

Lessons Learned

- Advertisement and targeted marketing of the resource is key
- Find time and space that works for everyone
- Be prepared to work one on one during workshops
- Expect users at different levels
- Set aside enough time for post-class questions and discussions
- Follow-up with workshop attendees to keep momentum
- Be aware that people look for perfect tools but they do not exist
- Librarians should offer all citation manager options to users

Figure 1 – RefWorks LibGuide Views



Select Quotes From New RefWorks Users

- “Oh my gosh this makes me think I am not stupid after all.... I was so frustrated with Endnote, I thought I was just going to hire someone to do my citations!”
- “Where was RefWorks when I was writing my manuscript....this would have made my life so much easier.”
- “I did not even know we had other options...it was frustrating. RefWorks is better for me.”
- “I have always loved the library but RefWorks makes me love the library even more, you have changed my life!”
- “This is so much easier than EndNote!”
- “I like that you can see the PDF on the screen, you can annotate it, etc. Oh I also love the tagging and the notes features.”
- “What?! Are you kidding me? This is a thousand times easier than EndNote! Why didn't I know this existed?!”

Figure 2 – Monthly RefWorks Access

