Shared Insights, Shared Collections

Whitney Jordan | Western Carolina University
What is WNCLN?
Stretching dollars
DDA or EBA?
Why shared EBA?
Vendor selection
Our program
Different approaches
Shared benefits
communication objectives involved needs plans

Focus facts flexible tools

Online requirements audience

Everyone involved needs

Respectful transparent offer

Define transparent offer

Keep transparent offer

Approaches cons ways

Multi-channel levels meetings

Implementation issues cons

Regular meetings various ways

Evaluation direction achieving

Concise message achieving

Similar messages achieving

Evaluation direction achieving
Strategies
Communicating the message
Communication
Channels of communication

Internal
- Cataloging
- Acquisitions
- Subject Liaisons

External
- WNCLN Collections Committee
- Board of Directors
- Publisher
Tailor the message
Limits to our approach
What we did well
What we learned
Questions?
Sources


