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SPEAKERS
Ana Cackley, Karl Stutzman, Bo Adams, Suzanne Estelle-Holmer, Cristina Ochoa

Ana Cackley 00:02
All right, we are just about at five past the hour, so I'm going to go ahead and get started. Good afternoon, everyone. And thank you for joining us today. My name is Ana Cackley and on behalf of Atla I'd like to welcome you to today's program: "After They Graduate - Best Practices for Promoting Research Tools to Alums and Beyond." Before we get started, I'd like to point out a few features of the webinar interface. By default, you'll be listening in using your computer's computer speaker system. If you would prefer to join by phone, simply select the microphone icon in the bottom left of the control panel to view the dial information. The control panel also contains a chat box where you can type in your questions for the speakers and contact us about any technical difficulties. You may send in questions for the speakers at any time during the presentation. We will collect and address these during the q&a session at the end. Today's presentation is being recorded. We will make this available online on our On Demand Learning webpage and everyone who's registered for today's webinar will receive an email notification when the recording is available. Now I'd like to introduce you to our panelists today. First, we have Suzanne Estelle-Holmer. She is the Associate Director for Collections and Collections, Research, and access at Yale Divinity School Library. We also have Bo Adams who is the director of the Pitts Theology Library. And we have Karl Stutzman, who's the Director of Library Services at the Anabaptist Mennonite Bible Seminary. And then finally, we have our moderator, Cristina Ochoa, Product Specialist here at Atla. And with that, I will turn it over to our panelists. Thank you so much for your patience while we switch presenters.

Cristina Ochoa 02:02
Thank you, Ana, for that introduction and for the wonderful pronunciation of my name. Hi, everyone, I again am Cristina Ochoa. I'm the Product Specialist at Atla. I'm very excited to be here with you all today and with our three panelists. As Ana said, our discussion today is going to be about best practices and experiences promoting research tools for alums and other groups beyond the point of enrollment in or affiliation with university. So we chose this topic today, because we wanted to help continue in the celebration of the theme that Atla selected for Theological Libraries Month this year, which is legacy. So in talking about how these institutions, and also Atla is helping to support the legacy of scholarship and academic research, long after students are enrolled in school and how we can help provide resources to support that work. So I know Ana already introduce our panelists, but I want to let them give a brief intro into themselves as well and what they do at the university. And then we'll launch into a moderated discussion, where I'll ask the panelists several questions. And then we'll have hopefully a little bit of time for some q&a at the end. So I'll go ahead and start with Bo. Bo, would you like to introduce yourself?

Bo Adams 03:23
Sure. Thank you, Cristina. Thanks to Suzanne and Karl for joining me here. My name is Bo Adams. I am director of Pitts Theology Library, which is part of Emory University. We were actually formally part of the Candler School of Theology here at Emory. And while not part of the Emory University Library System, we do collaborate quite a bit with Emory and the university library. So I'm excited to talk about this. This is a topic that many of you've probably heard me drone on about, because I think it's really important. So excited to be here and excited to hear your questions and offer any insight that Pitts can provide.

Cristina Ochoa 03:58
Thank you, Suzanne, would you like to go next?

Suzanne Estelle-Holmer 04:00
Sure. I'm Susanna Estelle-Holmer and I'm the Associate Director for Research, Collections, and Access, which gives you an
Sure. I’m Susanna Estelle-Holmer and I’m the Associate Director for Research, Collections, and Access, which gives you an impression that I do just about everything, which sometimes it feels that way, but it sort of draws on a lot of the topics for today’s discussion. Um, so I guess, oh, I might say that I’m at the the Yale Divinity Library, which is one of the professional schools at the Yale University.

Cristina Ochoa 04:34
Wonderful. Thank you. Karl?

Karl Stutzman 04:37
Hi, I'm Karl Stutzman, I'm Director of Library Services at Anabaptist Mennonite Biblical Seminary. We're a really small school in northern Indiana. And we're just a freestanding seminary so no university to be affiliated with. And I'm excited about joining Bo and Suzanne in this discussion.

Cristina Ochoa 05:02
Thank you. All right, well, we will go ahead and get started with the questions. The first one is how do you currently serve your alumni? What types of services tools or subscriptions do you offer? We can start with you Bo and then go down the line.

Bo Adams 05:19
Sure, I mean, I think this falls in a couple of categories. One is we form out formally support them through resources that we provide. So that's lifelong lending privileges to the physical collections. And that is access to a few library licensed electronic resources Atla, of course, their religion database being one of them. And then more informally, we support them through events that we put on through webinars that we conduct and through our reference desk, which is available online, to alumni.

Cristina Ochoa 05:50
Great.

Suzanne Estelle-Holmer 05:53
Um, well, in a similar fashion, we support our, our alumni, both the Yale Divinity graduates, and currently now also the Andover Newton Theological School, which recently merged with YDS. So we've been able to expand the Atlas Serials Plus for Alum subscriptions, I wanted to get that title right.

Cristina Ochoa 06:20
That was perfect!

Suzanne Estelle-Holmer 06:23
You know, I think that this is one of the one of the, you know, licensed databases that provides our students with really the most for the amount of money that that we spend for it. Both our students both go into academic studies and ministries, so it covers both of those. Both of those categories. We've looked into some other subscriptions, but I haven't found one that I really felt like, gave enough variety. Um, and then I'd also say that informally, our Special Collections does a lot of work with alumni, we have something called YDS memorabilia, where alumni can either contribute materials from their time at YDS, or they come to look at things that you know, to go down memory lane. We recently did an exhibit about when women at YDS that drew heavily from from that collection. And also, I've been increasingly interested in trying to make a really concerted effort to collect alumni books. We have a lot of talented and creative authors. And that seemed like something that was overlooked. We have, you know, faculty publications. But I'd like to do more with that.

Cristina Ochoa 08:01
Wow, you guys do a lot, I appreciate that. Karl?
Karl Stutzman 08:05
So our primary service to alumni is the Atlas for Alum database. Like others have said, it really offers a great value, and people appreciate it tremendously. We also offer scanning services from our print collections, book chapters, articles, reference entries, and sort of general reference services. And our local alumni are welcome to join our libraries, community borrowers, similar to anyone else from the local community.

Cristina Ochoa 08:37
Very nice. So now, can you all walk me through how you decide what to offer? So including everything from the licensing process acquisition process? And then also, once you include that content or the resources within your arsenal? How do you promote those to your students? Or other groups?

Bo Adams 09:02
Sure, so I guess I can start um, I mean, I think to to push back, I mean, to continue what Suzanne was talking about, we work really hard to add electronic resources to our alumni. And I mean, I've gotten on my soapbox before, but I feel like there's a kind of moral imperative for us to do this. It's a little odd that we train students for years with these resources, and then push them out to actually do the work and pull the resources back. So we work really hard to get the publishers to understand that we're not eating into their market share by adding alumni because these are not people who are going to buy the resource on their own. We've had some success. So Atlas, for alums has been one great success story. We also purchase content from Oxford University Press, from JSTOR, Project Muse, some of the greater resources. And for example, the very short introductions from Oxford University Press is something that's been available at a pretty low cost. For alumni I think it's that kind of resource that, like Suzanne mentioned, will have general appeal to those who are both in ministry, as well as an academic work. So I think for us, it's a kind of maximal reach to get as much reach as many resources as we can, but not those very specialized resources that may be only a particular interest for students who are currently enrolled in seminaries. The other thing I'll mention is our alumni resources are available for Emory University alumni, as well. So it's not just graduates of the School of Theology. And therefore, there's kind of an impetus to provide that kind of higher level. So for example, ebooks from Project Muse that are available for alumni is a great resource, because it may be interesting, interesting to students who don't know anything about theology are not interested in that.

Cristina Ochoa 10:45
Very robust.

Suzanne Estelle-Holmer 10:48
Yeah, um, for the licensing, we have a centralized electronic resources and serial management department. And they can be sometimes a little bit difficult to work with, because not because they're, they're mean people, but they have a lot to do, of course, and as a result, they're primarily focused on you know, providing over I'm sure, could be close to 1000, different electronic databases, you know, everything from medical school, law school, and everything, so, so they aren't really delighted about, about services for alumni. I think that when we did the, you know, way back when, when we started offering, Atlas, for alums, the, you know, the operation was smaller, and it was easier to get around all of that. And I know that they, you know, they always kind of shoved me off, you know, we don't handle that you just take care of it yourself. So I don't really know, at this point, how open they would be to having, you know, more alumni resources. I would hope that maybe it's something that we could, we could introduce, especially now I know, I'm getting a little ahead of myself here. But because of the pandemic, we are only able to have the library open for people who are currently enrolled or working. And the alumni response to that has been everything from you know, disappointed to desperate, you know, like, I'm working on this book right now, I need to finish you can't take my books away, who, you know, really anger. So I'm anticipating that the university will want to maybe reach out to alumni with more electronic resources in the future. At least that's how I'm going to sort of, you know, introduce the idea.

Cristina Ochoa 13:09
Yeah. So it seems like for Yale, then it's not so much a lack of desire to offer these resources, but more restriction on infrastructure and what you are able to currently provide and how you're able to currently provide it.

Suzanne Estelle-Holmer 13:24
Yeah.
Okay, that makes sense. What about for you, Karl? Oh, you're on mute. There you go.

So, for us, in addition to the Atla resources, our primary online resources are licensed ebooks, mostly from EBSCO and ProQuest. And we've had a lot of desire for alumni to have access to those, but we can't get that because of the licensing restrictions. So we do encourage alumni to join continuing education options through our church leadership center, because we treat continuing education students like current students in terms of access to library resources. And we've also worked to support open access resources, including digitization through the Internet Archive of books and periodicals are either have the rights holders permission to post or have materials that are in the public domain. We've facilitated some journals associated with our seminary going open access. The Vision journal that's published with our alumni closely in mind is hosted in Open Journal systems through our State Academic Library Consortium, private academic library network of Indiana.

That's great. So you guys are partnering a lot with some outside organizations as well to not only offer these resources to your alumni and current students, but just having them open to the world, the right and access very nice Very nice. Um, who else do you all collaborate with? On campus? Are there other departments like alumni relations or the development office that you're able to work with to help support alumni in this way?

Yeah, we work pretty closely with the alumni and development office. And for me, it's been successful to convince them that this is a great way to keep people connected to the school or to the university. I mean, if you think about it, if you've got a working pastor who's relying on an emory.edu website every day to do their research, that's just another way to keep them plugged in. And so we've tried to turn that into the Alumni Office paying for some of these electronic resources. But that hasn't really worked so far. But I do think it's important, certainly from the outreach side, because you know, they have a monthly newsletter, and they have, they visit all of these, what they're called Candler clubs, so these meetings of alumni, and so the more we can kind of get our foot in the door for those things, I think the more impact that some of these purchases have had, and alumni tend to respond well to these resources being available.

I think that's a really good point that even if you aren't necessarily able to get financial support, or even technical or infrastructure support, similar to what you mentioned, Suzanne, they are able to help reach your audience. And I think it's smart for you to tap into other departments and teams within your institution that already have those channels in place.

I also work very closely with our alumni affairs office. And, in fact, they, they always have me write any blurbs or segments for the newsletter that have to do with library resources. I mean, it is kind of amusing, sometimes through the process that we have set up for alumni to contact me to get the access. You know, I find it interesting the way people will describe it, you know, I want access to the digital library, or I want, I want access to the electronic archive. And so then sometimes this happened just a few days ago, I wrote to the Andover Newton, alumni person, and I said, Well, you know, how are you describing this? And they said, Well, I'm just sending out what you wrote. So, but then he had an interesting observation. He said, Well, I think that alumni talk to one another on social media. And they, they do indeed have an alumni Facebook page. So I think that when one person gets access, and they enjoy it, or they think it's a good you know, valuable thing they talk amongst themselves on on social media. Um,
Another thing too, that that I might mention that I think is is important. Apparently, the larger Yale University Alumni Association did a survey a few years ago, on all sorts of alumni related topics. And one of the things that students across the or alumni across the board valued very highly. Were either academic or professional databases. So um, you know, I think that that's something that you know, where you can get good buy in with your alumni if you're providing that service.

Cristina Ochoa 18:52
Yeah. Yeah, that that makes a lot of sense. And I definitely understand and sympathize with maybe your confusion or difficulty always an understanding what some of these alumni are looking for. We deal with that sometimes with Atla. A lot, too. And our marketing manager, Tawny, has done a lot of work to try to make everything more clearer in terms of how to refer to the tools, how to access them, so I can definitely sympathize with that,

Suzanne Estelle-Holmer 19:19
I'm sure we've all had that.

Cristina Ochoa 19:22
Karl?

Karl Stutzman 19:24
Yeah, we've worked with our alumni relations coordinator and our registrar's office to get contact information for alumni. This was especially helpful and important last year when EBSCO required us to change the password Yeah. which I consider a blessing in disguise, because it allowed us the pretext to contact all of our alumni and remind them of the database opportunity and get their updated contact information. So it really actually expanded our access to the database we've promoted the database in our alumni Facebook group annually around the time the password changes. So that social media connection has been important to us too. And when we're in contact with alumni, they regularly tell us how helpful it is to have the access, how grateful they are for it. And we know from research in our development office that alumni are some of our most important supporters. So it's important to serve them well.

Cristina Ochoa 20:35
Yeah, I'm glad you you saw that as a good thing, an area of opportunity. How else are you promoting resources to alumni besides which I think this is great that you're going to their natural location, which is often social media. And besides going through the alumni affairs officers channel, are there any other ways that you're working to promote these resources?

Bo Adams 21:00
Yeah, I was. I failed to mention one other important outreach for us is with the admissions department, actually,

Cristina Ochoa 21:05
Oh, okay.

Bo Adams 21:06
The libraries often been a part of admissions kind of pitch to why you should come to Candler, you have this great library here. And we've continued to update them on the resources that we're adding, not only do you get this for three years for the rest of your life, now you'll have access to wonderful resources, like Atlas. So yeah, I think that that's been an important outreach piece. And then and then the other part, and this we can talk about later, when we talk about the kind of COVID shift, the more digital content that we create, whether that's webinars or lectures or whatever, just always putting in that mention in there of, by the way, alumni, because oftentimes, people attending these events are, of course, School of Theology, or University alumni.

Cristina Ochoa 21:46
Okay, that makes sense. That makes sense.
Okay, that makes sense. That makes sense.

Suzanne Estelle-Holmer 21:51
Um, I often promoted in instructions sessions. You know, a lot of times, if you've been a library instructor, you know, that you like to tell students like, if there's one thing you should learn today, right. And, and I always say, you know, like, like master master, you know, the Atla Religion Database and Atla serials, because when you leave, you will have access to this. And I'm sure some people goes in and out the two years, but right, um, I think that makes an impression on them that this is a really valuable resource that that they'll be able to continue to have access to. Another thing that we do is, again, this is in conjunction with the Alumni Affairs office, they often have a pre graduation party, with faculty. And it's meant to be like fun and more informal than the actual commencement will be. And so I always just give a short pitch for that for Atla at that point, and then immediately after graduation, I write them a congratulations, you've graduated now what letter? And that's how I really rein them in, because, you know, they're at that point where they graduated, and they're still feeling like they still want to be students. So definitely. So I get a lot of requests that way.

Cristina Ochoa 23:29
I think that's a great idea. Yeah, it helps to assuage some of that. Separation anxiety, I'm sure. Yeah, Karl?

Karl Stutzman 23:39
Yeah, we do a similar thing with the graduation, we have an award ceremony where we present the library award to everyone which is access to Atla

Cristina Ochoa 23:53
I love that.

Karl Stutzman 23:55
and then send them an email and do that further communication. So that's an important way we reach people to

Cristina Ochoa 24:04
Yeah, I love how all three of you and I know that it's not restricted to the three of you. I know a lot of people that work at libraries are really good and passionate about, about advocating for the role and importance of the library. And I think the ways that all three of you are doing that are very creative, and definitely very necessary because you're not just trying to help the students and show them what resources and support you can offer them throughout their journey throughout their life, their professional career, but also very much in that process, necessarily advocating for the role that your library plays both within the institution that you're at, and also within the life of these students and alumni. I think that's really important. Besides alumni, are there any other affiliated individuals or groups that you serve is clergy often a huge group for you, or are there? Are there other groups or individuals?

Bo Adams 25:07
Yeah, so we have a couple of affiliate groups that we extend physical borrowing privileges, it's kind of the extent of it, the main group is ordained clergy within the North Georgia conference, the United Methodist Church, as well as those who are ordained within the southern Senate of the ELCA Church. And those are just historic relationships with the school. And so by default, those who are ordained, get borrowing privileges at the library, that it's kind of a catch 22. Because whenever we extend physical access to the collections, the next question they will always ask is, Well, what about these wonderful databases that you have the licensing restrictions often run in the way there and we can't extend that. So we also have a fee based affiliate relationship, which again, gives you borrowing privileges for the physical collections. But we've not been able to get around the hurdle of constructing the licensing with publishers to allow electronic resources. So it really it stops there.

Cristina Ochoa 26:05
Okay, that makes sense.
Suzanne Estelle-Holmer 26:08
Yeah, we also serve clergy, there is a local clergy, sort of library membership. That's, I believe, slightly less expensive than going through the, you know, the usual channels, which would be for all Yale University, we, we've kind of thankfully moved most of our privileges to our main library so that they keep the records and everything and we don't, we don't have to do that so much. I would say that, I mean, one of the one of the big changes that we've had is we used to have something called the ministry Resource Center, which had all sorts of mostly print, but also DVDs, CD, a lot of media resources that would support local churches, and sometimes schools. And what we were finding was that more and more of the materials have gone online. And so there's been a decrease in interest in using that collection. And we also found that it really required a lot of intervention. I mean, we had a director who was very active. But when she left, it was hard to kind of replace her mediation of the collection, I would say, so what I'm thinking of is what I think might sort of replace that kind of outreach might be some kind of, you know, research guide, Libguide, that would direct local clergy to materials that are available, maybe not even at the library. But we haven't really put it into effect yet. But that's, that's our thinking.

Cristina Ochoa 28:11
I think that's a good idea.

Karl Stutzman 28:17
Yeah, so we serve local church leaders to our community borrow program, which is a free library card to use our print resources. And it's been really well received in terms of people using our space and our print collections. Like others, they have said, they often ask for access to online resources, and we can't give them that. But they're pretty happy with the ability to come here and work.

Cristina Ochoa 28:46
Well, that's good. I mean, you, you all are definitely at least working very hard to provide to provide this group with something. And again, it's not for lack of desire, but more of an infrastructure or, or technical restriction. All right now to the big question, how has your service to these groups changed during COVID? And or has it at all? I would imagine it has in some way, but how has it?

Bo Adams 29:12
Yeah, no, I mean, I think like, everything gets changed tremendously. To echo something Suzanne said earlier, you know, we can't extend physical access to the campus to those who aren't currently enrolled as faculty, students, staff. And so physical access to the collections doesn't happen anymore. And that's pushed into more electronic resources and to kind of the online reference and those kinds of things that we continue to do, and that's seen an uptick in the COVID world. The other thing that's changed for us is like many we've been shifting all of our instruction into a digital format, which has had the ancillary benefit of allowing us to open up the audience for that to anybody, really. So there's a plug in there for you to join us for hits instruction online. But that's been another tool to do outreach to alumni. So we have these recorded webinars and instruction session that then we send out to alumni. So I mean, I guess the silver lining here is that we've all discovered the digital audience can be bigger than the physical audience. And so that's been a benefit. But we've had a lot of frustrated alums that really relied on our physical collections, and we haven't been able to serve them as well as we would like to.

Cristina Ochoa 30:23
Yeah, that makes sense.

Suzanne Estelle-Holmer 30:26
Yeah, um, you know, I would just echo what Bo said, you know, we, we are not able to have alumni come on campus, they don't have access to the building. So you know, all of the all of the printed books and so forth that they were enjoying are not not available. I was even a little bit distressed, because there was a, you know, we have kind of a tiered alumni privileges thing where you can get a stack pass, you can go in the stacks and book around 15 Books 15, which is kind of the premium. And that enabled you to make requests for borrow what we call, scan, scan, and deliver. So for scanning, and I think that they've been cut off from that, too, which, you know, I'm not very happy about but I'm, you know, at that level, I'm not making the rules. But I would agree with Bo that, you know, the more that we can offer electronically, the better it would be.
Yeah, I mean, I will say two strategies. One is the kind of brute force strategy with the publishers all the time. And it's amazing to me that many of the publishers have just never thought about this. And yeah, and it doesn't fit their business model, right. And so if I say, you know, I have an FTE of x, but my alumni population is 50 times x, that scares them away immediately. And they don't go through it without process of well, those people aren't buying your resource anyway. So it's not really hurting your market. So I think the first thing is to just continue to wear them down as rough as that sounds. The second thing is we run into some technical hurdles, because even those publishers who do allow for alumni access, have different rules or ways of doing it. So for example, Atlas has, you know, a URL with a username and password in the URL. Others use the referring URL as the way of doing verification. And so there's, there's some technical hurdles there. And with that, you just have to either work with, you know, whoever your systems librarian or somebody who may have some of the technical know how, or just continue to reach out to the publisher and get support. So I mentioned earlier Project Muse and the JSTOR content built into the license there is alumni access. We didn't know that but so for example, the Herman a, a commentary series, we're able to offer to our alumni, but it took some real investigation on the technical side to figure out how we would actually verify who a person is and that they have access and those kinds of things. So I think those are places and we'll talk about this in a second. I think places where libraries and organizations like Atla can really help is to kind of spread without some of that best practice and knowledge to kind of allow us all to increase these resources.
Yeah, no, I definitely understand. And I, I've even done some projects too internally to work with our licensing manager, Greg Taylor, and get a good understanding of what are the conversations that he has with publishers? And are there any information gaps, you know, between them and our scholars and understanding what our users of our database want more of and you know, how to include more of that content. And I've worked with that issue directly when it comes to, to essay collections. That's something that I know a lot of our scholars often want more of. And so we've worked really hard over the past year or so, to include more essay collections and explained to publishers the value that including those in our databases will really provide to our users and how it will help the publishers as well. So that's definitely something I can sympathize with, as well. Karl?

Karl Stutzman 38:20
um, I think open access has been a real tool in our favor of getting around hurdles. That only works for things where we have nice personal connections. So it can work really well for some things like a retired penalties out of COP, you know, book that has gone out of print and the copyright reverted to them, and they're ready to make it available. So we can leverage those kinds of relationships to give access to the world. And there's that kind of moral imperative there, I think, to do that. But there's a whole wealth of things like pointing to commentaries, for example, like recent good commentaries versus old bad commentary, therapy and access. Yeah. And so there is a huge need for doing licensed resources for this group of people too.

Cristina Ochoa 39:22
Yeah, and I love that the Anabaptist is working so hard to partner with a lot of open access sources and provide those because I do think that that is very helpful and it definitely helps you create a robust arsenal for when unfortunately, something like COVID-19 happens. You already have a really strong native digital platform and source of resources available. I think that's, that's smart and and that's very forward thinking in a lot of ways and I am sure you guys are very happy that you also have the freedom to include a lot of that as well. Okay, this is I think the question I'm probably most excited for. What can Atla do to help you overcome both this challenge that we've been discussing or any of the other challenges that you feel like you all face?

Bo Adams 40:22
I mean, I two things come to mind. One is kind of what we're doing here. And that is providing connections and a conversation about this. Like, for example, Suzanne, you just mentioned, ministry matters, like they've been on my list that I've been calling Westminster John Knox for two years to talk about this. And we've made a little bit of headway, but not a lot. But I'd love to talk to you about your experience with them. And call, I'd love to know if that's a resource you're interested in. And so I think providing a forum and an opportunity to have these conversations is really important, particularly because I feel like oftentimes, we are having parallel conversations with publishers that other libraries are probably having as well. And then I think, as part of that is to keep informed on what people are able to offer. So for example, Princeton seminary offers a ton of resources. How did they do that? What were those conversations like? And then I think the other thing is, I don't know if there's a way that Atla can marshal the power of the organization to convince some of these publishers to loosen up. I mean, I hate to paint the publishers with a negative brush, I understand their business model. But it really is frustrating that they just can't see that this is an important way to do this. In fact, I mean, I would argue, like the kind of Westlaw or LexisNexis model that happens in law schools, right, that they get the students like, hooked on the resource, and then they all become wealthy lawyers, and they pay for it doesn't exactly equate. But there, yes, what you can build a market based on offering these resources for free, or at least subsidized through the library. So I would love to have a conversation about how Atla can help us do that. Because I think, individually, we're not very powerful versus an Oxford University Press. But as Atla we actually may be.

Cristina Ochoa 41:59
Yeah, I agree.

Suzanne Estelle-Holmer 42:01
Yeah, I would say the same thing. I mean, I found that talking with others, you know, makes me aware of what they've been able to do, like I want to hear about, you know, in more detail Bo, what you're doing with Project Muse? Because then, then I have something to offer to, you know, the electronic resources and say, you know, Emory University is doing this, why can't we offer something like this? Um, I also, I also think that we might, we might actually need to create some more products. I think we had kind of a preliminary discussion, and we were talking about how the, the Text this Week was an important resource that alumni were using in conjunction with Atlas serials. But the links no longer no longer work. And I've had a lot of complaints about that. And I've just had to say, well, you know, you'll have to just, you know, look, look up those, those articles in Atla, by yourself. Um, but, you know, it makes me think, could we? I mean, would there be a group that be interested in working on maybe a more ministry focused product?
Cristina Ochoa 43:33
That's helpful, thank you.

Suzanne Estelle-Holmer 43:34
It might include some licensed resources, but it might have other original content?

Cristina Ochoa 43:45
That's helpful. Thank you.

Karl Stutzman 43:49
Yeah, like Suzanne and Bo have said, I think conversation is a huge thing that Atla can bring as an opportunity for us. And that kind of leverage when we're all smaller, smaller. Feels like an important tool. If Atla could make a product of ebook commentaries that could be subscribed to by our current students and our alumni. That would be something we would subscribe to right away. Yeah, that is a felt need for I think, everyone.

Cristina Ochoa 44:32
That is very specific. I love it. Thank you. Okay, well, I do think that it is always important to still discuss what are some of the successful projects that everyone has been able to accomplish, whether it's a success story that you have, or really good feedback that you've gotten from clergy or alumni or other affiliated scholar, so I'd love to hear any of those that all three of you have to share.

Bo Adams 45:02
Yeah, I mean, it's ironically the great successes are when the resources break, because then people call you and you realize they've been using them all along. So I love that. I mean, it really is true. And only recently have we gotten some Google Analytics on our alumni use. And to that point, we didn't know who was using them until they broke, and then they work. So I mean, I would say that Atlas has been a model in terms of not only providing the database for alumni, but the pricing on it. I mean, we could talk about Atlas pricing separately, but I think the the alumni piece of it is really affordable. And I think that's a really been a great success for us. And it's probably the number one resource that our alumni ask about and use. And it's because they use it as students here, right. So they get used to it. And that's how they do research. I would say another one, I'll just Herald again, we finally whittled down Oxford University Press. And they've also been a really good resource for Oxford Biblical Studies online, other very short introductions, a bunch of their offers reference tools. So I think there are publishers who are starting to come around and see it. But again, I think it speaks again, to how we all need to work together to figure out how we can grow these resources.

Cristina Ochoa 46:12
That's wonderful.

Suzanne Estelle-Holmer 46:15
Yeah, I would also, you know, echo what Bo said, when the when the links break, like when the password changed, you know, I was de leveraged with with requests, I mean, I didn't have an list to refer to. So it was up to everyone to, to kind of reach out to me, just because we'd been offering it for so long. I mean, way before I became on this came on the scene, administering it. So I mean, that, that does indicate that, that there are people that really value it. I guess just in terms of a personal success, it sounds a little bit corny, but we have a group on campus that is like second, second career, divinity students. So a lot of times, these are people who have been doctors and lawyers, and you know, other other professions. But through the years, they've either had an us an assistant or something. And so their knowledge of technology is not often up to snuff and everything. So they're frequent visitors, you know, to my, to my office or to technology librarian. Well, at the end of
the year, they often have a party, and I'm invited to attend. And at that party, it's kind of like the pre-graduation, I always announced that they're going to be getting, you know, the the Atla Serials. And I just remember one year when they just broke into applause. They were so happy. And I mean, that doesn't usually happen to librarians.

**Cristina Ochoa** 48:05
That's wonderful.

**Suzanne Estelle-Holmer** 48:07
So um, so I think that that was, that was one year when I really felt like I'd been a success.

**Cristina Ochoa** 48:15
Rock star status. Karl, what about you?

**Karl Stutzman** 48:21
Yeah, I think similarly, we get those warm fuzzies when the database breaks, and we have to get requests for access. That gratitude, I think propels us forward. And yeah. The others have said,

**Cristina Ochoa** 48:46
it's always ironic, though, isn't it? It's it's working, but you don't necessarily know until it breaks. No, but that's that's good, though. And I'm glad that you all have had some some good experiences and some positive feedback. I know it's, it's always very nice to, to know that it is working, and people are enjoying it. And I will say everything you shared too about how Atla and might be able to help you more has been extremely helpful for me as well. And that as much as I wanted to help provide this forum and this discussion for all of our attendees that I also wanted to provide it for myself, so that I could learn more from the three of you and with any questions that our attendees might have, which we'll get to in a moment, just to understand more of what the experience is both for you as providers, but also what the experiences is for for your users, whoever they might be, so that this is very helpful. We do have one question that just popped into the q&a from Myren. What is the difference between Atla database offered to alumni and Atla Religion Database without the serials that Workplace library provides our community? Mirin, the subscription to any of our alumni tools, whether that's Atla Religion Database, AtlaSerials, or AtlaSerials Plus, it offers the same resource, whether you are subscribed to the alumni version, or the regular version will say. So it's the same tool. Just a different access point. We have one comment, oh, from Daniel Flores. He says, ministry matters is a great resource. Thanks, Daniel. Yes, no problem I ran. If there are any other questions, you can feel free to type them into the chat or the q&a. Now. When they open it up again. You have just a few minutes left.

**Bo Adams** 51:04
I'll say - while we wait Cristina say well, it would be really helpful. Another thing I was thinking Atla could help to Yeah, alumni about what they need. I mean, we do some kind of internal focus groups and talk to our alumni. But I just don't know if there's a way for us to systematically understand what do graduates of divinity and theology schools actually need out there in the work they're doing? And how can we provide that I think we've all spoken to, for example, commentaries, and we hear all the time. And there just aren't a lot of good sets of commentaries that are easily accessible digitally. But what are the other things that that pastors are relying on text week is another thing that Suzanne mentioned? Because I think way in which individual libraries or organizations like Atla could actually create the resource that pastors are demanding.

**Cristina Ochoa** 51:50
Yeah. Know that that's helpful, too. Yeah, definitely. Closing that, that audience gap. And I definitely think that that's an area for Atla, since we have both sides of our organization, one being, you know, the membership support professional development side, as well as actually creating an offering those research tools. And that's a lot of what I have been working to do in my role as well. I only joined Atla, about a year ago now. But I work very much cross departmental internally to help connect all of our audiences externally as well. So that is very helpful for me. Thank you. I don't think we've had any other questions pop up. So is there anything else that any of you would like to add before we end today? Don't feel pressure to just want to make sure if there any lingering thoughts? No. Well, I really appreciate all three of you taking the time to join me. I really enjoyed this
discussion. I want to thank all of our attendees as well. I hope this was helpful for you. If you have any follow up questions, you can feel free to reach out to our inbox. It's connect@atla.com. And with that, I think I'll say final Thank you and enjoy the rest of your day, everyone.

Suzanne Estelle-Holmer 53:11
Thank you.

Bo Adams 53:12
Thank you.