



Yale University

From the Selected Works of Kayla Del Biondo

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Communicating the Value of the Medical Library Early and Often at a School of Public Health

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Communicating the Value of the Medical Library Early and Often at a School of Public Health

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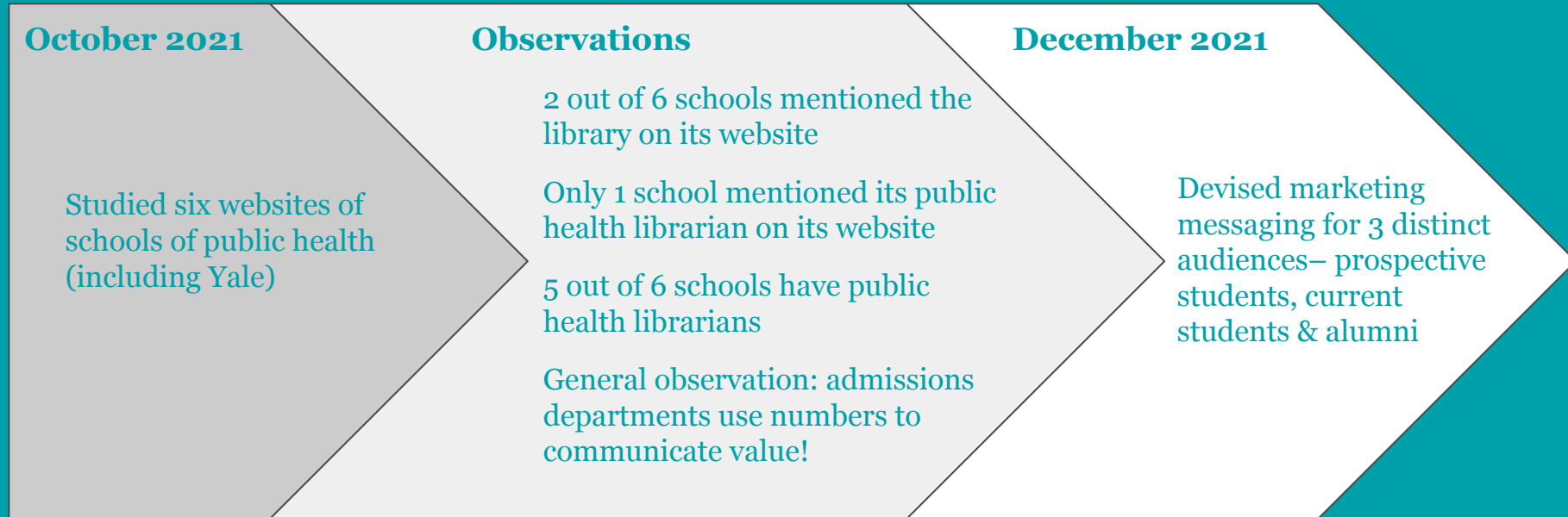
It Began with an Email...

“[Imagine] the benefits [we] all would reap if we were to articulate the **differentiating factors** of the Cushing/Whitney Medical Library at Yale. If students know how great the Library is and the ways in which it can support their success while at YSPH [...] this helps admissions *and* this helps Kate and I have an eager audience of students at our workshops, office hours, etc.”

Project Goals

- To **explore** whether schools of public health view their subject-specific library services as a “selling point” for admissions on their websites
- To **inspire and empower** Yale School of Public Health to do this
- To **leverage** library services to prospective and current students

Process & Observations



Quantifying Library Services

Marketing Messaging for Prospective Students

When you pursue a Master's in Public Health (MPH) at Yale School of Public Health (YSPH), you will receive standout research support from the Yale University Library (YUL). As a YSPH student, you will have access to **14 libraries, over 22,000 electronic biomedical journals, thousands of online resources** including e-books, bioinformatics tools, and clinical resources, and **two public health librarians** dedicated to your information needs and subject specialty. YSPH MPH students collectively generate **60 publications per year** on average, and are supported by librarians with citation management, database searching, searching grey literature, annotation of scholarly literature, literature reviews, critical appraisal, and publishing. The public health **librarians meet with students one-on-one** and in office hours, and visit classes to teach students research skills related to specific assignments.

As a member of the Yale Medical campus, your home library will be the Cushing/Whitney Medical Library. **The Medical Library is open 106.5 hours each week, has a friendly staff of 38 [...]**

Recommendations

- Meet with marketing staff
 - Both in the library (if applicable) and in the school/department you support
- Brainstorm quantifiable library services
- Consider prospective students, current students & alumni
- Find out what newsletters exist
- Email me at kayla.delbiondo@yale.edu to keep the conversation going!

