# The Gale Ambassador Library Support Program

2023-24



### Introduction

- Why did we set up the program?
- How does the program benefit
  - the participating student?
  - the student body?
  - academic staff?
  - the library?
- Which students are eligible?
- Activities
- Training and support
- Recruitment
- Timing



We have already been running the Gale Ambassador Library Support Program at your account, and it has been wonderful to see the super things the students have done!

We're happy to say we can continue to offer the program at your university, though are introducing a few changes – in student activities and recruitment.

To see the changes, jump to page 17.

(For those unfamiliar with the program, pages 4-16 introduce and explain its aims and benefits.)



## Introduction

The Gale Library Ambassador Program has been running since 2017.

We have now worked with 80+ ambassadors, and have received really positive feedback from participating students and universities alike.



#### Why did we set up the Gale Ambassador Library Support Program?

To invest in key, priority customers to help them get the best out of the Gale resources they're accessing.

It has the same aims as libraries, to:

- Increase awareness of the Gale resources already available to students.
- Increase **usage** of these resources.
- Increase students' **understanding** of the resources (e.g. boost research skills).

All Gale Accelerate accounts are now eligible to be part of the Gale Ambassador Library Support Program.



# The Gale Ambassador Library Support Program benefits...

The participating student











The library



Financially

Students are paid **\$15/hr** for a set quantity of activities.

#### Building their resume

- Business experience
- Public speaking
- Marketing experience
- Multimedia skills
- Publication on a publisher's website

### Enriching their studies

- Enhanced research skills
- Exposure to new perspectives and sources
- Potentially improved grades



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Numerous students have used their role with Gale to obtain references for graduate job applications.



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But what do the students actually say?



#### **Master's applications**

"I really enjoyed writing my blogs and having them published! This has been **really useful for my Master's application** and will be for future industry work in Film and Media, and a great way to practice my research skills." *-Dan, Durham University* 



#### Research Skills "The program has sharpened

my research skills in terms of having an original approach to topics covered in lectures" - Program Feedback Survey



Passion and interest "You learn so much from the different assignments but also just from delving into the archives, it's so interesting!" -James, Kings College London

#### Discovery

"While writing the article, I was working with primary sources related to Blake ....**This gave me insight far beyond what I had previously fathomed**...I cannot overemphasise the significance that this article has had for me, and I am so grateful to Gale for providing this opportunity." James, King's College London, (KCL Blog)

#### Internship Applications

"Gale has been invaluable to me in my personal career journey. I discussed it at length in an interview for an internship with Vodaphone in which I was successful. From my work with Gale I was more competent in presenting myself"

"[Also] you gain a lot more understanding about the shift to digital that will be **valued by employers** in a myriad of different industries" *-James, King's College London* 



Enriching Studies "Working with Gale is a lot of fun and extremely insightful and useful for your other studies" -Rob, University College London

#### **Employability**

"[my time as a Gale Ambassador] was so helpful in **getting me various other roles and internships** in Marketing" *-Lily, University of Birmingham* 



#### **Boosting Grades**

"My research skills improved ...[as I] applied my knowledge in order to help other people ... This was **reflected in my marks**, which really improved this year." - *Program Feedback Survey*  **Returning Ambassadors!** Several ambassadors have chosen to stay on for a second (even third!) year, suggesting they find the program enjoyable and beneficial.



"As a history lover, while I enjoy independent research, it is also my dream to help make fellow students' humanities learning a more pleasurable experience. Promoting the Gale resources at our library helps me achieve this exact goal – it feels wonderful to see the Gale archives making humanities research less a struggle for peers across majors!" –*Rey Yuan, Rice University, US* 





# How does the program benefit the student body?

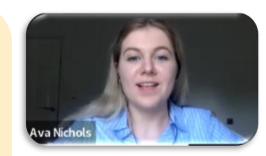
- Peer-to-peer support for students less confident speaking to staff.
- Ambassadors are well trained and confident presenting to their peers, and can deliver highquality sessions.
- Students are best placed to **understand the anxieties / challenges of other students**, and tailor their training accordingly.
- Increased awareness amongst students of resources available to them, leading to richer research experiences and improved learning outcomes.

"I felt that training gave me a great insight into Gale's resources and was effectively taught - I felt as though I could easily relay the information to another student" -Program Survey Feedback



"In discussing our upcoming assessments one of my peers expressed her concern about getting hold of primary sources ... a peer recommended a source that would have cost a lot of money ... I informed my classmate about *Gale Primary Sources* and recommended she watch my prerecorded tutorial... She was delighted to hear the news!"

-Ava, University of Aberdeen



# How does the program benefit academic staff?

- Increased awareness amongst teaching staff of the archives available.
- Helps teaching staff inform their students about the resources available **improving student outcomes**.
- Public recognition of the success of their students (e.g. departments keen to re-share blog posts).



"Please can you present at the start of my lecture, so all my students can hear!" -Program Feedback Video



"Some staff were even interested in the resources for their *own* research!"

- Program Feedback Survey

"The history department were really enthusiastic about what we were doing – they would do it themselves if they had the funds."

- Program Feedback Survey

## How does the program benefit the library?

- Increased awareness, understanding and usage of resources amongst students (and staff!) leading to improved learning outcomes.
- Supporting library initiatives (e.g. sharing LGBT resources for LGBTQ History Month).
- Training support.



#### @simonibains

We have a @GaleEMEA Ambassador @aberdeenuni and I'm really excited about it! Ava is a student @EnglishAberdeen and I'm looking forward to meeting her soon to share notes on promoting a great @aberdeenunilib digital resource to our students and academics :-)

#### Simon Bains

University Librarian and Head of Library Services at the University of Aberdeen

#### GaleEMEA @GaleEMEA · 4h

Welcome to the team, Ava, our first #ambassador at the University of Aberdeen! Ava will be posting interesting sources, and tips and advice for #students to get the most out of their Gale #archives 😃 🔎 💻 @AberdeenUni @AberdeenHistory @EnglishAberdeen @AberdeenUniLib @simonjbains twitter.com/GaleAmbassador..

11:24 AM · Feb 1, 2022 · TweetDeck

"Yes the ambassador programme worked very well, so I hope that you will be able to recruit for this coming academic year too."

#### - Durham University Librarian, UK

#### B UoB Library Services

@UoBLibServices

For #LGBTHM22 A Bailey, student ambassador for @galecengage, has been exploring the emergence of 1970s Gay Rights movements, using the Archives of Sexuality and Gender.

See why she thinks its such an important resource: voutube.com/watch?v=fwERGB... @GaleEMEA



voutube com Using the Archives of Sexuality and Gender For LGBTQ+ History Month 2022, Bailey, UoB student ambassador for Gale resources, looks into the Archives of Sexuality and Gender, and the emergence...

10:41 AM · Feb 3, 2022 · Twitter Web App

King's Libraries 🥝 @KingsLibraries

We were also joined by our very helpful @Galeambassadors @GaleEMEA James who explained the wonderful resources available through their Eighteenth Century Collections Online (ECCO) resource. See the A-Z databases libguide for more info and a link libguides.kcl.ac.uk/az.php (2/2)



10:37 AM · Oct 6, 2021 · Twitter Web App

1 Retweet 2 Ouote Tweets 4 Likes

## Which students are eligible?

A student from any year group studying a subject with the potential to use digital archives.

Whilst many ambassadors have studied History, others have studied English Literature, Politics, Sociology, Creative Writing, Marketing, Philosophy and more.

Prior use of the archives is not essential. The most important thing is a passion for history, archives, and helping others to learn!





**GALE** AMBASSADORS

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# **Training and Support**

We offer the selected student extensive **live training** on the Gale resources and how to complete the ambassador activities.

Ambassadors also receive a comprehensive Information Booklet explaining each of the activities.

Students support one another through a team Whatsapp group.

Plus the program lead and regional manager stay in close contact with ambassadors throughout the year, offering additional help and assistance if required.

**GALE** AMBASSADORS



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## **Activities**

All ambassadors are expected to complete the core activities below. There are opportunities to complete additional activities, but these are not mandatory.

Within the academic year, the program requires:

- Writing 1 blog post of 1000 words.
- Running 6 live events such as lecture presentations, workshops or tabletop stands, increasing awareness and understanding of the Gale archives.
- **Posting 20 tweets** on the Gale Ambassadors' Twitter channel.
- Posting 15 times in other locations that will be seen by students about Gale's resources or ambassador activities.
- **Completing 1 peer interview** with a student who has used *Gale Primary Sources*.

**GALE** AMBASSADORS



Just starting your #dissertation this semester? Take a look at this video below where I talk about some the ways @GaleEMEA have helped me with writing my dissertation. Chloe Hooper @UofGlasgow / @UofGlibrary

Worried about your upcoming dissertation or research project?

Need help finding new and exciti resources?

**Use Gale Primary Resources!** 

#### **GALE** AMBASSADORS

Gale Ambassador

historical video archive:

tinvurl.com/32vfxe6f

#LGBTHM21

) GaleAmbassadors

As an LGBT+ student, I love learning about our

community's history! This article pointed me to a

(This photo is from my last #Pride defore COVID)



Gale Ambassadors @GaleAmbassadors · Mar 17 Happy #StPatricksDay2023! The festival can be an interesting time to reflect on its history with #GalePrimarySources. Check out this 1995 opinion piece on what was thought to be a gloomy #StPatricksDay: link.gale.com/apps/doc/FQ420...

#### James @KingsCollegeLon

#### Have a gloomy St Patrick's Day

to 30 per cent or unon-rough are Irish. The Irish have the high dardised mortality raexpectancy shortens on Britain. I could go on tudy, to get a job an - Evelyn @nuigalway @nuiglibrary @GaleEMEA Martin





## **Recruitment – getting the opportunity out to students**

Due to the benefits outlined on previous pages, Gale Ambassadors are a popular resource, helping to achieve the library's own goals. We're unable to run the **Gale Ambassador Library Support Program** at every institution, but we're happy to be able to offer this fantastic opportunity to students at your university. We manage every stage of the program; recruitment, training students, and supporting them throughout their time on the program.

Ways the library can help includes:

- Post on your own library social media channels
- Post on the library's website
- Supply us with relevant contacts (e.g. listservs addresses and career center)

We will provide all the messaging you may need in one handy Word Document! It includes a pre-prepared email/blog post and social post that direct students towards the application webpage.

<u>The dedicated application webpage</u> explains everything – the program, tasks, payment, and how to apply.

### **Recruitment – getting the opportunity out to students**

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Send Cc			ORS	
Are you interested in business experience with a global publisher?		Paid Publisher Ambassador Role		
Gale is an international publisher of digital archives and other library resources such as eBooks. Gale's primary sources include full archives of newspapers like <u>The Times, The Telegraph</u> , the <u>Daily Mail</u> and <u>The Economist</u> , as well as period and topical archives like <u>Eighteenth Century Collections Online</u> and <u>Archives of Sexuality and Gender</u> . Gale <u>are</u> recruiting students to undertake awareness-building activities, so more students find out about, understand and use these fascinating archives! Students from all year groups can apply. <b>Deadline = July 1, 2023</b> The role lasts for the 2023-24 academic year and requires set activities for which Gale Ambassadors are paid \$15/hr. Plus, the role is great for your resume Business experience – work directly with a global publisher. Run your own marketing activities – refine 'marketing copy' and images to make successful use of social media.	About Products Subjects Support Search Control of the search Control of	APPLY TODAY!	line: 1 July 20	023
	Are you interested in paid business experience with a global publisher? Become a Gale Ambassador and help raise awareness of the fascinating digital archives available at your institution.			

### GALE AMBASSADORS

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# The deadline for student applications is July 1, 2023

Student selection and set-up will take place over the summer.

Training will take place in early September.



# Thank you

### For further information, please contact:

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# GALE AMBASSADORS

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