

The Gale Ambassador Library Support Program

2023-24



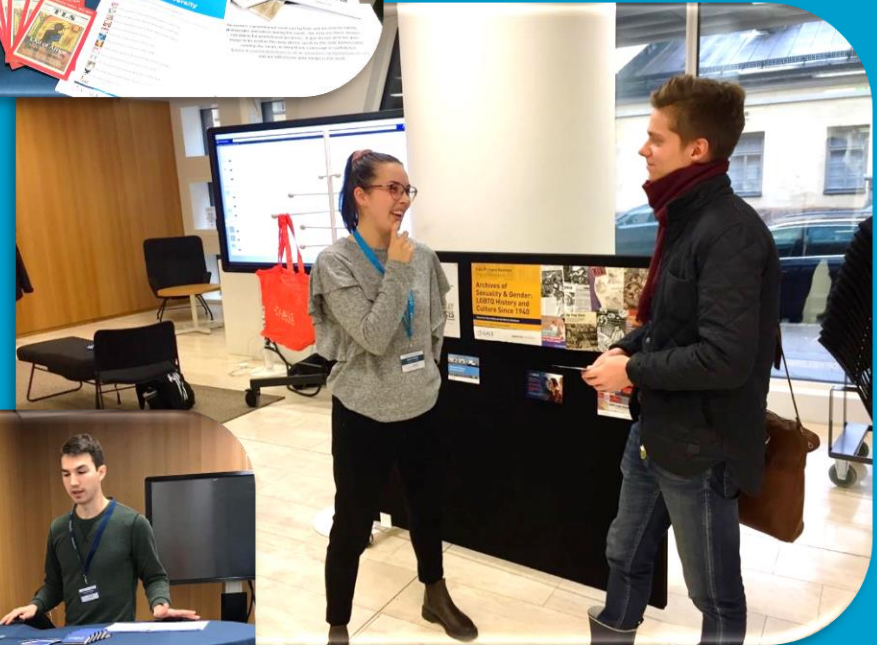
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We have already been running the Gale Ambassador Library Support Program at your account, and it has been wonderful to see the super things the students have done!

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 student body



Academic staff



The library





How does the program benefit the participating student?

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?

How does the program benefit the participating student?



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 over-emphasise 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

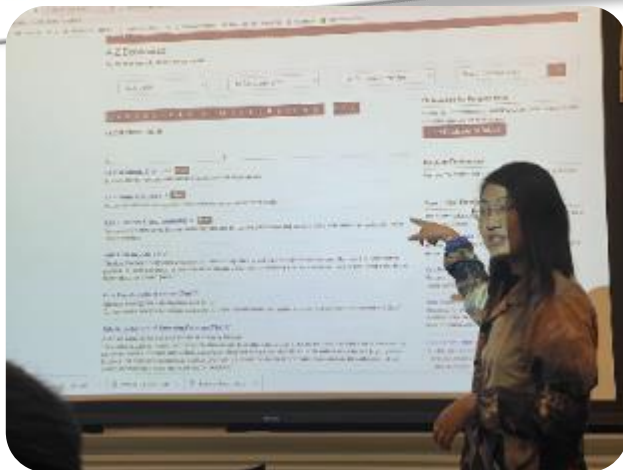
Returning Ambassadors!

Several ambassadors have chosen to stay on for a second (even third!) year, suggesting they find the program enjoyable and beneficial.

How does the program benefit **the participating student?**



“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 **high-quality 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.

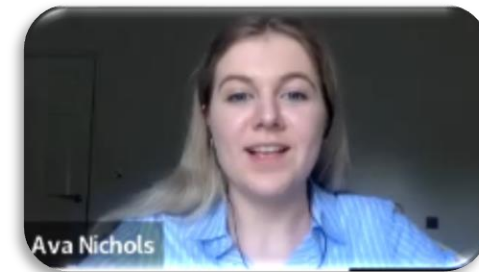
“I felt that training gave me a great insight into Gale's resources and was effectively taught - I felt as though I could easily relay the information to another student”

-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 pre-recorded 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



Pride in student work

“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.

“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*

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



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!



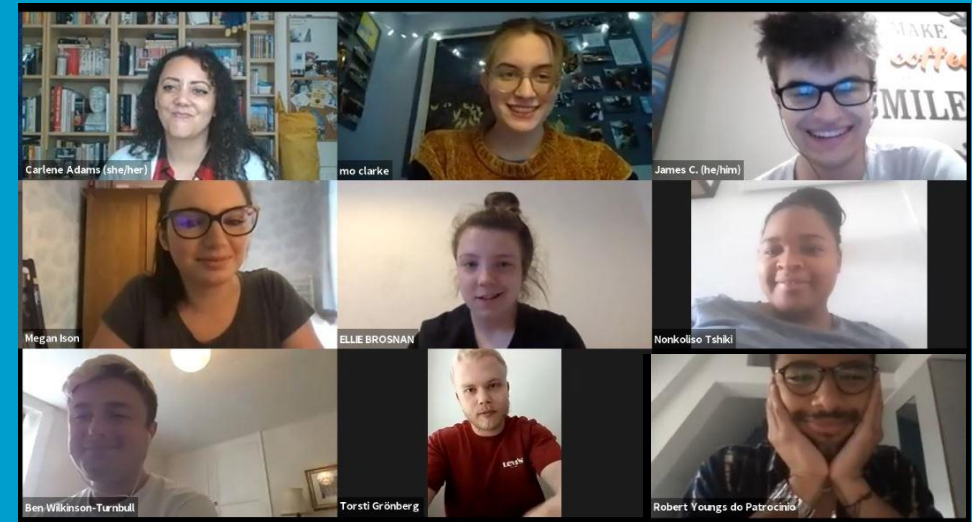
Training and Support

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.



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



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.

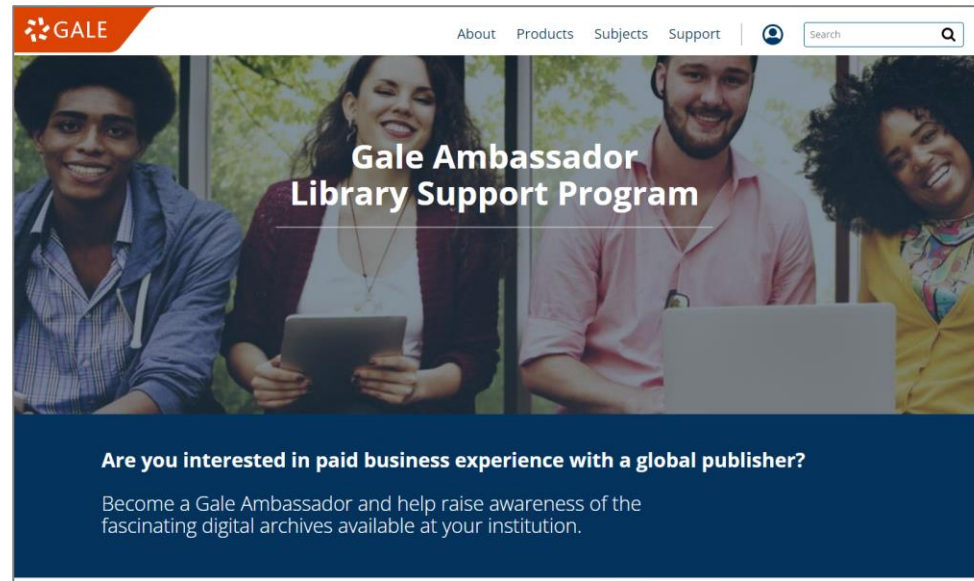
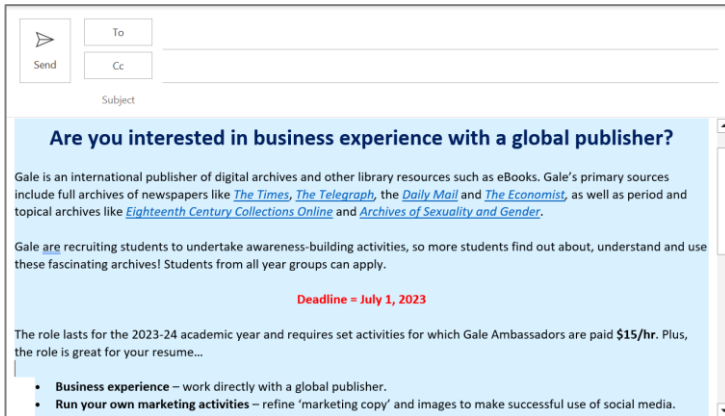
Ways the library can help includes:

- 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.

[The dedicated application webpage](#) explains everything – the program, tasks, payment, and how to apply.

Recruitment – getting the opportunity out to students



Timing

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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