WHO WE ARE



Nancy Lovas

Entrepreneurship & Business Librarian University of North Carolina at Chapel Hill



Angel Truesdale

Social Sciences & Business Librarian University of North Carolina at Charlotte



Summer Krstevska

Business, Economics & Data Access Librarian Wake Forest University

3 early-career academic business librarians who met at a BLINC (Business Librarians in NC) workshop.

We realized we were all new to our institutions and have similar job roles.

We each had been looking for a place to write informally about our work.

The "BizLibratory" was born.

PROJECT MANAGEMENT



Employ the use of Google Suite products and a Google Drive folder to hold our logo variations, shared planning documents, and some communication about related projects (i.e. Guests posts).



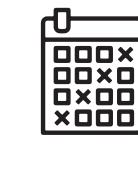
Communicate mostly through email, Google doc comments, in person at BLINC events, and online conferences.



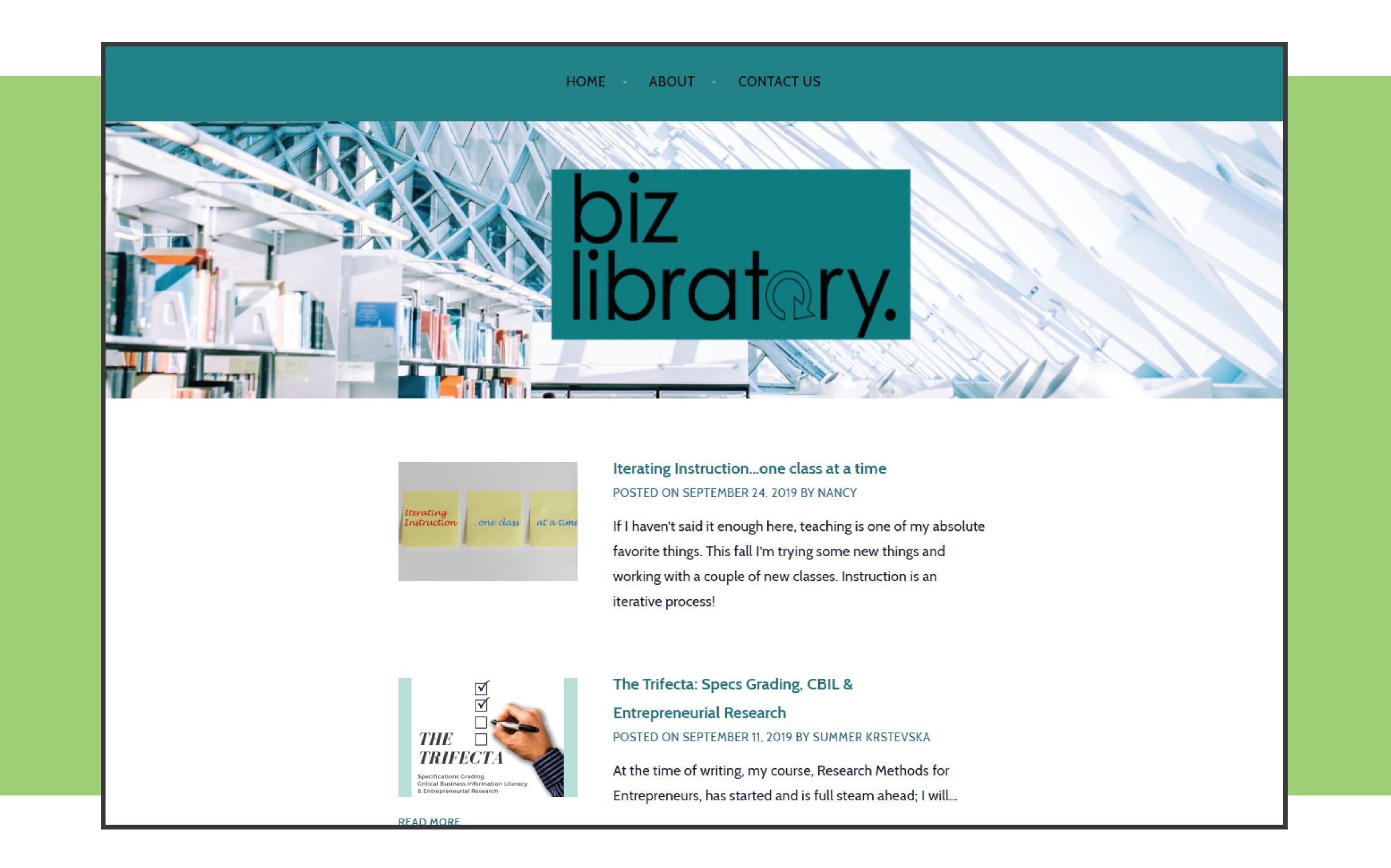
Google docs for post revisions and to organize related projects.

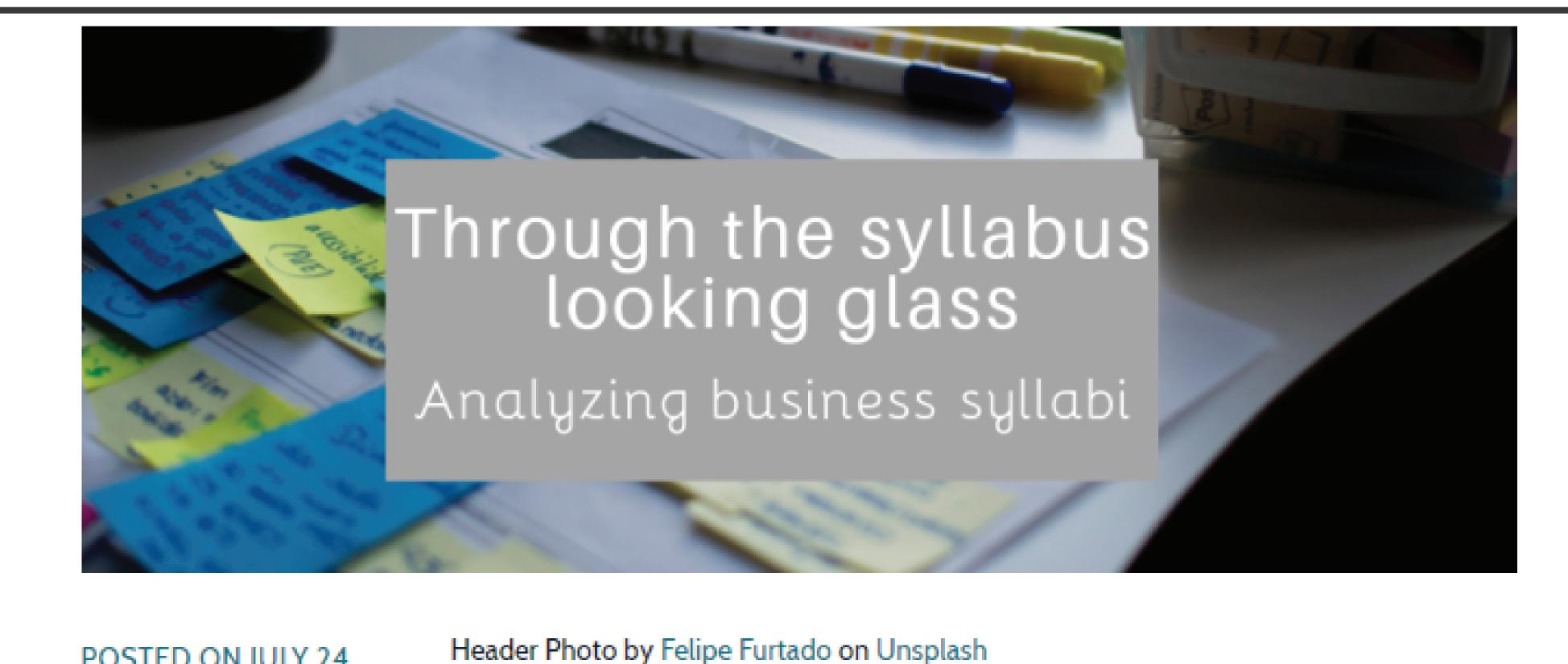


Utilize a Google spreadsheet to track a loose schedule of posting deadlines, content, and potential scheduling conflicts (mostly vacations).



Posting schedule: We set a schedule to post 3 times a month, so that each writer would be required to write once a month but we remain flexible. We switch weeks if we need more time to write and we allow ourselves a month off if we get busy.





ANALYSIS

BY ANGEL TRUESDALE

TAGGED BUSINESS LIBRARIANS, ENGAGEMENT, FACU ENGAGEMENT, INSTRUCTION, LIBRARIAN, STUDEN ENGAGEMENT,

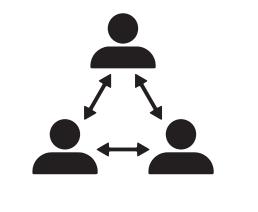
Since joining the team at UNC Charlotte, I have been thinking about engagement a lot. How do I engage students beyond a consultation? How can I reach students who are reluctant to contact their subject librarian? And what about the students who don't even know they have a subject liaison librarian?

One of my first tasks here was to craft an introduction to faculty and staff for the programs that I cover. Within the College of Business (COB), I cover the undergraduate programs of accounting, business analytics, economics, finance, international business, management, management information systems, marketing, and operations supply chain, as well as different masters and doctorate level programs for COB and

WEBSITE LINK: https://bizlibratory.wordpress.com/ **CONTACT:** https://bizlibratory.wordpress.com/contact/

CREATING CONTENT

We welcome guest posts by fellow business librarians who are also new to the world of academic business librarianship. Anyone interested may contact us through the blog. We currently have 4 guest posts scheduled between October 2019-December 2019 from colleagues in universities located in Alabama, South Carolina, California, and Pennsylvania. Collaborative posts between BizLibratory blog creators and public business librarians are also in the works.



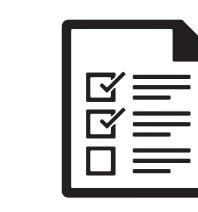
POSTING SCHEDULE

Ideally, we work to post new content 3 times a month. Rather than waiting for the typical one or two conferences a year to network, through our blog we are able to network consistently throughout the month. This allows for increased relationship development, not only in the field, but in this case, in the state of NC.



EDITS BEFORE POSTING

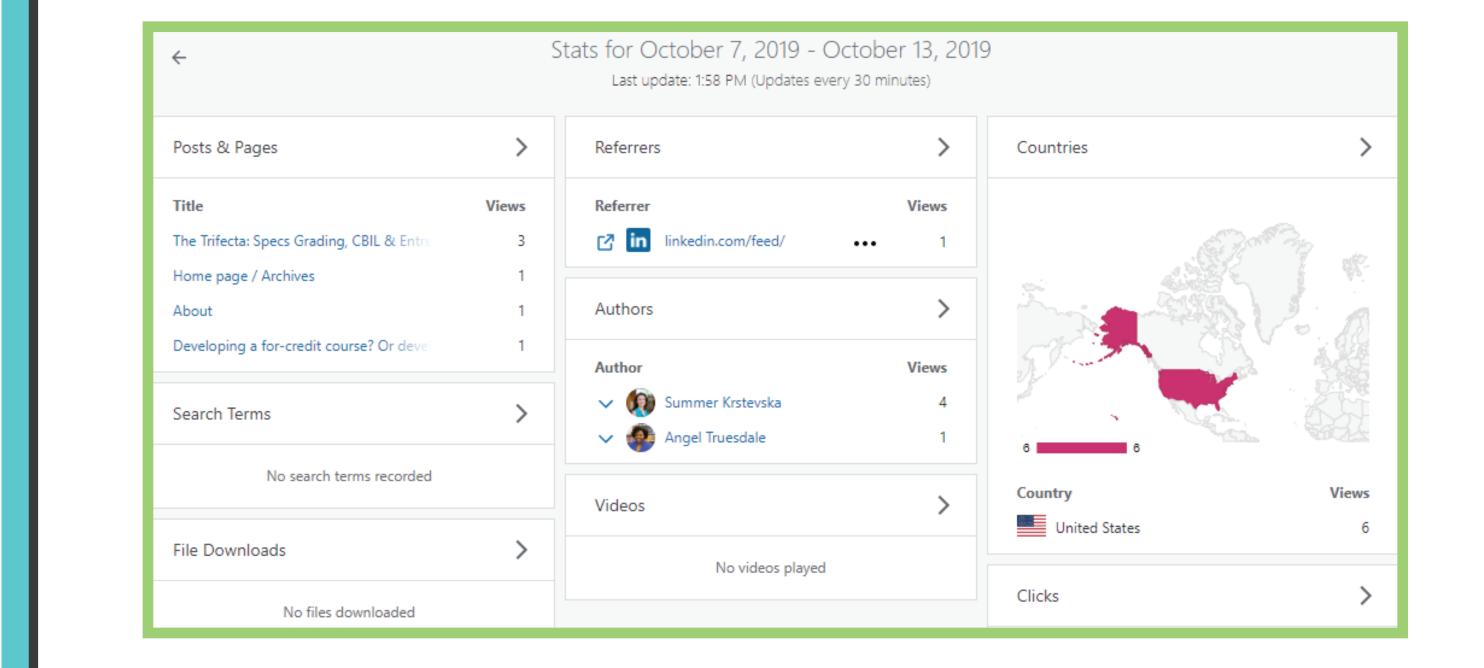
Each post is edited by at least one blog founder before publishing as our attempt to have the published content be peer reviewed and of the best possible quality. Due to our peer review process, each month we have multiple opportunities to engage with relevant content and colleagues in our field. This provides frequent opportunities for ideating, feedback, and potential collaborations.



POST REQUIREMENTS (PICTURES, ALT-TEXT, TAGS, HEADER PHOTO, ETC)

Each post is required to follow blogging, UX, and SEO best practices. We always aim to include pictures throughout the post, as well as an intriguing feature picture. All pictures include alt-text. Each post is thoroughly tagged for SEO purposes. For branding purposes, we include our logo at the end of every post. Following these best practices encourages us to connect with more like-minded folks in the field through increasing the ease of

ENGAGEMENT & IMPACT



End blog posts with a question or discussion

Tweet out new posts with relevant hashtags (e.g. #bizref)

Shared the blog on BUSLIB-L

