In Spring 2018 UGA Law Library was removed from the 1L orientation schedule. Instead we were asked to come up with another method of orientation for incoming students. What resulted was a new design in three parts which could be assessed and compared.

**The Design**

1. Updated a libguide for "home-base"
2. New video to deliver basic info to 1Ls
3. Day of face-to-face outreach

**Multiple Contact Points = More Results**

- Video plays in YouTube
- Email opens & clicks from MailChimp
- LibGuide views
- Face-to-face # of students (tours & chats)

**HIGH IMPACT**

After creating a new video to deliver basic information, it was embedded into a libguide. The guide was linked to from an email blast using MailChimp which also invited students to an in person event (they could drop in whenever they wished) to meet librarians or go on an actual tour. Each point of contact gave another number to measure.

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