

Utah State University Library Case Study



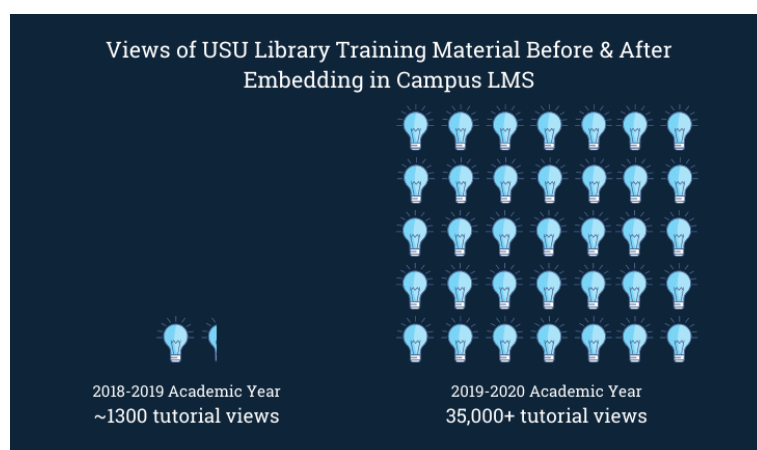
Logan, UT
FTE: 20,017
Annual Circulation: 120,717
Customer since 2014

Before Niche Academy...

Prior to Niche Academy, instructional material created by the library was not getting used by the people who could benefit most from it. USU had LibGuides to help people become familiar with Library resources, but most students and faculty did not seek out and use the information there.

With Niche Academy...

While the USU Merrill-Cazier Library continues to use LibGuides, Niche Academy allowed them to dramatically expand their instructional offerings and present them in new contexts: embedded in library web pages and within their EBSCO user interface, for example.



Over the last year, Niche Academy has also allowed them to make library tutorials available within the campus LMS so faculty can include them as regular assignments in their own online instruction. Usage is no longer a problem. The library doesn't have to go out of its way to market the instructional material it creates since tutorials are being used as a part of the regular workflow of university courses.

Library tutorial usage in the 2018-2019 academic year totaled 1,362 views. In the same timeframe from 2019-2020 there were over 35,000 tutorial views.



"Your customer service... the service that you provide when there are issues or when I want something new... we've had a problem solving kind of relationship... It has been really superior to any other product that we have at USU. That's been really great."

-Teagan Eastman, Online Learning Librarian at USU Library