

# Strategic Outreach at the National Transportation Library

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U.S. Department of Transportation  
Office of the Secretary of Transportation



## Outreach Objectives

### Visibility & access

- Increase the profile & use of ROSA P, our digital repository
- Fulfill our public access mandate by improving use of research

### Collections development

- Increase our holdings of federally funded research deliverables

### Understand & engage

- Learn more about the core consumers of NTL & BTS products
- Build relationships with our users, as well as the larger transportation knowledge & research community



## Ongoing & Improving

### Social Media

- Increase engagement with existing users & extend our reach

### Webinar Series

- Grow archive of past webinar resources & expand audience

### Events & Participation

- Harness opportunities for external marketing

### Metrics & Visualization

- Identify opportunities & inform BTS product production

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## Future Directions

for FY2019 and beyond



### Liasonship

- Collaborate more directly and purposely with our stakeholders
- Document relationships to ensure better knowledge transfer, maintain continuity, and ensure expectations are met
- Match NTL staff with stakeholders to aid in collection development, build relationships, and improve services



### Website Development

- Shift concept of NTL website from a hub of information towards a publishing space for metrics, highlights, updates, etc.
- Identify contributors and streamline a process for developing, updating, and maintaining content
- Create & host reference-oriented "how-to" tutorials to introduce services to our users



### Internal Marketing

- Establish quarterly tabling presence in DOT HQ to directly reach out to staff
- Create monthly NTL digest email
- Hold quarterly training events for new (& existing) DOT staff
- Distribute traditional print advertising materials highlighting NTL events & services, especially our repository, ROSA P



## Connect with the NTL!

*website:* [ntl.bts.gov](http://ntl.bts.gov)



*repository:* [rosap.ntl.bts.gov](http://rosap.ntl.bts.gov)



@NatlTransLib



## Connect with Me!

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