

SobekCM: Resources for Outreach, Promotion, and Assessment

The SobekCM Curator Tools enable immediate, easy access to statistics for use in outreach, promotion, and evaluation. In addition, curators and scholars using SobekCM have created many successful examples and made those available for all to use in creating presentation slides, webinars, handouts, news releases, surveys, usability testing, and more.

Curator Tools: Statistics for Outreach, Promotion, and Assessment

The SobekCM Curator Tools provide dashboard access to core statistics for use in outreach and promotion, including:

- Usage statistics (from curator tools on the collection page)
 - Collection base URL + usage
 - Example: <http://ufdc.ufl.edu/judaica/usage>
- New items list (on the collection page when there are new items)
 - Collection base URL + new
 - Example: <http://ufdc.ufl.edu/judaica/new>
- New item RSS feed, linked for all on the RSS page: <http://ufdc.ufl.edu/rss>
 - SobekCM system base URL + RSS + collection code + `_short_rss.xml`
 - Example: http://ufdc.ufl.edu/rss/asia1_short_rss.xml

Resources for Outreach and Promotion: Webinars on Digital Collections

- Template, general: <http://ufdc.ufl.edu/l/AA00014814/00001/downloads>
- African Studies: <http://ufdc.ufl.edu/l/IR00003162/00002/>
- Ethnic Newspapers & Florida Digital Newspaper Library: <http://ufdc.ufl.edu/l/AA00016915/00001/pdf>
- Template, Baldwin: <http://ufdc.ufl.edu/l/AA00013900/>
- Template, Zora Neale Hurston: <http://ufdc.ufl.edu/l/AA00014741/00001>
- Template, Marjorie Kinnan Rawlings: <http://ufdc.ufl.edu/l/AA00014742/00001>

Promotion and News Releases

- Templates for writing news releases: <http://ufdc.ufl.edu/l/AA00009727/00005>
- Example news releases: <http://ufdc.ufl.edu/l/ufdchelp/results/?t=release>
- Example marketing plan (conducted by the Director of Communications): <http://ufdc.ufl.edu/l/AA00013453/00001/pdf>

Assessment: Surveys & Usability Studies

- Example surveys for digital collections and digital scholarship projects: <http://ufdc.ufl.edu/l/ufdchelp/results/?t=survey>
- Example usability study reports: <http://ufdc.ufl.edu/l/ufdchelp/results/?t=usability>

Other Activities

- Teacher Resources: <http://ufdc.ufl.edu/trc>
- SEO: <http://ufdc.ufl.edu/l/AA00008692/00001/pdf>