

STARS

University of Central Florida
STARS

Libraries' Newsletters

Spring 1-1-2015

The Subject Librarian Newsletter, Marketing, Spring 2015

Missy Murphey
Rebecca.Murphey@ucf.edu

Find similar works at: <https://stars.library.ucf.edu/lib-news>
University of Central Florida Libraries <http://library.ucf.edu>

This Newsletter is brought to you for free and open access by STARS. It has been accepted for inclusion in Libraries' Newsletters by an authorized administrator of STARS. For more information, please contact STARS@ucf.edu.

Recommended Citation

Murphey, Missy, "The Subject Librarian Newsletter, Marketing, Spring 2015" (2015). *Libraries' Newsletters*. 181.
<https://stars.library.ucf.edu/lib-news/181>



Spring 2015 • Vol. 2 • Issue 2

Marketing

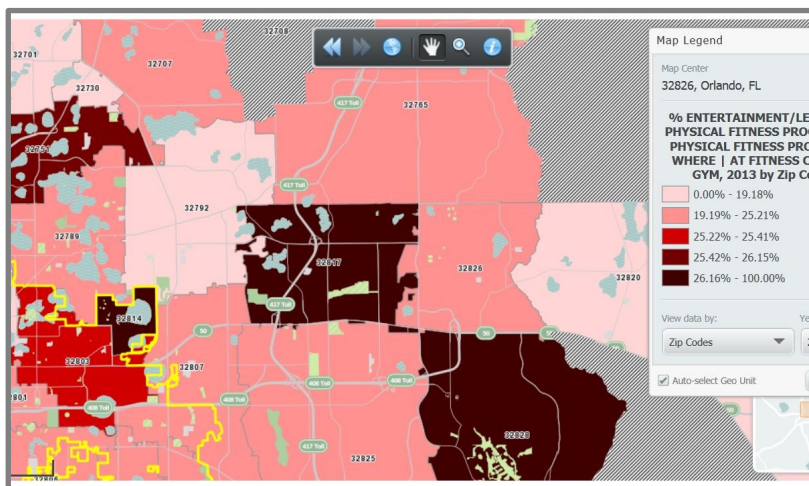
University of Central Florida Libraries

Missy Murphey, Rebecca.murphey@ucf.edu

407-823-5308

Featured product: SimplyMap

With the University's launch of UCF Apps (see apps.ucf.edu), it is now easier than ever for students and faculty to search, download, and manipulate data from UCF library databases. More than just books and journals, we're a great source for demographics!



SimplyMap, a product of Geographic Research, allows users to create thematic maps, rankings and reports using thousands of demographic, business, and marketing data variables. It includes data from Nielsen Claritas PRIZM, Experian Simmons, Mediamark Research, and Easy Analytics Software, Inc.

Although our subscription only allows 5 consecutive users, one can easily export results into Excel, DBF, CSV, or shapefiles to be used with ArcGIS or other software. See the Research guide at <http://guides.ucf.edu/simplymap> for more information on contents, tutorials, and creating a free account.

*We are pleased to announce a new tech fee funded project that will bring a state of the art **digital repository and publishing platform** to all UCF students, faculty, and staff. The platform is designed to showcase the breadth of scholarship and other creative outputs produced at UCF and is optimized for the open web with the ability to provide metrics to demonstrate impact around the world. Be on the lookout for more information as this exciting project is implemented over the next few months.*

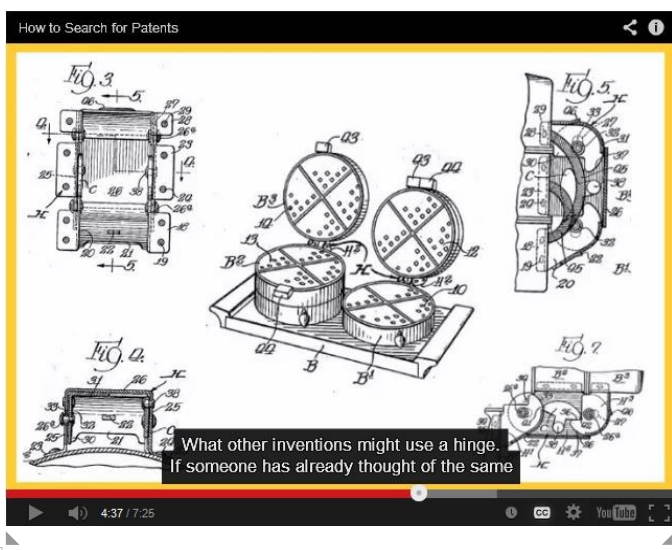
Tips, Tricks & Tools

A few ideas to assist with your teaching, research, and overall productivity:

- The [UCF Mobile app](#) is available for Android, iPhone, and iPad. It includes the [library mobile site](#); here you can find library hours, use AAL, reserve a study room, request Interlibrary Loans, or renew books from the convenience of your phone.
- We can now provide hands-on instruction for larger classes that visit the library, thanks to 50 Dell Venue tablets acquired through a 2014 Technology Fee.
- The collaborative work areas on the 2nd floor have TeamWork stations that will permit up to 4 laptops to be attached to the 40" monitors at once.
- Your Faculty Library Representative is [Lin Liu](#); feel free to contact him with any requests or concerns regarding library purchasing and collection development.
- [Streaming videos](#), ebooks & articles for embedding in WebCourses, [ask for more info!](#)

PATENTS ASSISTANCE

Click below to view the latest project by Patents librarian Hal Mendelsohn, a video entitled "How to Search for Patents." Share with your fellow entrepreneurs! Also available at <http://youtu.be/vr5aMjUTVOc>.



Citation Management Software

Did you know you can download EndNote or create a RefWorks Account for FREE from the libraries' web site? Workshops are offered each semester. Join us to learn more about these two programs.

<http://library.ucf.edu/scholarlycommunication/citationtools.php>



Discover. Connect. Create.

