



## Contest Summary

During National Library Week we created a trivia competition for Montana citizens called the Treasure Hunt for the Treasure State where we awarded prizes that were funded by Gale Cengage Learning.

### Purpose

We wanted to make people aware of the databases and increase their usage.

### How did it work

- Worked with Gale to develop questions and make it possible for patrons to use the databases without having to type in a password or library card.
- Our communications and marketing staff created a logo, look, and feel for the campaign. Web buttons, posters, bookmarks, and customizable print ads among other things were designed to market the program. All of these were done in-house and made available through Wired-MT and our website. You can see these items at [http://msl.mt.gov/WhatsYourStory/Campaigns/Special\\_Projects/Treasure\\_Hunt/default.asp](http://msl.mt.gov/WhatsYourStory/Campaigns/Special_Projects/Treasure_Hunt/default.asp)
- Created a website for the program (<http://mymontanalibrary.org/treasure/default.asp>)
- We sent out messages to Wired-MT to let librarians know about this competition
- We sent press releases to newspapers and the Communications Coordinator utilized her new software to notify others.
- There were 4 tracks: adult, high school, middle school, and elementary
- Each day a new question appeared for each track. Here's a sample question: When did Captain James Cook claim Australia for Great Britain? (middle school track)
- Participants submitted their answers along with contact information.
- At midnight the current day's question would close and the new day's question would appear.
- Participants could look at the answers the next day. This website gives you an idea of what the participants saw: <http://mymontanalibrary.org/treasure/treasure6.asp>
- Throughout the week staff members would check the answers to the questions. At the end of the week winners were randomly selected for each track.
- Each track had at least two winners. Prizes for the adult, high school, and middle school track were iPods. Elementary track winners won a pizza party.

### Did we increase usage of the databases?

The Special Library category shows a substantial increase due to the fact that participants working outside of a recognized library (ie. those who do not have IP numbers on file with the state library) were automatically redirected to the Montana State Library's instance of the statewide databases. This happened automatically via the MyMontanaLibrary website's programming.

### What did we learn?

- Notify librarians earlier. It took longer than we thought it would to pull everything together, so we did not notify librarians as soon as we should have.
- Automate more of the scavenger hunt process through using multiple choice answers and using software to randomly select winners.

# Montana State Library Database Usage

