

Introducing the Gale Ambassador Library Support Program at University of Delhi

2024-25



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Introduction

The Gale Ambassador Library Support Program has been running **since 2017**.

We have now worked with **100+ ambassadors**, and have received really **positive feedback** from participating students and universities alike.

Connor Reason
EMEA Program Manager

Rachna Thakur
India Program Manager

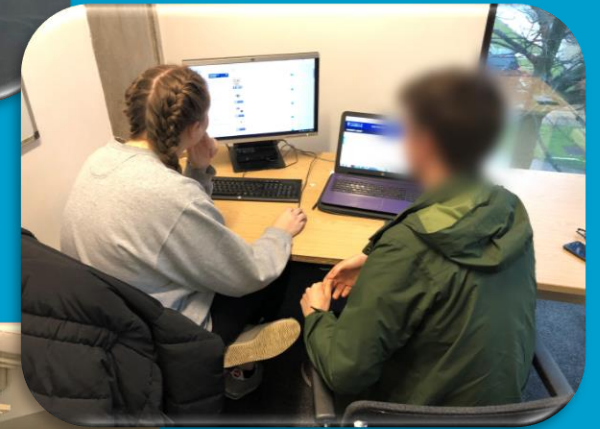


Why did we set up the Gale Ambassador Library Support Program?

To invest in key, priority customers to help them get the best out of the Gale resources they're accessing.

It has the same aims as libraries, to:

- Increase **awareness** of the Gale resources already available to students.
- Increase **usage** of these resources.
- Increase students' **understanding** of the resources (e.g. boost research skills).



The Gale Ambassador Library Support Program benefits...

The
participating
student



The
student
body



Academic
staff



The library





How does the program benefit **the participating student?**

Financially

Students are paid **Rs. 42,000/-** for a set quantity of activities.

Building their CV

- Business experience
- Public speaking
- Marketing experience
- Multimedia skills
- Publication on a publisher's website

Enriching their studies

- Enhanced research skills
- Exposure to new perspectives and sources
- Potentially improved grades

How does the program benefit **the participating student?**



Master's applications

"I really enjoyed writing my blogs and having them published! This has been **really useful for my Master's application** and will be for future industry work in Film and Media, and a great way to practice my research skills."

-Dan, Durham University



Research Skills

"The program has **sharpened my research skills** in terms of having an original approach to topics covered in lectures"

-Scheme Feedback Survey



Passion and interest

"You learn so much from the different assignments but also just from delving into the archives, **it's so interesting!**"

-James, Kings College London

Discovery

"While writing the article, I was working with primary sources related to Blake ...**This gave me insight far beyond what I had previously fathomed**...I cannot over-emphasise the significance that this article has had for me, and I am so grateful to Gale for providing this opportunity."

James, King's College London, (KCL Blog)

Internship Applications

"Gale has been invaluable to me in my personal career journey. I **discussed it at length in an interview** for an internship with Vodafone in which I was successful. From my work with Gale I was **more competent in presenting myself**"

"[Also] you gain a lot more understanding about the shift to digital that will be **valued by employers** in a myriad of different industries"

-James, King's College London



Enriching Studies

"Working with Gale is a lot of fun and extremely insightful and **useful for your other studies**"

-Rob, University College London

Employability

"[my time as a Gale Ambassador] was so helpful in **getting me various other roles and internships** in Marketing"

-Lily, University of Birmingham



Boosting Grades

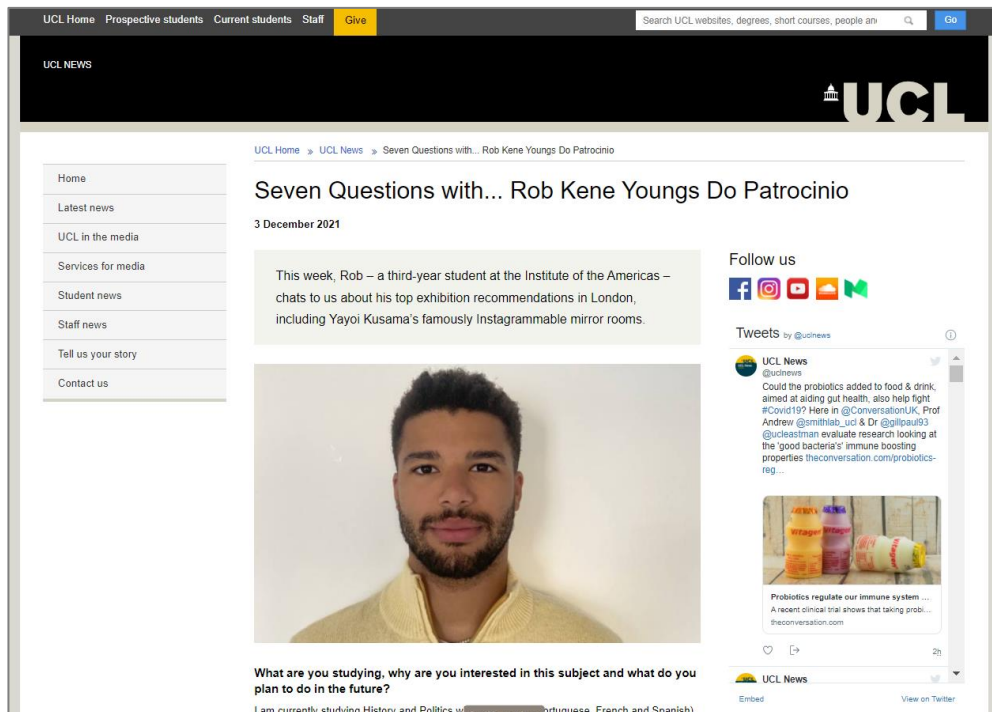
"My research skills improved ...[as I] applied my knowledge in order to help other people ... This was **reflected in my marks**, which really improved this year."

-Scheme Feedback Survey

Returning Ambassadors!

Several ambassadors have chosen to stay on for a second (even third!) year, suggesting they find the program enjoyable and beneficial.

How does the program benefit the participating student?



<https://www.ucl.ac.uk/news/2021/dec/seven-questions-rob-kene-youngs-do-patrocinio>

What is the most interesting thing you've done, seen or got involved with while at UCL?

During my final year, I have been selected as a UCL Gale Ambassador! The vast opportunities that students have access to via their institutes at UCL means that they can take their degree programme learning to the next level by directly applying their knowledge and gaining real experiences. As a Gale Ambassador, this year I have been writing blog posts for the *Gale Review*, as well as publishing on their social media and hosting talks – which has so far allowed me to challenge myself alongside my studies. Consequently, this has enriched my learning and resulted in personal growth, whilst also enabling me to connect directly with different members of UCL's academic staff.

How does the program benefit **the student body**?



- **Peer-to-peer support** for students less confident speaking to staff.
- Ambassadors are **well trained** and confident presenting to their peers, and can deliver **high-quality sessions**.
- Students are best placed to **understand the anxieties / challenges of other students**, and tailor their training accordingly.
- **Increased awareness** amongst students of resources available to them, leading to richer research experiences and improved learning outcomes.

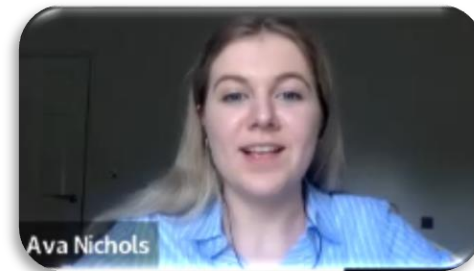
“I felt that training gave me a great insight into Gale's resources and was effectively taught - **I felt as though I could easily relay the information to another student**”

-Program Survey Feedback



“In discussing our upcoming assessments one of my peers expressed her concern about getting hold of primary sources ... a peer recommended a source that would have cost a lot of money ... I informed my classmate about *Gale Primary Sources* and recommended she watch my pre-recorded tutorial... She was delighted to hear the news!”

-Ava, University of Aberdeen



How does the program benefit **academic staff**?



- Increased awareness amongst **teaching staff** of the archives available.
- Helps teaching staff inform their students about the resources available – **improving student outcomes**.
- **Public recognition** of the success of their students (e.g. departments keen to re-share blog posts).



“Please can you present at the start of my lecture, so all my students can hear!”

-Program Feedback Video



Pride in student work

“Some staff were even interested in the resources for their *own* research!”

- Program Feedback Survey

“The history department were really enthusiastic about what we were doing – they would do it themselves if they had the funds.”

- Program Feedback Survey

How does the program benefit **the library**?



- Help **realising a return on investment** in archives.
- Increased **awareness, understanding and usage** of resources amongst students (and staff!) leading to improved learning outcomes.
- **Supporting library initiatives** (e.g. sharing LGBT resources for LGBTQ History Month).
- **Training support.**

“Yes the ambassador programme worked very well, so I hope that you will be able to recruit for this coming academic year too.”

- **Durham University Librarian, UK**

Simon Bains
University
Librarian and Head
of Library Services
at the University of
Aberdeen




Activities

All ambassadors are expected to complete the core activities below. There are opportunities to complete additional activities, but these are not mandatory.

Within the academic year, the program requires:

- **Writing 2 blog posts** of 1000 words.
- **Running 2 live events** such as lecture presentations, workshops or tabletop stands, increasing awareness and understanding of the Gale archives.
- **Posting 3 times about live events** on channels seen by other students.
- **Posting 10 tweets** on the Gale Ambassadors' Twitter channel.
- **Posting 6 times on external sites that will be seen by students** about Gale's resources or ambassador activities.
- **Completing 1 peer interview** with a student who has used *Gale Primary Sources*.


**Gale Ambassadors**
@GaleAmbassadors


Just starting your [#dissertation](#) this semester? Take a look at this video below where I talk about some the ways [@GaleEMEA](#) have helped me with writing my dissertation.
Chloe Hooper [@UofGlasgow](#) / [@UofGlibrary](#)


Worried about your upcoming dissertation or research project?

Need help finding new and exciting resources?

Use Gale Primary Resources!




 GALE AMBASSADORS

**Gale Ambassadors** @GaleAmbassadors · Mar 17


Happy [#StPatricksDay2023](#)! The festival can be an interesting time to reflect on its history with [#GalePrimarySources](#). Check out this 1995 opinion piece on what was thought to be a gloomy [#StPatricksDay](#):
[link.gale.com/apps/doc/FQ420...](#)

James [@KingsCollegeLon](#)


Have a gloomy **St Patrick's Day**



GALE AMBASSADORS

**Gale Ambassadors**
@GaleAmbassadors

As an LGBT+ student, I love learning about our community's history! This article pointed me to a historical video archive:
[tinyurl.com/32vfx6f](#)
- Evelyn [@nuigalway](#) [@nuiglibrary](#) [@GaleEMEA_Martin](#) [#LGBTHM21](#)
(This photo is from my last [#Pride](#) before COVID)



Which students are eligible?

A student from any year group studying a subject with the potential to use digital archives.

Whilst many ambassadors have studied History, others have studied English Literature, Politics, Sociology, Creative Writing, Marketing, Philosophy and more.

Prior use of the archives is not essential. The most important thing is a passion for history, archives, and helping others to learn!



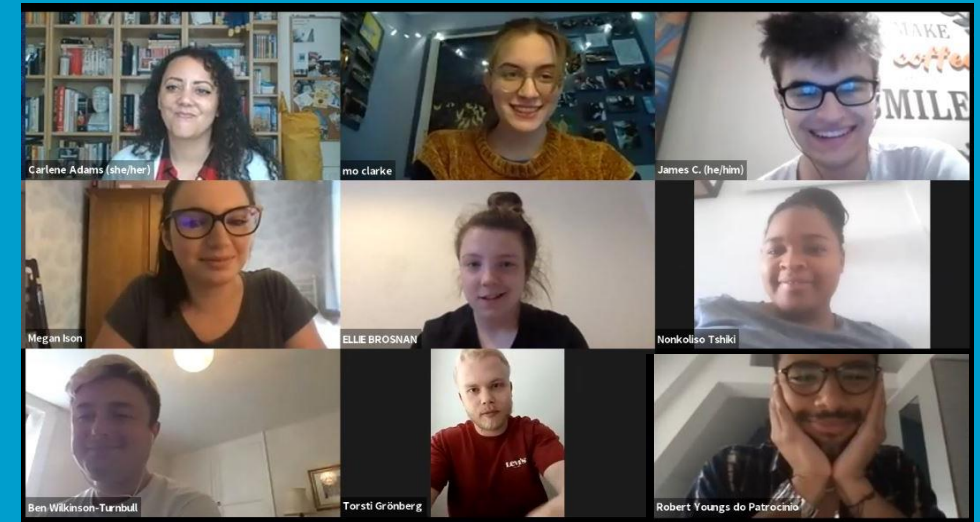
Training and Support

We offer the selected student extensive **live training** on the Gale resources and how to complete the ambassador activities.

Ambassadors also receive a comprehensive **Information Booklet** explaining each of the activities.

Students support one another through a team **Whatsapp group**.

Plus the **program lead and regional manager** stay in close contact with ambassadors throughout the year, offering additional help and assistance if required.



Recruitment – getting the opportunity out to students

Due to the benefits outlined on previous pages, Gale Ambassadors are a popular resource, helping to achieve the library's own goals. We're unable to run the **Gale Ambassador Library Support Program** at every institution, but we're happy to be able to offer this fantastic opportunity to students at your university.

But to be able to do so, **we need the library to share the role with students.**

After this, we manage every stage of the program, from processing the many applications, to training students and supporting them throughout their time on the program.

All the library need to do is use mechanisms available to you to share the role with students.

This can include:

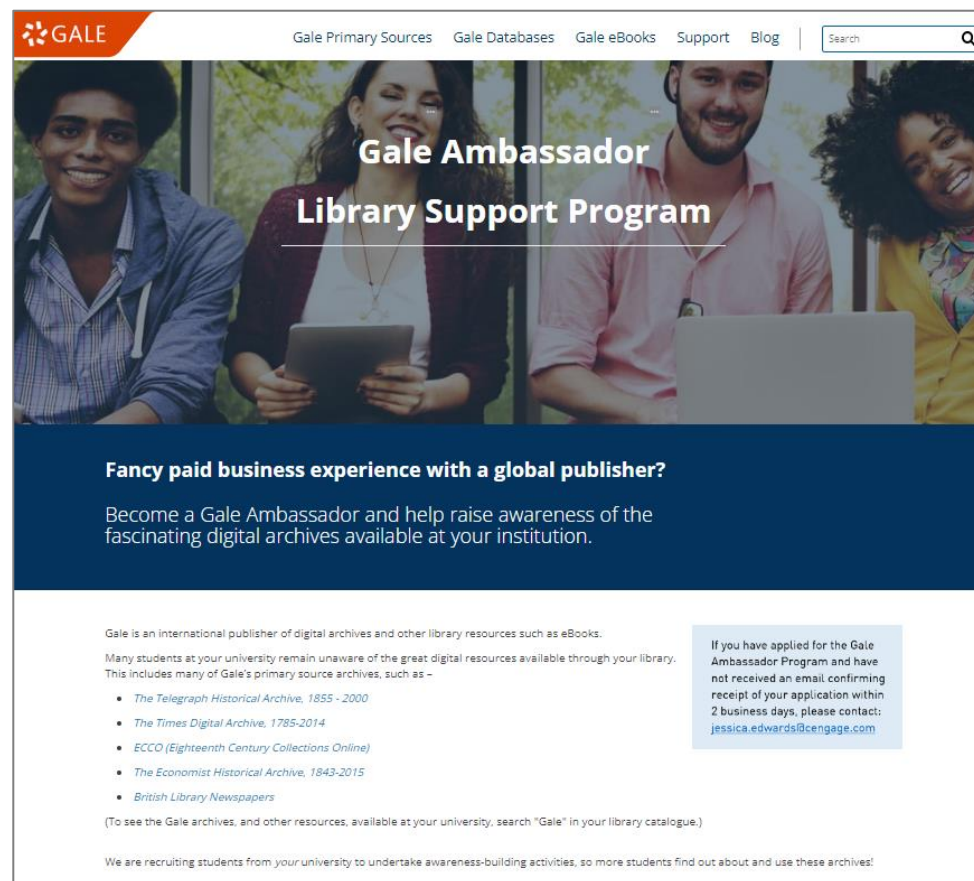
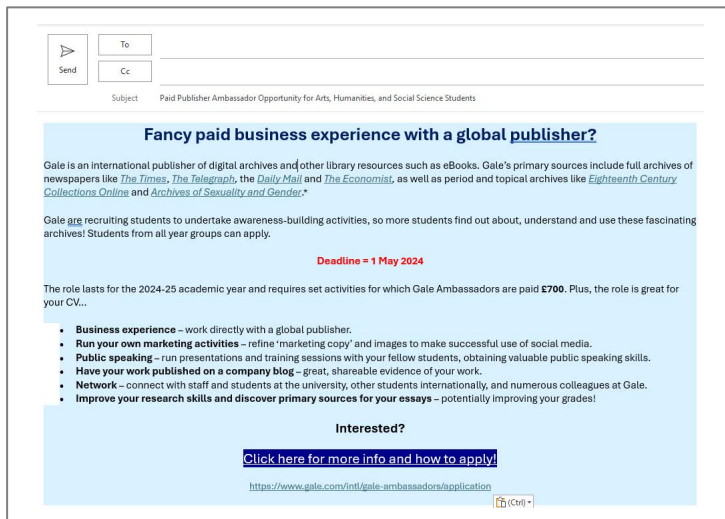
- Your own library social media channels
- The library website
- Emailing relevant faculty administrators (e.g. History admin) for them to distribute pre-prepared materials to students. (Materials provided by Gale!)

The latter seems to be the simplest and quickest way to reach students.

We provide everything you need to do this in one handy Word Document! It includes a pre-prepared email/blog post and social post that direct students towards the application webpage.

[The dedicated application webpage](#) explains everything – the program, tasks, payment, and how to apply.

Recruitment – getting the opportunity out to students



<https://www.gale.com/intl/gale-ambassadors/application>

Timing

The deadline for student applications is

31st July 2024

Student selection and set-up (contracts etc.) will take place over the summer.

Training will take place in early September.

We will unfortunately not be able to run the program at your university if we have not received any suitable applications by 31st July 2024.



Thank you

For further information, please contact both:

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 **GALE** AMBASSADORS