

OWU Libraries Reach

Or:
How I Got Tired
Of Explaining
ILLiad
& Completely
Re-branded
Interlibrary Loan

Jillian Maruskin, Ohio Wesleyan University

Ohio Wesleyan University

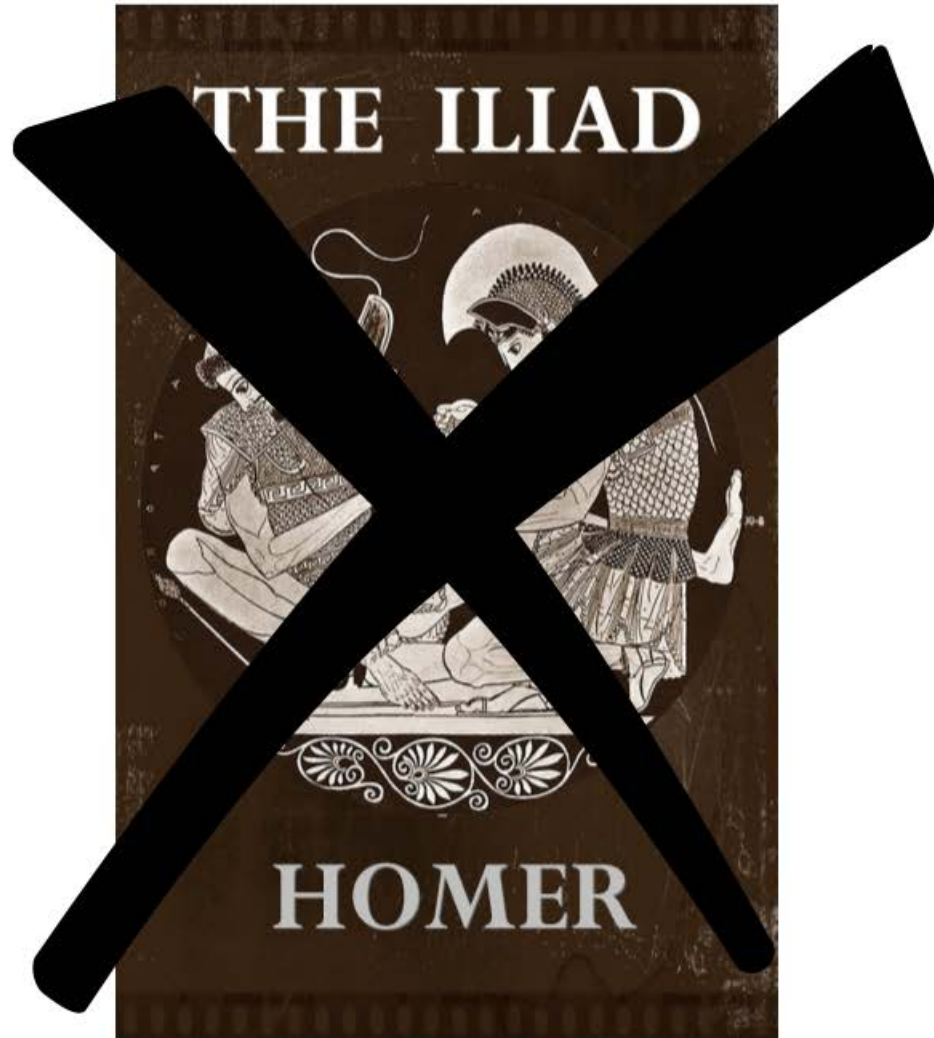
<2000 FTE
Undergraduate
Liberal Arts

ILL Manager
1 Staff Backup
2 Student Workers

Hosted by OCLC



ILLiad is awesome, but...



Re-Branding ILLiad



OLD LOGO



NEW LOGO

From ILLiad to Reach

1. Customization Manager
2. Borrowing Web Pages
3. Marketing
4. LibGuide Landing Page
5. Redirect URL

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OWU Interlibrary Loan : OWU Libraries Reach

Guidelines for the use of OWU's Interlibrary Loan Service

Notice About Copyright

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This institution reserves the right to refuse to accept a copying order if, in its judgment, fulfillment of that order would involve violation of the law.

OWU Libraries Reach

Log in to



OWU's interlibrary loan (ILL) system is called [Reach](#).

[Create an account.](#)

The Details

Who may use Reach?

Is it fast?

What can't I order?

Is it free?

Who may use **REACH**?

- OWU faculty/emeriti
- Current OWU students
- OWU staff

Your Reach Librarian



Jillian Maruskin

[Email Me](#)

Contact:

x3237



Social:



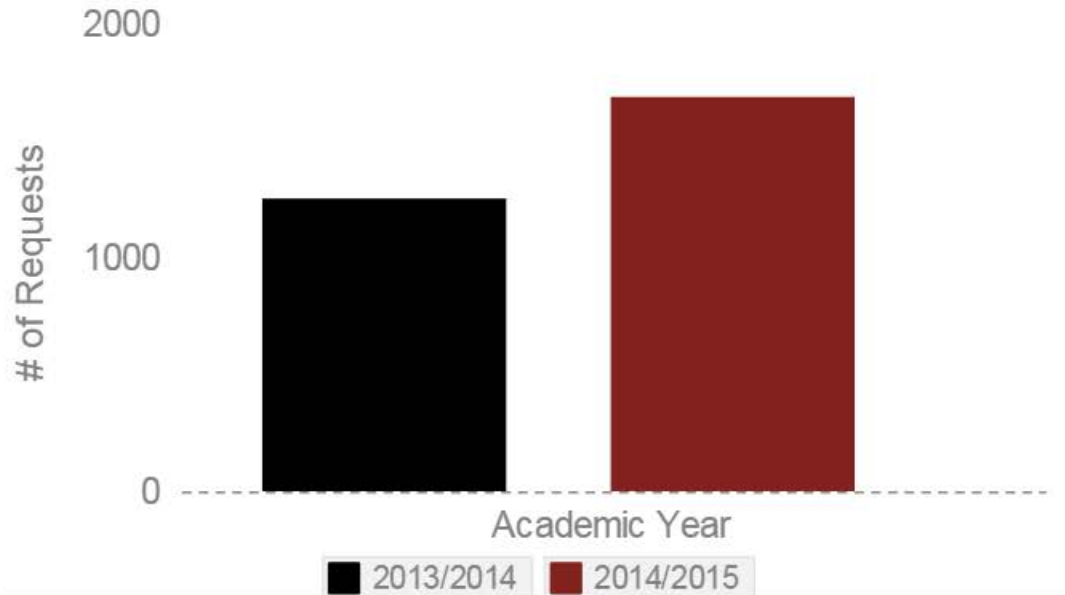
Subjects:

[Education](#), [English](#), [Library Research](#),
[Sociology/Anthropology](#),
[Theatre/Dance](#)

reach.owu.edu

**Good story,
Jillian...**

**Has it
really
made a
difference?**



OWU Borrowing & Document Delivery

**That's almost a
45% increase!**

Moving Forward...

- *logo update

- *ongoing marketing

- *"interlibrary loan"

Questions?

Jillian Maruskin

jbmarusk@owu.edu

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