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What Is Branding?

Have you ever noticed the “Access provided by Yale University Library” statements that appear on many of the library’s licensed resources? Sometimes it may appear as a sentence or as a logo image. This is branding.

This branding allows us to communicate to patrons that the library has licensed electronic content for their use as students, faculty, and staff of the university.

Branding can often cause confusion to users, implying that they may have access to more content than is available, especially if they are accessing resources via Google or publisher sites, which lie outside of the Yale’s electronic access systems (Quicksearch, Articles+, YaleLinks).

It is important to remember, branding alone does not indicate that we have access to all content on a vendor site. Often, we only license a portion of the available content.

Unfortunately, E-Resources cannot control how the branding appears on vendor sites. Often, the only available option is to have branding appear on all platform content. There is no way to limit these displays to only our subscribed/licensed content.

If you ever have a doubt as to whether we have access to a resource on a vendor platform, check the library catalog (http://search.library.yale.edu/) or the eJournals A-Z list for journal content (http://wa4py6yj8t.search.serialssolutions.com/ejp/?libHash=Wa4PY6YJ8T#/?language=en-US&titleType=JOURNALS).

If you are still unsure, consult with us (e-resprob@mailman.yale.edu) so we can clear up any confusion.

AskYale Troubleshooting Best Bets
Attached is a list of links to AskYale answers we direct users to most frequently or consult ourselves. If you find yourself faced with one of these access issues, you can reference this document. Thank you, AskYale for all you do to help our patrons access our resources.

Newest Troubleshooter: Daniel Mugaburu

We are pleased to announce that in October 2017 Daniel Mugaburu joined us as an E-Resources Assistant. Prior to joining E-Resources, Daniel spent nine years as a valued member of the Copy Cataloging Team where he did copy cataloging in all formats as well as original belletristic cataloging. In his new role, Daniel will be supporting access to online resources with an emphasis on the Voyager catalog. You can expect to see him responding to your e-resprob messages in the near future. Welcome, Daniel!

Thank you!

We want to hear from you. What do you think of this newsletter? Is it useful? What sort of information would you like to see in the next issue?

Please let us know by contacting the E-Resources Troubleshooting Team here: e-resprob@mailman.yale.edu
Archived editions of this newsletter are available here: http://guides.library.yale.edu/troubleshooting

Thanks for reading,

E-Resources Troubleshooting Team
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