

Service & Help @ N 50° 23.982 E 007° 36.840

Geocaching as a Library outreach tool

Excellence in Management Education

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- 1) The Challenge: Serving Generation Y and beyond
- 2) The Teaser: Geocaching
- 3) The Plan: Establishing new Means of Communication
- 4) The Future: Expectations and Concerns





The Challenge: Serving Generation Y and Beyond

- Libraries are facing new generations of clientele, with characteristics and attitudes that vary greatly from those of the generations that came before.
- Definition of Generations (DGFP, 2011)
 - Generation Y: Cohort of people born between 1980 and 1990
 - Generation Z:
 Cohort of people born between 1991 and 2000
- Characteristics (among others)
 - Very self-confident
 - Drifting and volatile
 - Striving for performance, "raison d'être" and fun
 - Desire for flexibility in space and time
 - Highly affine to any kind of technology





Requirements for a Teaser (Mean of Communication)

Social aspects



- Challenge to the individual
- Diversified
- Quick success with relatively low effort
- More or less independent from time and space
- Free

Platform aspects



- Cloud based
- Make use of technology that is generally available and established
- Service location is globally available
- Community

Educational & Library aspects



- Low costs of personnel, time and money
- Capability to present various content
- Optional linking to / integration of existing services
- Fun for Library staff

Geocaching





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"So you are using satellite technology worth billions to search for tupperware?"

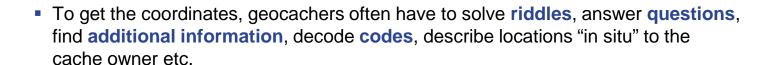
Henning Baum alias "Mick Briegau" in "Der letzte Bulle: Wer findet der stirbt" ("The last cop", German TV detective series")



What is Geocaching?



- GC is an outdoor hide-and-seek game based on global positioning technology (such as NAVSTAR-GPS, GLONASS, Galileo, or Beidou)
- The aim is to find hidden containers ("caches") placed by other geocachers, located by their coordinates (e. g. N 50° 23.982 E 007° 36.840), using GPS receivers or mobile devices (Smartphone, Tablet PC) with GC apps



- Caches can be of different kinds (e. g. "Traditional", "Mystery", "Multi", "Event" ...), offering different challenges, difficulty and terrain levels, and rewards when found to the geocacher
- The caches are listed in cloud-based platforms (such as e. g. geocaching.com), findings will be "logged" online, geocachers can communicated on the platform









How to make use of Geocaching for Library purposes

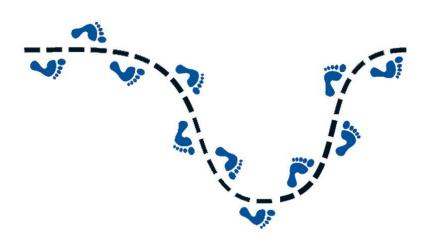
- Create Library awareness by offering Geocaching activity
- Provide instructional discovery experience beyond the possibilities of EBSCO or ProQuest
- Do "Guerilla Teaching" hide topics you wish to convey in thrilling stories, painstaking riddles
 or take them to places you want them to see
- Use Geocaching as a recreative and fun element in trainings on Library and Information topics
- Relate to Library or University services by integrating/linking them in caches or the hunt itself







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The Plan: Making use of GC to address our Clientele

Library Mega Event

- "Long Night at the Library 2014"
- GC is linking element between participating Libraries in the Koblenz area
- Geocaching rallye & contest
- Aim: attract section of target clientele that rarely makes use of Library services

EconoCaches

- Series of business related geocaches set up by the **WHU Library**
- Brand "WHU EconoCache"
- Tell a story about a business topic
- Integrate/link an existing Library service, WHU chair or conference related to the topic

GeoTour

- Partnering program of Groundspeak Inc., provider of geocaching.com
- Series of labeled geocaches combined to a discovery tour of the area
- Examples: Sparkasse Hannover (Germany), U.S. National Park Service
- Including sponsors

Options can be realized step by step



EconoCaches: Ideas and Examples

- Local companies and businesses (WHU Chairs: Family Business, SME, B2B)
- Regional brands (WHU Chairs: Marketing, Services Marketing)
- Lost (business) places (WHU Chairs: Finance, Taxation)
- River Rhine as an important transport route (WHU Chair: Supply Chain Mgmt., International Trade)
- Ancient Roman supply and trade route (WHU Chairs: Logistics, Macroeconomics)
- WHU Campuses Vallendar and Düsseldorf



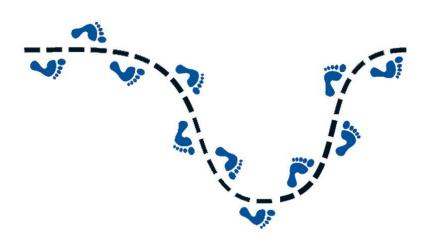








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Expectations and Concerns about GC as a Library Tool

Expectations

- GC will be a new and successful channel to address our students and young academic staff
- We can create a better awareness of our services and information resources
- We can improve the Library image among our clientele
- We add to the attraction of Vallendar (small town) as a university campus for the students

Concerns

- We don't know if it really works out
- It is a lot of work that might not pay off
- Some people might consider this tool as unprofessional and rather suited for leisure purposes
- It's a public library thing
- Too complicated

We'll are giving it a try and see what happens!





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