

LBS PIE launch: Masters in Finance users

Introduction

The LBS 1.1 PIE was launched to 108 new full-time Masters in Finance students on 21 September 2000. (See project plan for more details about Masters in Finance users). The 'Finance and Accounting' page originally set up for Institute of Finance and Accounting researchers was considered relevant and useful to MiF students, and therefore no extra pages were created.

Launch method

Three tools were used to promote awareness of the PIE and provide users with the information needed to begin using it:

- **Induction sessions**

Members of the library's Business Information Team gave new students an overview of electronic library services as part of the induction process. Team members alerted Masters in Finance students to the forthcoming PIE service and introduced them to the concept.

- **Posters**

A colour poster was produced to advertise the service and provide contact details for further information, help etc. The poster was put on the Masters in Finance noticeboard, near the MiF common room and programme office.

- **Email**

Finally, each student was e-mailed with a short introduction to the service and its key features, together with password details. A handout with brief instructions/help on the PIE was attached to the message. Message reproduced below:

Dear ,

CREATE YOUR OWN PERSONAL INFORMATION ENVIRONMENT

<http://headline.london.edu/intro.html>

London Business School library is a partner in a government-funded project to develop a web-based customisable Personal Information Environment (PIE) providing access to information sources in a variety of formats, and to test this in a real academic environment.

Key features of the LBS PIE include:

Portable bookmarks - add your own web resources and access these from any PC
Organise resources how you wish
Special focus on finance and accounting resources
Option to create and share pages with other users
(Coming soon) simultaneous searching of multiple resources

We would like to invite MiFFT2001 students to test a pilot version of the PIE and give us your views. To access your PIE, go to:

<http://headline.london.edu/intro.html>

And enter these (case sensitive) password details:

USERNAME:

PASSWORD:

Thank you in advance for trying this pilot service. Please make any comments via the comments form within the PIE, or by e-mailing linjones@london.edu.

For more information and brief instructions, see attached handout.

Authentication

As with IFA users, MiF users are currently using their ATHENS accounts to access the PIE. This is because for technical reasons we have been unable to deploy LDAP at LBS.

Follow up

To encourage usage of the LBS PIE by Masters in Finance students, we plan to:

- Send follow-up e-mails to the users reminding them of the service and asking for feedback
- Add the LBS PIE to the list of electronic library services in the School's intranet. This will mean that students will see the service whenever they access another product. We will also be able to include a description of the PIE here and contact details (especially useful for recruiting 'guests'). We also hope to store users' account details in the intranet, so that users will see their passwords displayed to them when they connect to the service (this methodology is already in place for many other services).