

**Library Self-study
Reports from Non-departmental Areas**

12/10/2007

Marketing

Cathy Palmini, Marketing Coordinator

Kathy Davis, Director

Liz Zentner, Display organizer

Name of reporting area

Name of coordinator

Names of other staff involved in area

1. Description of area:

The marketing or public relations program of the Library has had a number of changes in the past five years. In the past, there was not an organized effort, although there have been well-run programs and promotions. The previous Library Director handled the web presence and some of the other marketing efforts. Marketing was passed from job description to job description of the library faculty because workloads usually relegated it to second priority status.

The current Library Director has taken an active interest in promoting the library, organized faculty scholarship recognitions, and forged new relationships with campus departments, especially the art department. Glass display cases in the lobby are well-done and changed monthly—one dedicated to the scholarship of individual campus faculty and others highlighting a monthly theme, often with library holdings displayed.

The ‘new’ library faculty marketing coordinator has written annual marketing plans for the past two years, worked to gain the support of library faculty and staff, and added new promotions and activities. The marketing plans have had a focused target audience and primary and secondary goals. For 2006-2007 teaching faculty and especially new faculty were the target audience for marketing efforts. In 2007-2008 raised student awareness of library resources and services was the primary goal (derailed by the time demands of the self-study).

2. Who is served:

The primary targets of University Library marketing efforts are members of the UWSP community including undergraduate and graduate students, faculty, and staff. Secondary target audiences include but are not limited to community users, alumni, and students/faculty/staff of other UW System institutions.

3. Staffing:

Staffing: Marketing is coordinated by one half-time library faculty member whose other duties include reference and Wisconsin documents. The Library Director takes an active role in promotion and outreach across campus and in the community. One classified staff member takes responsibility for the display cases in the lobby. Other library faculty and classified staff have helped with special events and web presence. If marketing is to take an important place in Library activities, a committee would be needed.

4. Facilities:

Adequate office space for coordinator. New display spaces in lobby are being explored. Library lobby, café, and rooms 107 and 310 have been used for special events and are adequate for smaller events.

5. **Technology:** Adequate to support marketing coordinator.
6. **Supporting statistics:** None.
7. **Recent assessment activities:**

A brief questionnaire followed the new faculty spring lunch (2007)—a favorable response was recorded concerning the new faculty library information session and tour in the fall. Attendance numbered about 20 people at the spring author talk and 12 books were sold. There has been active participation of faculty in Faculty Scholarship monthly displays and spring Scholarship Reception in 2007.

Self-study surveys.

In the context of this self-study, marketing questions were included on the campus student and faculty surveys. Question on both surveys: How satisfied are you with the degree to which the Library makes you aware of new library services?

Faculty survey:

For the degree to which the Library makes faculty aware of new library services, the overall satisfaction rate (adding very satisfied and satisfied) was 66%. In comparison, this is well below the overall satisfaction rate of 90% for the more general question #26 "What level of satisfaction describes your overall experience of the library's collections and services." A stronger marketing effort by the Library to faculty would be desirable. Library faculty have been aware of this need, and should continue and increase efforts to make marketing a higher priority.

Student survey:

Students were satisfied or very satisfied with the degree to which the Library made them aware of new services only 41% of the time, while the neutral category was 38%, the N/A 14%. Their overall experience of library collections and services rated 72% in the very satisfied plus satisfied responses. Students, compared with faculty, report being much less happy with their experience of the Library. Marketing of services to students needs much attention.

8. **Special projects underway:**

- Miniature Book display in lobby for February and March.
- New faculty lunch being planned for April.
- Faculty scholarship recognition reception planned for April.

9. **Goals:**

- Form a working committee of Library faculty and staff to generate ideas and work on projects to promote raised awareness of Library services.
- Write and carry out a marketing plan each year with focused target group.
- Gain ongoing budget support.
- Make marketing and assessment of user needs a priority in a library strategic plan.

10. Other:

Although the Library has lacked in the past a consistent effort in the marketing area, there is currently more interest and activity in this area. Marketing needs to remain a consistently higher priority in the Library. There needs to be continuing support for and an emphasis on informing the user of what the Library has to offer and on asking the user what they need from the Library.

Sample of marketing activities from 2006-2007 (faculty emphasis):

- New faculty/staff orientation—information table, library information folder, orientation session, and tour
- New faculty/teaching staff spring lunch and information session
- Faculty scholarship and creative expression reception and display
- Library information promoting instruction sessions to new writing emphasis instructors
- Postcard promoting library instruction to all faculty/teaching staff
- Thank you letter and give-away to academic department library representatives
- Author Pat Rothfuss book talk, signing, and sale
- Monthly lobby displays of faculty scholarship, collection and thematic displays
- Art faculty and student displays

11. SWOT analysis of area – see attachment.

3/28/08



Department: **Marketing**

Participants: **Cathy Palmini, Liz Zentner, Kathy Davis**

S.W.O.T. Analysis

<p>STRENGTHS (Internal)</p> <ul style="list-style-type: none"> • Support and activity of Director • Faculty coordinator and classified staff assigned and working • Library faculty and staff ready volunteers / enthusiastic partners for marketing activities/projects • General awareness of need to be proactive 	<p>WEAKNESSES (Internal)</p> <ul style="list-style-type: none"> • No assessment of who knows what and who needs what (leading to marketing) • Not consistently a priority – lack of coordination and promotion (no grand plan) • No history of budget support • No feedback loop on what we're doing well • Coordinator not trained in marketing
<p>OPPORTUNITIES (External)</p> <ul style="list-style-type: none"> • Support from Campus Advisory Group of interested faculty – could be formed • Friends group – illusive to date • Expand role of University Press • Outside/professional displays available • Professional development: Marketing training for coordinator/staff; public service training for all 	<p>THREATS (External)</p> <ul style="list-style-type: none"> • If library positions are cut, marketing functions will be lost • Rate of change of methods of information seeking and technology • Limited budget (hard to find money for marketing with other needs)

Strengths: There is a general recognition that we need to do more marketing/public relations. We have an awareness that libraries in general and ours specifically can't underplay communicating about services and collections. We are making strides.

Weaknesses: We don't have a strong history of a coordinated effort of marketing or dollar support for marketing. Perhaps our most important weakness is our lack of assessment. What do our users want from the library? Why are people non-users? We're operating largely on a "what we think our users need to know" mode. We have no feedback loop for information about our services.

Opportunities: Although not strictly external and partially related to marketing, we could expand our support base. Outside training in marketing is available for involved staff. A marketing emphasis could move in the direction of increased public service awareness and training for student workers and all staff.

Threats: Budget and potential loss of staff is a problem. With changes in research methods and the nature of students, are we promoting out-dated services or products? Can we keep up with changes?