

Marketing Plans



www.lib.ucdavis.edu

Library Instruction Services Poster Series

Portmanteau Poster Series:

We are attempting to attract the passerby by using a familiar format, the dictionary entry, with a twist. In some cases, the dictionary terms are portmanteau words, where we combine familiar academic terms and suffixes, and then take the opportunity to match the students' potential library outcomes with a specific library service.

We are also developing 20 second mini-commercials that could appear on the Turner University Network (TUN) plasma screen in the Memorial Union near the campus bookstore.

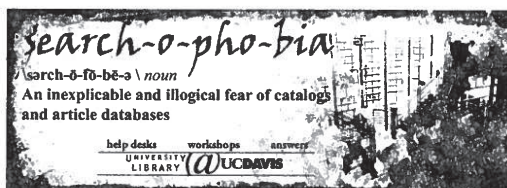
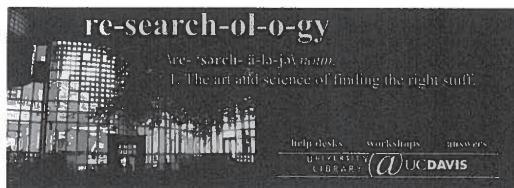
Display Locations for Posters:

We have developed a series of posters for display in the following locations:

- ASUCD UniTrans buses
- Memorial Union display cases
- Memorial Union exterior patio kiosk
- Shields Library bulletin boards
- Shields Library lobby
- Library Instruction Lab, Shields Library

Sample Posters:

Library masthead & library URL is used on all posters. Transparent versions of the masthead were used on most of the posters.

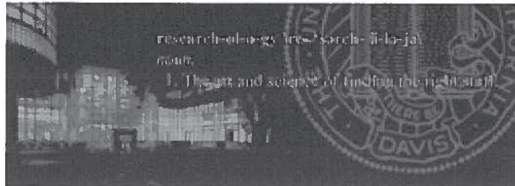


Portmanteau word:

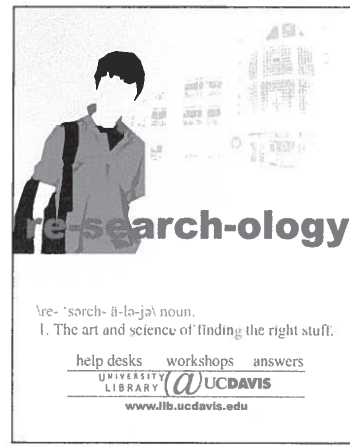
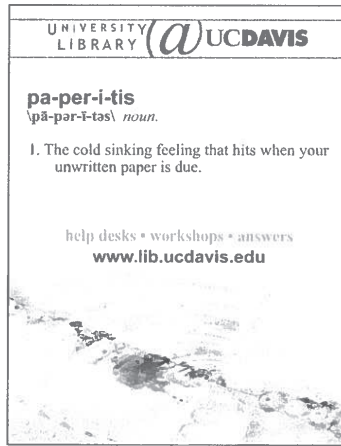
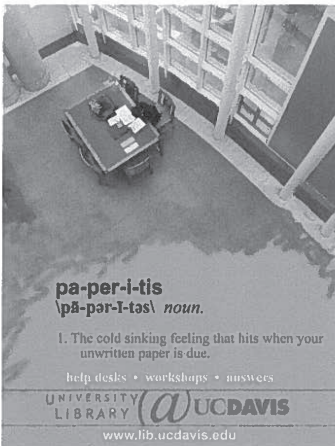
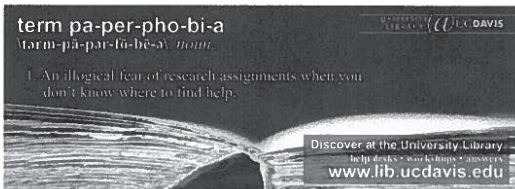
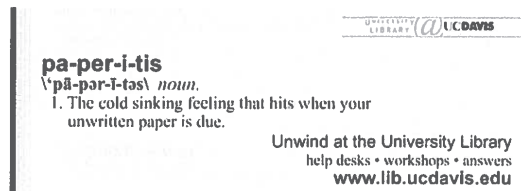
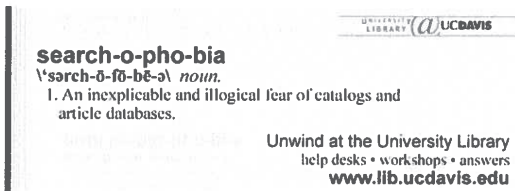
A word formed by merging the sounds and meanings of two different words, as *chortle*, from *chuckle* and *snort*. In Lewis Carroll's "Through the Looking Glass," portmanteau was used as a metaphor for "containing two words."

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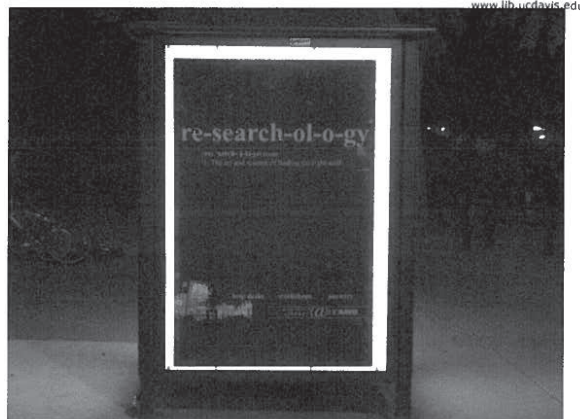
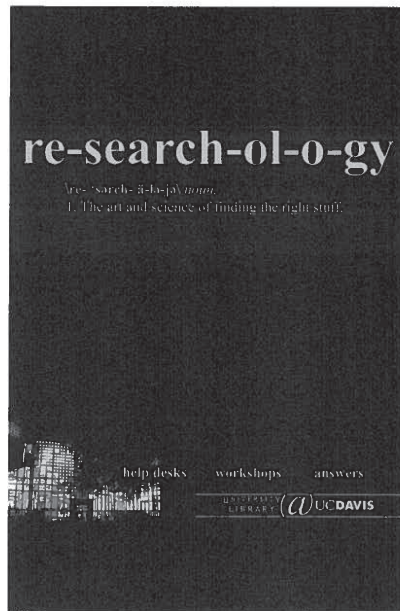
The black poster with the university seal is an earlier draft poster in the series. After reviewing the guidelines for using the seal it was decided that it was inappropriate to use it in such a way.



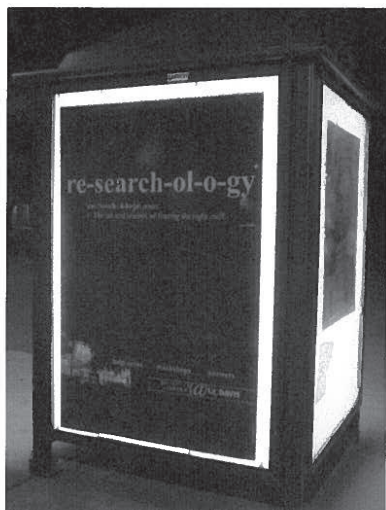
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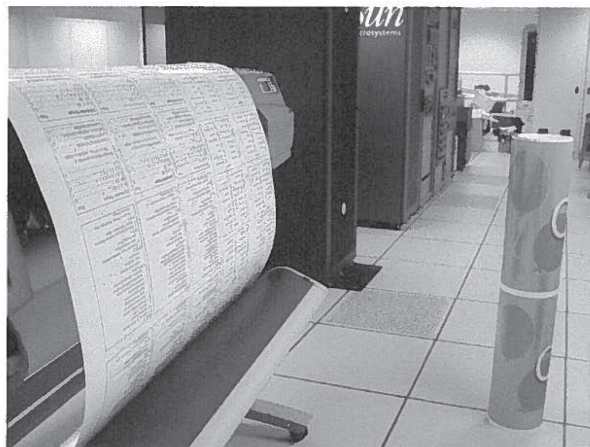
UNIVERSITY
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Memorial Union patio kiosk at night with backlighting.



Memorial Union patio kiosk at night with backlighting.



Posters printing on plotter (width 42 inches, any length)

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MARKETING COMMUNICATONS PLAN
2006 and Beyond



LIBRARIES

INDIANA UNIVERSITY
Bloomington

Preface

The mission of the IUB Libraries is to support and strengthen teaching, learning, and research by providing the collections, services, and environments that lead to intellectual discovery.

Under the heading of Promotion and Partnerships, the **IUB Libraries Action Plan** (fall 2005) identifies the following priorities:

- 1) Communicate the value of the IUB Libraries;
- 2) Develop library advocacy groups;
- 3) Secure additional sources of library funding; and
- 4) Identify, develop, and expand library partnerships.

Background

This marketing communications plan focuses on the first charge listed above: to communicate the value of the IUB Libraries. Although the IUB Libraries have developed a targeted approach to communicate with donors, communications with library users have been unformed and fluid, dependent upon uncertain resources and unclear responsibilities.

Together with the goals and objectives of the Office of External Relations and Development, this plan provides the framework for integrating the IUB Libraries' marketing communications efforts within the existing organizational structure.

This plan is not intended to be a comprehensive marketing plan, which by definition is broader in scope and would address fundamental issues regarding how, when, and where we provide resources and services to our audiences. This plan addresses the ways in which we can better communicate the value of our current resources, services, and expertise and identifies strategies to enhance the image of the IUB Libraries.

Fundamental to this plan is the understanding that communication is two-way. By pushing beyond simple promotion to include broader strategies, we will work to ensure the IUB Libraries are not only responsive, but also proactive.

Organizational Climate

Understanding the environment in which the IUB Libraries operate is essential to identifying appropriate strategies for effective marketing communications. The following characterizations guided the general direction of this report and acknowledge the factors that will influence its successful implementation.

Marketing Strengths and Weaknesses

1. Strengths (internal qualities upon which we can capitalize)
 - We offer authoritative, high-quality information.
 - We preserve the tradition of intellectual inquiry.
 - We offer extraordinarily strong collections in vast subject areas that offer diverse perspectives.
2. Weaknesses (inherent flaws; obstacles that must be overcome)
 - We do not have enough money to accomplish all of our goals.
 - We are not perceived as a whole, and there's too much compartmentalization.
 - Lack of assessment.
 - We tend not to "own problems" as a staff ("let someone else fix it.")

Marketing Opportunities and Threats

1. Opportunities (external factors that we can take advantage of)
 - Students are sponges: flexible and expandable.
 - Faculty view librarians as allies, and we participate in and support faculty teaching.
 - Administrators value effective use of resources, and we use limited resources well.
2. Threats (external factors that could cause us problems)
 - Perception that libraries are obsolete and irrelevant.
 - New programs and campus initiatives planned without the involvement of the IUB Libraries can create potential gaps between users' expectations and campus funding realities.
 - State funding is uncertain and apparently eroding.

Market Segmentation/Publics/Target Audiences

This plan focuses principally on communications with library users, defined here as the primary audience, who are the chief consumers of IUB Libraries resources and services. Communicating effectively with this segment, however, coincides with consistent and complementary strategies aimed at the core audience.

For purposes of this plan, we define the core audience as high-level influencers: staff members and supporters whose advocacy is essential to realizing our goals.

Core

- IUB Libraries employees
- IU administrators and deans
- donors

Primary

- undergraduate students
- faculty
- graduate students

Secondary

- parents
- legislators
- Indiana citizens
- peer libraries (Committee on Institutional Cooperation, Association of Research Libraries)
- other libraries (Indiana Library Federation)
- alumni
- grantors
- media

Central Messages

The following key messages describe how we wish to be perceived by our various audiences. These messages, while not intended to be reproduced verbatim, will guide our communications efforts and ensure we speak with a consistent voice.

Standard marketing practice suggests that effective marketing communications is built on the repeated delivery of simple messages over time through a variety of media.

1. The IUB Libraries provide the resources, services and environments that you need to succeed.
 - We can help you take full advantage of the vast resources we select, purchase, and manage for you.
2. We are information experts.
 - The IUB Libraries have a long and respected history of providing trustworthy, reliable, and diverse information.
3. The IUB Libraries share the teaching, learning, and research goals of the university.
 - We support all academic disciplines on campus and are essential to the academic mission.

Keywords/phrases

- reliable
- trustworthy information
- longstanding
- expert
- partner
- helpful
- consistent
- essential
- leadership
- support
- destination

These messages reinforce our unique position as the university's premier provider of information and research assistance. Use of the keywords in communications with audiences will, over time, reinforce our messages.

Goals and Objectives

Goal 1. Increase awareness of IUB Libraries resources and services.

Objective 1

Build relationships that integrate library resources within the teaching and learning that occurs on this campus.

Objective 2

Identify key resources and services and promote their use.

Objective 3

Increase visibility of IUB Libraries within campus community.

Goal 2. Convince audiences of the value of the IUB Libraries as an information provider.

Objective 1

Improve understanding that IUB Libraries select and pay for information.

Objective 2

Educate core and primary audiences about the relative values of different types of information.

Objective 3

Position IUB Libraries as the information experts.

Goal 3. Build support for institutional priorities.

Objective 1

Develop partnerships that leverage support of IUB Libraries priorities.

Objective 2

Grow support for scholarly communications initiatives.

Goal 4. Develop marketing orientation within the IUB Libraries.

Objective 1

Strengthen understanding of need for consistent messaging.

Objective 2

Engage key internal groups in marketing activities and promote broad ownership.

Objective 3

Heighten awareness of the value of statistical measurement and assessment.

Action Programs

Strategy 1: Conduct market research on primary audiences.

Tactics:

- 1.1 Analyze LibQual+ results as they relate to marketing communications.
- 1.2 Investigate other methods for audience research, such as focus group testing, online surveys. Analyze surveys already taken by Information Commons/ Undergraduate Library Services and other units.
- 1.3 Formalize input from faculty and library committees, such as BLFC, BFCLC, senior managers, and others.
- 1.4 Involve collection managers in data gathering by seeking faculty input on one- or two-question surveys presented at faculty or department meetings.

Do this now:

Identify characteristics of primary audience by collecting and analyzing demographic and psychographic information.

Create “profiles” to humanize broad audience groups (student, graduate student, faculty, and state citizens) for purposes of guiding creative strategies.

Strategy 2: Increase and standardize institutional branding efforts.

Tactics:

- 2.1 Promote use of style guide for visual and textual consistency; encourage and enforce appropriate use of IUB Libraries logo.
- 2.2 Establish procedures to review external-related copy.
- 2.3 Explore advertising venues, such as bus cards, IDS ads, and WFIU sponsorship for institutional awareness and create institutional ads.
- 2.4 Exploit current IUB Libraries services to promote brand awareness.

Do this now:

Standardize e-mail notices from IUB Libraries to reinforce IUB Libraries brand, not specific services (e.g., sirsi@libfs.iu.edu, Document Delivery Services,

OneSearch@IU Emailed Records). Where feasible, create default IUB Libraries subject lines for databases.

Purchase magnetized IUB Libraries logos for ALF truck.

Imprint IUB Libraries logo on all e-reserve documents.

Link style guide more prominently to intranet and promote its wide and appropriate use.

Initiate institutional awareness advertising campaign.

Monitor introduction of university-wide integrated image to be unveiled to IU staff in spring 2006.

Strategy 3: Leverage technologies in marketing communications.

Tactics:

- 3.1 Ensure IUB Libraries Web site remains central to communications efforts.
- 3.2 Evaluate use of blogs, podcasts, FaceBook in reaching primary audiences.
- 3.3 Maximize use of listservs (e.g., graduate student organization newsletter, departmental listservs, dean of faculty listserv).

Do this now:

Explore creation of an IUB Libraries blog. Test its implementation with a campus library or department.

Compile directory of listservs and contact information for primary audiences.

Strategy 4: Expand media relations activities.

Tactics:

- 4.1 Continue ongoing cultivation of university-wide media relations staff. Work with the IU Office of Communications and Marketing media relations team to place national-level stories in national media and to place internal stories on university Web pages.

- 4.2 Develop media presence on IUB libraries Web pages, including list of expert sources, facts about the IUB Libraries, and contact information.
- 4.3 Encourage IUL staff to submit news items for IUB Libraries News and Events features. Assist with providing internal media placements in such areas as IDS, the IU Homepages, campus radio and television outlets, and Parents newsletter.
- 4.4 Develop procedures and shared ownership of campuswide IU News calendar to include all workshops, classes, and special events.

Do this now:

List all IUB Libraries seminars, workshops, and public events on IU events calendar.

Train and encourage IUB Libraries librarians and staff to use intranet content manager for News and Events submissions.

Promote librarians' honors in IU Home Pages to reinforce their position as information experts.

Strategy 5: Target faculty influencers.

Tactics:

- 5.1 Exploit the influence faculty have over undergraduates and graduate students.
- 5.2 Provide subject librarians marketing tools for library services and resources.

Do this now:

Identify and cultivate liaisons in research centers.

Integrate librarians and subject specialists in departments and campus units by scheduling office hours in their departments.

Strategy 6: Relate research successes attributable to IUB Libraries to faculty and students.

- 6.1 Host annual event for faculty who have published books in the academic year.
- 6.2 Publicize and promote the new student research award.

Do this now:

Plan “customer appreciation” event for faculty or a subset of faculty. Identify a few faculty members who will relate research successes to their peers. Explore possibility of the event being underwritten by database vendors.

Strategy 7: Host or participate in special events targeted to key audiences.

Tactics:

- 7.1 Update special events mailing lists to include current administrators, committee chairs, VIPs, and student leaders.
- 7.2 Host yearly welcome reception for new faculty and graduate students.
- 7.3 Host events for the university community to heighten awareness and value of libraries among primary audiences.
- 7.4 Participate in university and campus events where key constituencies are present: for example, Mini University. Student Orientation Resource Fair, New Member Faculty Picnic, Mini University, GIS Day, Making IT Happen.
- 7.5 Encourage student participation as lectures, exhibitions, and film series are planned.

Do this now:

Create master timeline of library-related events and exhibitions. Unify these events with coordinated message or annual theme.

Update portable display used at fairs and events.

Encourage use of Wells Library lobby for university-sponsored campuswide events/fairs.

Strategy 8: Educate core and primary audiences about library issues.

Tactics:

- 8.1 Recruit, cultivate, and educate Board of Advisors so they can be advocates for the IU Libraries.

- 8.2 Provide staff development to prepare staff to be advocates for the IU Libraries.
- 8.3 Educate IU government liaisons and state leaders about library issues.

Do this now:

Identify key issues and challenges facing the IUB Libraries.

Recruit Board of Advisors.

Strategy 9: Assess marketing communications plan yearly.

Tactics:

- 9.1 Review and clarify central messages; identify upcoming services and resources to promote.
- 9.2 Assess efficacy of previous year's marketing efforts.

Do this now:

Form oversight committee to evaluate annual efforts.

Recognize employees' outreach efforts at annual Retirement and Recognition reception or at staff meetings.

**University of Kansas Libraries
STRATEGIC COMMUNICATONS TASK FORCE CHARGE**

1. Create a strategic communications plan for KU Libraries by:
 - a. Determining key stakeholders through consideration of internal and external audiences and noting defining characteristics.
 - b. Setting clear and measurable communications goals for each stakeholder group.
 - c. Determining communications objectives and identifying key messages for each stakeholder group.
 - d. Identifying new and/or existing communications vehicles (tactics) to deliver messages.
2. Create a timeline for implementation of the communications plan.
3. Provide a method for evaluating the plan's success.
4. Propose a plan for creating a standing strategic communications committee.
Determine committee:
 - a. Appointment terms and length
 - b. Membership recommendations
5. Present results to the Dean of Libraries no later than June 15, 2007.

TASK FORCE MEMBERSHIP

NAME	TITLE
Tami Albin	Outreach librarian
Jeff Bullington	Data Services & Government Information Librarian
Rick Clement	Special collections librarian
Deborah Dandridge	Field archivist
Bayliss Harsh	Undergraduate Initiatives Coordinator
Sarah Goodwin-Thiel	Digital initiatives
Sarah Kanning	Instructional Outreach Coordinator
Jana Krentz	Head of International Programs
Holly Mercer	Coordinator of Digital Content
Rebecca Smith, Chair	Public relations and advancement director
John Stratton	Librarian for business & public administration
Julie Waters	Coordinator of Science and Technology Council

STRATEGIC COMMUNICATIONS COMMITTEE RECOMMENDATIONS

As part of its charge, the strategic communications task force provided the following recommendations for a standing communications committee:

Committee charge:

- Advise the public relations director in communications, marketing and public relations activities
- Play an editorial advisory role for publications development
- Share insight into stakeholders
- Share information, news and events pertinent to the communications plan and the public relations director's role
- Work closely with the University Library Committee when appropriate

Committee structure:

- Public relations director will serve as committee chair
- Committee will be comprised of approximately 10-12 members
- Members serve staggered two year terms
- First meeting planned for early August 2007

Membership

- Committee will be comprised of individual library faculty and staff who regularly interact with stakeholders and/or engage in outreach or communications activities.
- Ex officio members will include IS assessment/external relations coordinator, a library student employee and a friend or current donor.
- The committee should ideally contain representation from:
 - Spencer and branch Libraries
 - Reference
 - Instruction
 - Liaisons
 - Digital initiatives
- Potential members will be recommended by the public relations director and approved by the Dean of Libraries.