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## **SELECTED RESOURCES**



## DOCUMENTS

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### Books

Doucett, Elisabeth. *Creating your library brand: Communicating Your Relevance and Value to Your Patrons*. Chicago: IL: ALA Editions, 2008.

Godin, Seth. *Permission Marketing: Turing Strangers into Friends, and Friends into Customers*. New York: Simon & Schuster, 1999.

Heath, Chip, and Dan Heath. *Made to Stick: Why Some Ideas Survive and Others Die*. New York: Random House, 2007.

Ind, Nicholas. *Living the Brand: How to Transform Every Member of Your Organization into a Brand Champion*. Sterling VA: Kogan Page, 2004.

Petruzzelli, Barbara W. *Real-Life Marketing and Promotional Strategies in College Libraries*. Binghamton, NY: Haworth Press, 2005.

Siess, Judith. *The Visible Librarian: Asserting Your Value with Marketing and Advocacy*. Chicago: IL American Library Association, 2003

Smykla, Evelyn. *Marketing and Public Relations Activities in ARL Libraries*. Spec Kit 240. Washington DC: Association of Research Libraries, April 1999.

### Journal Articles

Cunningham, Jim and Bruce Stoffel. "The Campus Web Portal: Is There a Channel for the Library?" *College & Undergraduate Libraries* 11, no. 1 (2004): 25–31.

Draper, Lani and Marthea Turnage. "Blogmania: Blog Use in Academic Libraries." *Internet Reference Services Quarterly* 13, no. 1 (2008): 15–55.

Hallmark, Elizabeth, Laura Schwartz, and Loriene Roy. "Developing a Long-range and Outreach Plan for

- Your Academic Library: The Need for a Marketing Outreach Plan." *College & Research Libraries News* 68 (February 2007): 92–95.
- Karle, Elizabeth. "Invigorating the Academic Library Experience: Creative Programming Ideas." *College & Research Libraries News* 69 (March 2008) p. 141–44.
- Mileham, Patricia, Joan Ruelle, and Susan Berry. "Playing Well with Others: Increasing Your Library-campus Partnerships." *Collection Management* 26, no. 3 (2002): 77–78.
- Millet, Michelle and Clint Chamberlain. "Word-of-Mouth Marketing Using Peer Tutors." *The Serials Librarian* 53, no. 3 (2007): 95–105.
- Mundava, Maud and LaVerne Gray. "Meeting Them Where They Are: Marketing to International Student Populations in U.S. Academic Libraries." *Technical Services Quarterly* 25, no. 3 (2008): 35–48.
- Nims, Julia. "Marketing the Library Instruction Services: Changes and Trends." *Reference Services Review*. 27 no. 3 (1999): 249 – 53.
- Sass, Rivkah. "Marketing the Worth of Your Library." *Library Journal* v127 (June 2002): 37 – 8.
- Song, Yoo-Seong. "Evidence Based Marketing for Academic Librarians." *Evidence Based Library and Information Practice* 1, no. 1 (2006): 69-80.
- Verostek, Jane. "Affordable, Effective, and Realistic Marketing." *College & Undergraduate Libraries* 12 no. 1/2 (2005): 119-38.
- Villel, Luke. "Marketing Virtual Reference: What Academic Libraries Have Done." *College & Undergraduate Libraries* 12 no. 1/2 (2005): 65-79.

*Marketing Library Services*. Information Today, Inc.

MLS is a newsletter that provides information professionals in all types of libraries with specific ideas for marketing their services. <http://www.infotoday.com/MLS/default.shtml>

## **Web Resources**

Academic PR: Forum

<http://www.fearless-future.com/prforum/>

ALA. Academic and Research Library Campaign

<http://ala.org/ala/pio/campaign/academicresearch/academicresearch.cfm>

ALA. Campaign for America's Libraries

<http://www.ala.org/ala/pio/campaign/campaignamericas.cfm>

ALA. Marketing @ your library

<http://www.ala.org/ala/acrl/acrlissues/marketingyourlib/marketingyour.cfm>

Association of Research Libraries & SPARC. Media Map: Charting a Media Relations Strategy

<http://www.arl.org/sparc/bm~doc/MediaMap.pdf>

OhioLINK Marketing Toolkit

<http://www.ohiolink.edu/ostaff/marketing/>

Library Marketing: Thinking Outside the Book. Blog, Jill Stover

<http://librarymarketing.blogspot.com/>

Concept Marketing Group. E-Books and Articles

<http://www.marketingsource.com/articles/>

Marketing Information and Library Services. Sheila Webber

<http://dis.shef.ac.uk/sheila/marketing/default.htm>

Marketing Our Libraries

<http://www.librarysupportstaff.com/marketinglibs.html>

The Ubiquitous Librarian. Blog, Brian Mathews

<http://theubiquitouslibrarian.typepad.com/>

### **Links to Additional Representative Documents**

University of Southern California. Public Communications Manager II

<http://www.usc.edu/dept/personnel/desc/129123.pdf>

University of Florida. Library Marketing Plan

[http://www.uflib.ufl.edu/committees/marketing/documents/LibraryMarketingPlan2006-07\\_2\\_.pdf](http://www.uflib.ufl.edu/committees/marketing/documents/LibraryMarketingPlan2006-07_2_.pdf)

#### *Strategic Plans that include promotional activities*

University of Cincinnati. University Libraries Strategic Plan 2007–2009

[http://www.libraries.uc.edu/information/strategicplan07\\_09/SP07\\_09.pdf](http://www.libraries.uc.edu/information/strategicplan07_09/SP07_09.pdf)

Columbia University. Columbia University Libraries Strategic Plan 2006–2009

[http://www.columbia.edu/cu/lweb/img/assets/6675/strategicplan\\_2002-2009.pdf](http://www.columbia.edu/cu/lweb/img/assets/6675/strategicplan_2002-2009.pdf)

University of Nebraska–Lincoln. University Libraries Strategic Plan 2006/2008

<http://www.unl.edu/libr/about/strategicdir.shtml>

University of North Carolina at Chapel Hill. Library Directions. 2005–2010

<http://www.lib.unc.edu/Plan20071025.pdf>

### *Promotional Materials*

McMaster University. @ Mills Learning Commons

<http://library.mcmaster.ca/mills/learningcommons/index.htm>

University at Buffalo, SUNY. Library News

<http://libweb.lib.buffalo.edu/blog/pivot/entry.php?id=97%20OR%20>

Syracuse University. 2007–2008. Welcome to Syracuse University Library. Your guide to library services

[http://library.syr.edu/publications/WelcomeBrochure\\_07-08.pdf](http://library.syr.edu/publications/WelcomeBrochure_07-08.pdf)

University of Wisconsin–Madison. Libraries. News

<http://www.library.wisc.edu/news/>

York University. Library News for York U faculty

<http://www.library.yorku.ca/FacultyNews/>

### *PR Committee/Team/Group Charge*

University of Florida. Public Relations and Marketing Committee

<http://www.uflib.ufl.edu/committees/marketing/documents/MicrosoftWord-PublicRelationsandMarketingCharge06-07.pdf>

University of Missouri. Connect to Communications at MU Libraries

<http://mulibraries.missouri.edu/staff/committees/communications/communications.htm>

Pennsylvania State University. University Libraries. Public Relations and Marketing

<http://www.libraries.psu.edu/pubinfo/>

Vanderbilt University. Jean and Alexander Heard Library. The Communications Committee

<http://wiki.library.vanderbilt.edu/committees/pmwiki.php/Comm/Charge>

Washington State University Libraries. Public Relations and Marketing Working Group

[http://www.wsulibs.wsu.edu/general/WG/public\\_relations\\_wg.html](http://www.wsulibs.wsu.edu/general/WG/public_relations_wg.html)

University of Waterloo. Library Communications & Development. Library Outreach Group

<http://www.lib.uwaterloo.ca/staff/outreach/documents.html>

Note: All URLs accessed July 23, 2008.