GETTING THE WORD OUT

DEVELOPING A MARKETING PLAN FOR ACCESS SERVICES
TOPICS TO DISCUSS

• Background
• Creating our identity
• Developing a plan
• Marketing plan products
• Assessment of the plan
• Results
BACKGROUND-NOVEMBER 2011

Circulation + Interlibrary Loan = Access Services
CREATE OUR IDENTITY

• Who are we

• Conducted a SWOT Analysis
  • Strengths
  • Weaknesses
  • Opportunities
  • Threats
STRENGTHS

• Customer service oriented

• Multitaskers: cataloging, collecting fines, checking out materials, investigating emergency situations and providing services when other service desks are closed

• Cross training

• Experience working with a variety of departments

• Uniqueness and variety of services we offer

• Skill sets of our staff members
WEAKNESSES

- Departments and patrons unaware of the services we offer
- Not enough work space
- Not enough staff
- Sometimes difficult to get everyone together for events and meetings due to coverage issues
- Low pay
- Workflows have stayed the same for years
- Not enough creativity
OPPORTUNITIES

• New technologies
• New skill development
• Review and reclass positions
• Organize structure of our new department
• Market our services
THREATS

• Outsourcing Circulation duties
• Merging ILL with another department
• Staff reductions/Open positions reallocated
• Budget reductions
• Missing opportunities to market our services
NEW DEPARTMENT STRUCTURE

Head of Access Services

- Circulation Support Supervisor
  - Catalog Maintenance Manager
  - Document Delivery/Faculty Delivery Manager
  - Holds Manager
  - Student Assistants (4)
  - Graduate Library Assistants (8)

- Services Desk Supervisor
  - Student Assistants (19)

- Stacks Management Supervisor
  - Reserves Manager
  - Fines Manager
  - Student Assistants (9)

- Interlibrary Loan Supervisor
  - Borrowing Manager
  - Lending Manager
  - Graduate Library Assistant
  - Student Assistants (8)
A MARKETING PLAN WAS NEEDED

- Audience
- Message
- Creative strategy
- Formats
- Communication avenues and locations
- Timing
- Survey comments
AUDIENCE

• External
  • Students, Faculty, Staff, Community, Visitors

• Internal
  • Library Staff, Student assistants
MESSAGE

• Our services are user-centered
• Our staff are highly skilled
• We are here for our patrons
• Provide easy access to materials
• Provide awareness to collections
• We support the community
CREATIVE STRATEGY

- Simple
- Clear
- Creative
- Modern
- Useful
- Effective
FORMATS

- Website ads
- Social media postings
- Posters
- Brochures
- Banners
- Bookmarks
- Buttons
- Pens
- Postcards
- Lawn signs
COMMUNICATION AVENUES AND LOCATIONS

- Service Desks
- Library Homepage
- Library Advisory Boards
- Library Liaisons
- Library Newsletters
- Facebook and Twitter
- Stacks
- Digital displays in dorms
TIMING

• Analyze when most effective to begin marketing campaigns
  • Before semester begins
  • Beginning of the semester
  • Mid semester
  • End of the semester
SURVEY COMMENTS

- **LibQUAL**
  - Lack of awareness of existing services and collections
    - Textbooks on reserve
    - ILL
    - Hours of operation
BANNERS

Library Services Desk

- General Library Information
- Electronic Resource Help
- Library Catalog Help
- Interlibrary Loan
- Document Delivery
- Reference Assistance
- Research Assistance
- Checkout and Renewals
- Holds and Reserves
- Graduate Carrels
- Fines and Blocks

Looking for our books? They've moved to the third floor! If you have any questions, please visit the Library Services Desk on the first floor.

A green light to greatness.
HOME PAGE ADS

Looking for more?

INTERLIBRARY LOAN
PROVIDING UNT STUDENTS, FACULTY, AND STAFF ACCESS TO THE WORLD

Having trouble accessing the Electronic Databases?

1. Go to vpn.unt.edu
2. Login with your EUID, then click Continue
3. Enter library.unt.edu in the address bar
4. Click Browse

You're now at the UNT Libraries' website.

HOLDS PICK UP
LANDING PAGE
BOOK DISPLAY POSTERS

Read a movie, Watch a book

PUTTING THE BOO BACK IN BOOKS

UNT LIBRARIES ~celebrate~ BIKE MONTH
BOOK DISPLAY WEBSITE ADS
Voyage to the READ Planet with our Sci-Fi, Fantasy and Science Future Books

Check out Jane's Monthly Books on Display at Willis Library, First Floor, in the New Books area.

- "I have never listened to anyone who utilized my taste in space travel, of heroes or goddesses. When this season, I pack up my dinosaurs and leave the room." — Ray Bradbury
- "It's the only way to travel that has a right to go to the edge of the universe and that I am free from the universe." — Douglas Adams
- "The only hope is that he is designed to work like a spaceship, is not designed to remain in its present shape, but can be designed to work like a spaceship."
- "Some things are more dear to my heart than the truth." — Gahan William Bemnings

Out of this world June events
- Library Film Series: "The Lego Movie"
- Lemonade on the Go: "Free Lemonade on the Library Lawn"
- Super Books in Action
- Robo Camp for Kids
- Class of 2016: University

Monthly eBooks
- [Image of various eBook covers]

Comments and Suggestions
- Please send your comments, questions, or suggestions for future book displays to us.
POSTCARDS

Greetings from Willis Library

Book a World Tour
Check out our foreign language collection.

“Strength of mind is exercise, not rest.” — Alexander Pope
BOOKMARKS

- Book Renewals
- Study Room Reservations
- Course Reserves
MARKETING MATERIALS FOR OUTREACH
INTERNAL MARKETING

State of the Stacks October 2014

Microforms

Microforms usage statistics

Selling Projects On The Floor

We are adding the fourth floor in order to give the 4-2 call number ranges access for reading and research.

Library Services Desk

Library Services Desk Tid-Bits & Bites

Thursday, November 13, 2014

FRIDAY FRAGS
UNT OCTOBER 31, 2014

In this Issue

The Austin Archives Exhibit
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2.5 Million Page Celebration
Fall Primates frei

Service Desk Reminders

Headphone & calculator changes:
Each will be available for in-person checkout starting this month. Librarians will need an
exact matching number of changes.

Library Renewal
No headphones at the desk (including testing and
charging).

Service Desk Reminders

If there is downtime at the desk:
- We will believe that the computer is waiting for the
computer or system to continue

More Questions? Concerns? Feedback?
- Student Judicial Supervisory Forum
- University Press Week - Collaboration In Scholarly Publishing
- Uncovering Data Management Plan Workshops
- Wee Book Maintenance
- How to Add a Friends
- LIB-TOC Staff Laptop & Hardware Checkout
- Facility Reminders

Thanksgiving Hours
The Service Desk will close early
Be sure to ask the librarian if you need
If you don't understand, you are

- Please check the website
- Ask the person next to you
- Submit the request form
- Review the FAQs on the library website
- Ask the student staff if you can help with any
- No headphones at the desk (including testing and
charging)

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- Ask the person next to you
- Submit the request form
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- Ask the student staff if you can help with any
- No headphones at the desk (including testing and
charging)
BEGINNING OF THE SEMESTER MARKETING

Get a jump start on the semester.
Check to see if we have your textbook, for free!
MID SEMESTER MARKETING

FOOD FOR FINES

Bring canned goods to the Willis Library Circulation Desk to help the UNT community, and save money on up to $20 of library fines. (Does not apply towards replacement charges. Cans cannot be expired, dented, opened, or less than 12 oz. Maximum of $20.)

November 10-21
Willis Library Circulation Desk
940-565-2414

FOOD FOR FINES
END OF SEMESTER MARKETING

BEFORE YOU GO
- check accounts for borrowed materials
- return or renew borrowed items
- pay overdue book fines
- if you have questions, ask!
ASSESSMENT OF MARKETING PLAN

- **Most effective formats**
  - Web ads
  - Posters
  - Bookmarks
  - Buttons
  - Postcards

- **Least effective formats**
  - Lawn signs
  - Social media postings
MORE ASSESSMENT

• Most effective communication avenues
  • Library Home Page
  • Service desk
  • Library Advisory Boards
  • Internal newsletters

• Least effective communication avenues
  • Facebook and Twitter postings
RESULTS

• Staff expanded skill set
  • Adobe Photoshop
  • Publisher
  • Book display layouts

• Met goal of increasing awareness of our services and collections
  • Usage statistics for services marketed increased
  • Circulation of books in our display areas increased by 26%
  • We won an ALA LLAMA Marketing Award for our book display ads
QUESTIONS?

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