

10-2014

What Do You Do If You Build It and They Don't Come? Marketing and Assessing Library Services and Resources

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What Do You Do If You Build It and They Don't Come?

Marketing and Assessing Library Services and Resources

SCLA

October 24, 2014

Diana Finkle, Anne Grant, Micki Reid

About Us

- Clemson (21,303 enrolled in fall 2013)
- Folks who help with Outreach/ Marketing:
 - Communications Coordinator
 - Instructional Designer
 - Instruction/Outreach Team
(4 members from our Public Services unit)
 - 10 subject librarians

Today we'll cover:

- Planning & Assessment
- Sample plans
- Outreach/ Marketing Ideas
 - Collaborations with others on campus
 - Student workers & library marketing

Let's Chat!

What would you like to get out of today's session?



Brainstorming

- Ask questions planned in advance (see samples)
- Use whiteboards
- Provide feedback

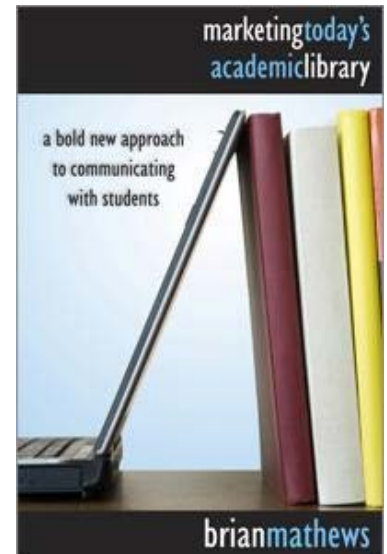


Questions to Enhance Brainstorming about Library Instruction

- 1.What does successful library instruction look like?
- 2.What are the most effective forms of instruction?
- 3.What unique things do you want our instruction to do?
- 4.Who is our REAL target audience for instruction? (who cares the most?)
- 5.How do we best reach our target audience?
- 6.How can we most effectively support distance students? Other special populations like international students?
- 7.Institutionally, how do we get our instruction out there?
- 8.Where do you see instruction growing or shrinking?
- 9.How do we (or do we) assess our instruction?
- 10.How do we most effectively report our instruction?
- 11.What does a “unified front” for tours and instruction at all locations look like?
- 12.If you were going to create 5 short “library tips” tutorials, what would they address?
- 13.Do you see yourself using the tutorials in your teaching? If so, how? If not, why not?
- 14.How do you think the drop in workshops are going? What would you change? What would you leave the same?
- 15.Would you teach a workshop online? Why or why not?
- 16.What strategies do you use in the classroom (face-to-face or online) to teach about library resources?
- 17.What kind of support do you need with regard to instruction?

Planning

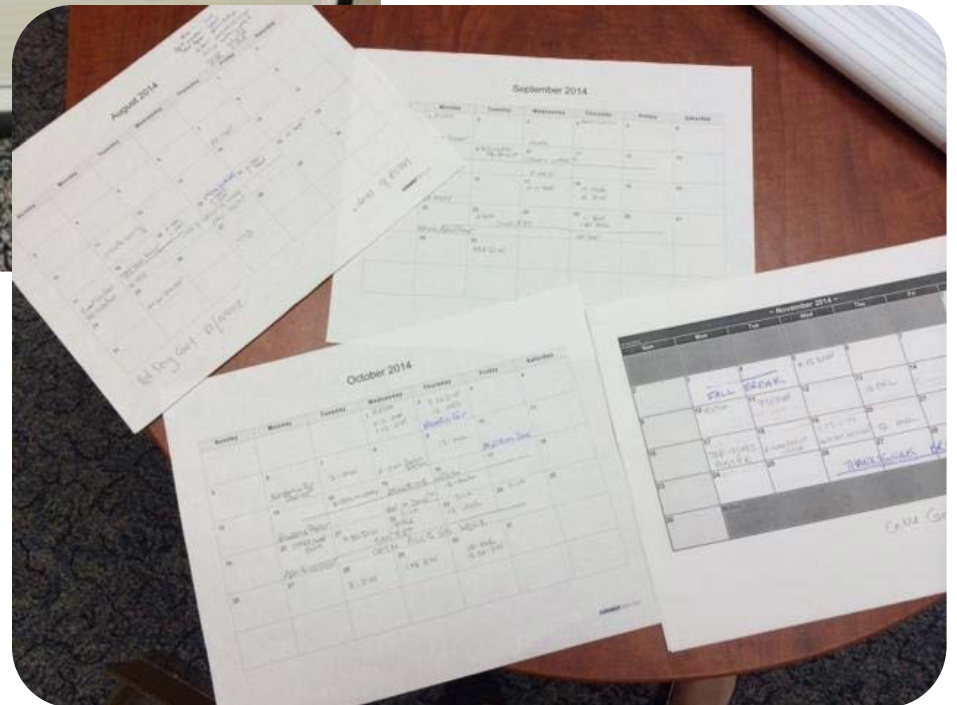
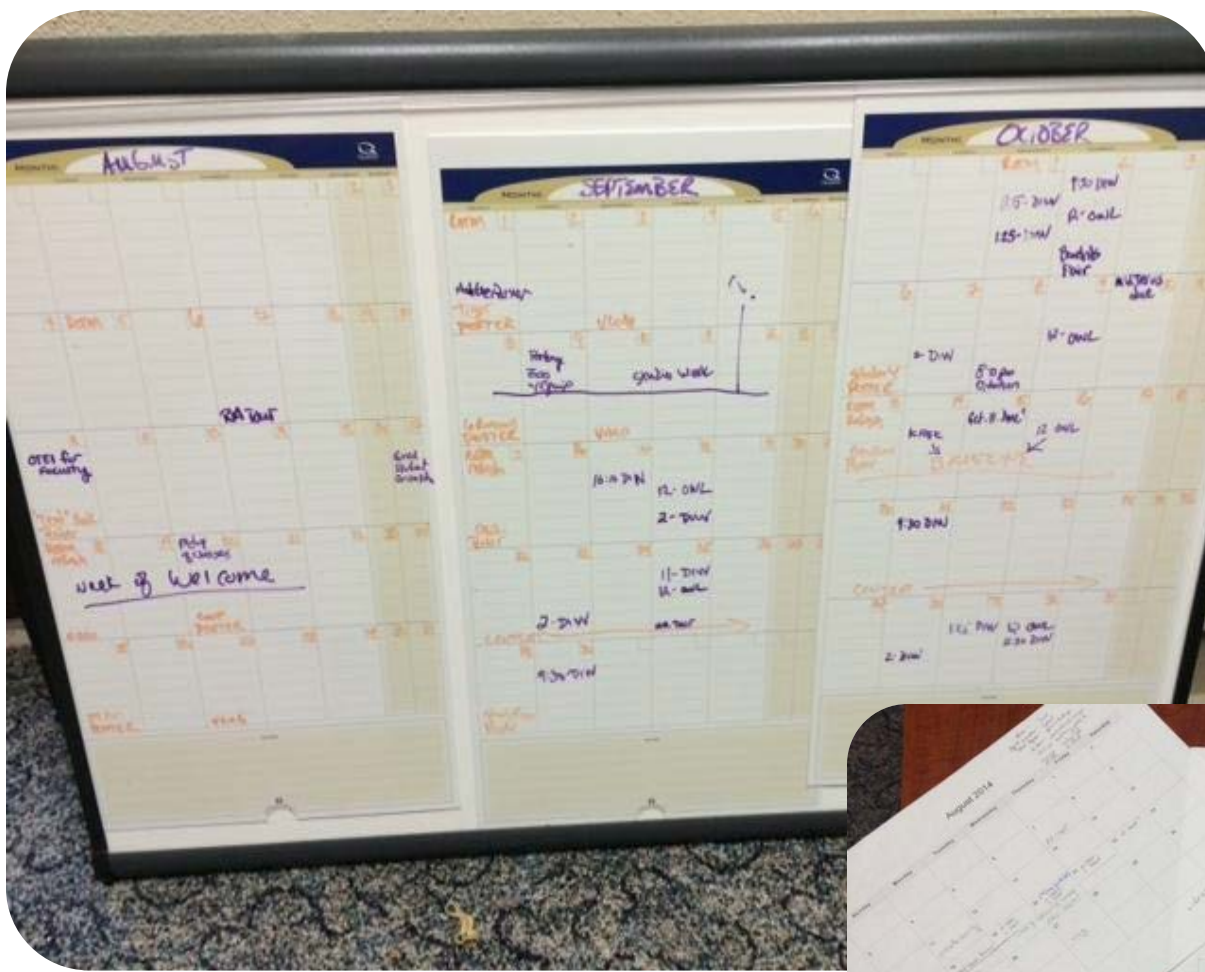
- Calendaring
- Big Picture



Marketing Today's Academic Library: A Bold New Approach to Communicating with Students
by Brian Mathews



- Build up to events
- Create a “wave” with beginning, crest, and end



Calendar

October 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
			1 Rollm 11:15-DIW 1:25-DIW	2 9:30 DIW 12: OVL Benefits Fair	3	4	
5	6 Sunderlin Pop Poster	7 2-DIW	8 6-10am Station Station	9 12: OVL	10 Midterms Due	11	
12	13 Browse Poster	14 Kroskin Lobby	15 BROWZINE WEEK	16 12: OVL	17	18	
19	20 Starkwood Bank	21 9:30-DIW	22 SCLA -Table CONTEST	23 SCLA 12: OVL	24 SCLA	25	
26	27 Open Access Poster	OPEN ACCESS WEEK					
	27	28 2-DIW	29 1:25 DIW	30 12: OVL 12:30-DIW	31		

Assessment – Focus Groups

- 30-minute session
- Current students
- \$10 gift card incentive
- Predetermined question list

Hey, Clemson student!

Get a \$10 gift card! Come to the reference office
or tomorrow @ 1pm
or Thursday @ 10am
or Thursday @ 2pm

The details → We need current (or graduating) Clemson students for a 30-minute focus group to help us **IMPROVE CLEMSON LIBRARIES**. You'll get your \$10 gift card right after you're done.

Questions? Just ask us! 😊

Thanks for reading + good luck on books!



clemsonlibrary

Follow

3 days ago · Clemson University Library

We'll give you a gift card! We just need a few minutes of your time. #giftcard #cooperlibrary

ashleyndye, thebeastbaseballplays, kirstenaerich and 4 others like this.

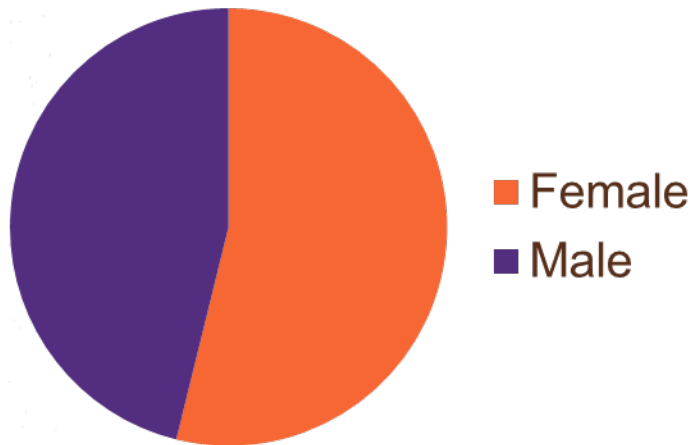


Leave a comment...

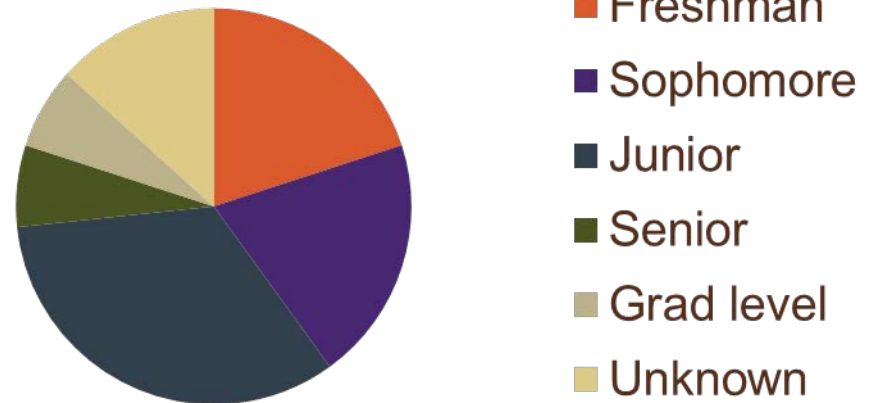


Population Breakdown

Gender



Year



Representative Responses

How do you currently use the Library?

Studying

Group work

Printing & computing

What do you like about Clemson Libraries?

Group study areas
with whiteboards

Study rooms & new reservation system

Study zones – silent areas were most popular

What kind of campus advertising gets your attention?

Posters

Social media/ Twitter

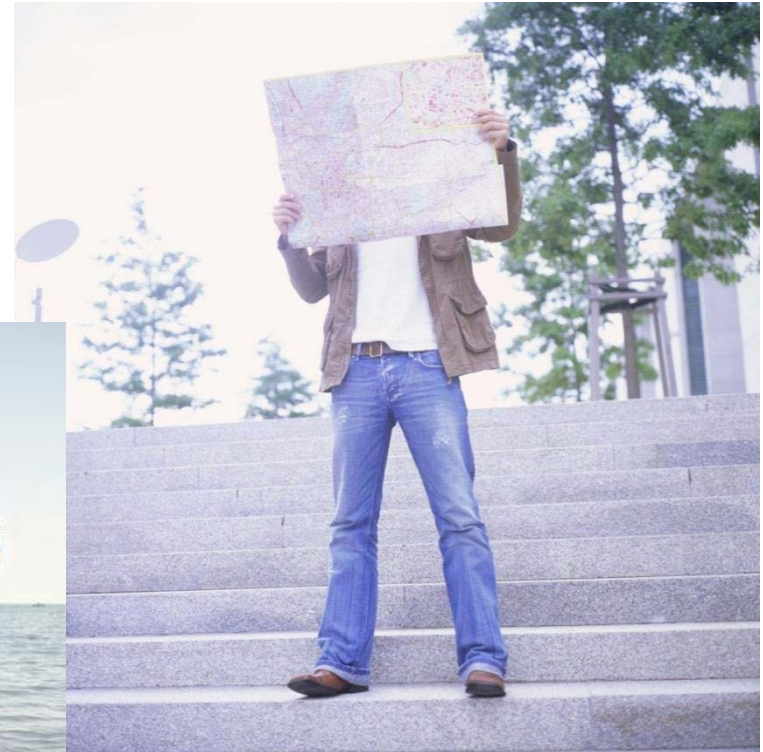
Email

Planning

- Instruction Road Map
- Marketing Plan



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Microsoft Clip Art

2014 Library Instruction Road Map

Leaders: Anne Grant and Diana Finkle

As we prepare to enter into 2014, the instruction team is continuing to incorporate the following elements into all existing and upcoming projects:

- Modularity – items can ideally be used as building blocks to create customized instruction
- Relevance – content is applicable to current needs and contains current pathways, branding, etc.
- Consistency – appearance and branding are similar throughout all instruction projects
- User Experience – interactions are solution-oriented, pleasant, and as hassle-free as possible

Projects (in approximate order of priority)

**IOT denotes the item will be addressed in cooperation with the Instruction & Outreach Team*

1. Develop, schedule, and provide training for traditional and emerging library topics
 - a. Offer in-person and online workshops on library and information literacy topics
 - i. Pursue 1-day, conference-style graduate student boot camp
 - ii. Include cross promotional introduction for all group instruction sessions
 - b. Implement [LibCal](#) external calendar for workshop and library event registration
 - i. Assist as needed in exploration of and training for [LibCal](#) for room booking
 - c. Create Edgar Brown DRL demo presentation and resources instruction
 - d. Work with CCIT to create and execute Edgar Brown DRL technology training
 - e. Support emerging media lab initiatives
2. Shift outreach focus from students to teaching faculty
 - a. Pursue new opportunities for faculty outreach
 - i. Setting up marketing outreach stations in departments (IOT)
 - ii. Creating presentations for meetings/brown bag lunches in departments
 - iii. Implementing Researcher of the Week program
 - iv. Interlibrary Loan interactions
 - b. Increase awareness of faculty research activity
 - c. Develop relationship with Clemson Online program
 - d. Spearhead “Next Generation Learning” faculty group and serve on Academic Technology Council (Anne)
 - e. Create library information boilerplate and/ or modules for easy inclusion in courses

Marketing Plan for CU Library Instruction
Fall 2013

Goal: To work towards the library's vision of providing education for individuals and towards our mission to connect our university community with resources vital to learning, teaching, research, and innovation by publicizing the library instruction program to the campus community with the intent of increasing participation in instruction activities such as workshops and Ask A Librarian services. This also fits in with the Library Instruction Road Map that was presented and approved last fall. (see appendix A)

Last fall, the library offered 47 face-to-face Drop In Workshops and tours, 290 students attended. In the spring, 63 sessions were offered, 563 students attended. This fall, the library instruction program plans to offer more than 100 workshops and tours both online and face-to-face. These workshops take time to plan and to implement and we would like to be able to publicize them to increase participation in library workshops. This publicity should also increase Ask A Librarian service participation and increase usage of library resources such as Learning Commons technology, equipment, and study rooms. Our goal is to increase participation in these services and workshops by at least 25%.

All of the promotional items can be used by anyone in the libraries.

Target Audience: Graduate and Undergraduate students, faculty, and staff.

Method: Three-stage approach as outlined in Brian Mathew's book *Marketing Today's Academic Library*

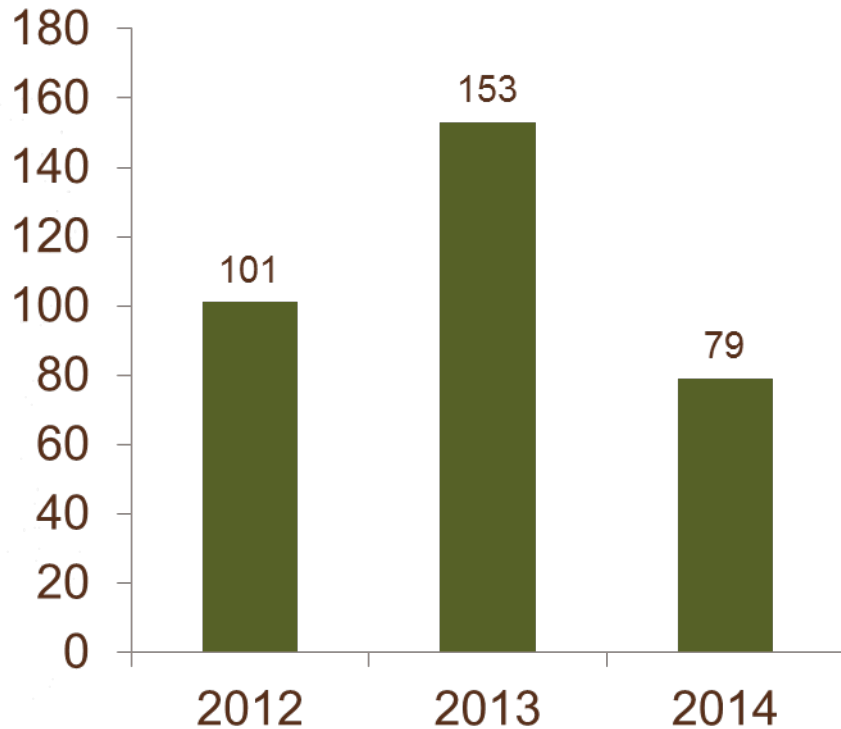
- Stage 1: Orientation Period (Weeks 1-4) introduce library services in a fun, light way
- Stage 2: Productivity Period (Weeks 5-11) show students how the library can help them get things done
- Stage 3: Closing Period (Weeks 6-12) continue to let students know about our services and provide them with outlets for downtime

Team Approach – Anne Grant (instruction coordinator), Micki Reid (publicity coordinator), Diana Finkle (instructional designer), and Peg Tyler have been working together to create a plan for marketing library instruction. The instruction team will also hire 2 student workers who will be available to provide assistance with events and promotional opportunities. These students will offer peer-to-peer teaching sessions, participate in events like Week of Welcome, and Cookie Break, and they will also staff informational tables in the lobby.

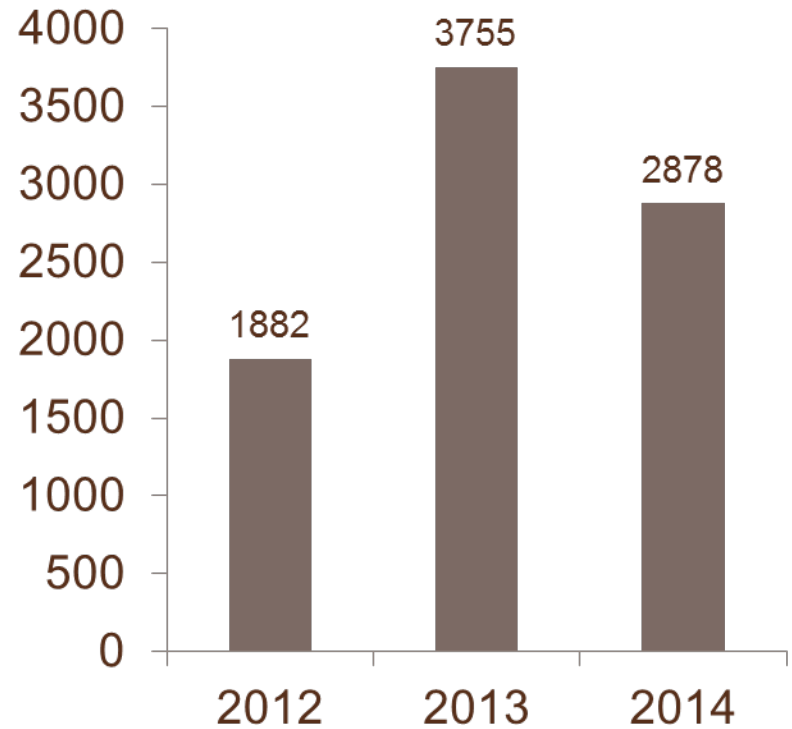
Instruction Stats Comparison

July – September each year

Sessions



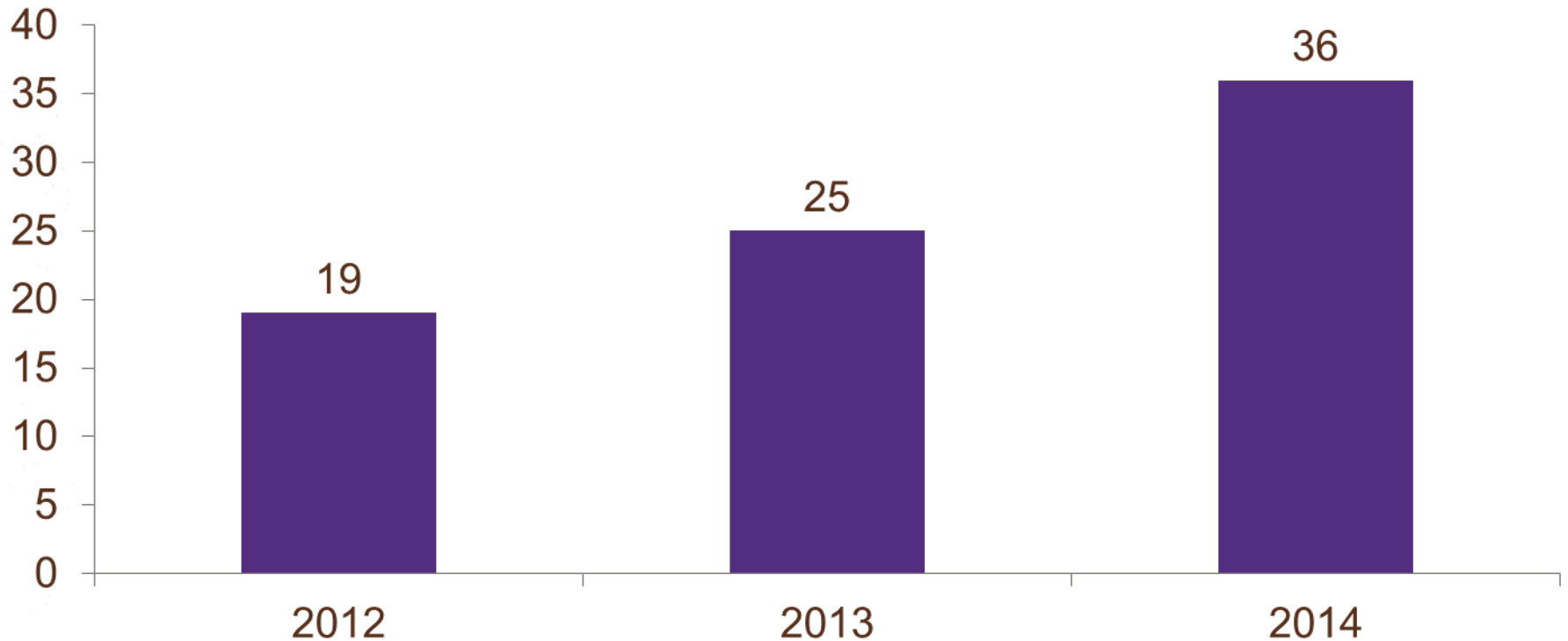
Students



Instruction Stats Comparison

July – September each year

Average students per session





Anne Grant @amcmaha · Oct 1

One min to go & my drop in library workshop on evaluating sources is packed out!
[@clemsonlibrary](#) [#meandallmyfriends](#)



[View more photos and videos](#)

Outreach/ Marketing Ideas



Case Study: Reading Flash Mob

Student Workers

Job description

Assist with a variety of library instruction and marketing initiatives including roaming research assistance, peer-to-peer teaching opportunities, social media, blogging, advertising and marketing events, and working with tutorials and web pages.



What worked well...

- Had great ideas about marketing that we didn't think of (using Twitter for Reference questions!)
- Well-connected with other students
- Brought new talents and perspectives...for blogging and advertising
- Came with existing "word of mouth" networks

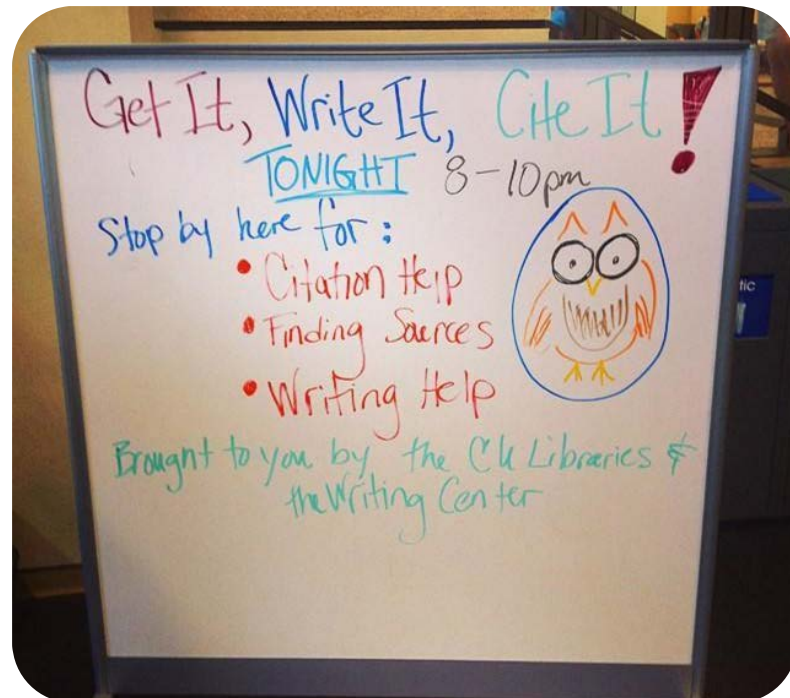
Things to consider...

- Need a lot of attention
- Must have a good, solid plan in place with lots of structure
- Really listen closely...they often have good insights and novel ideas

Collaborations

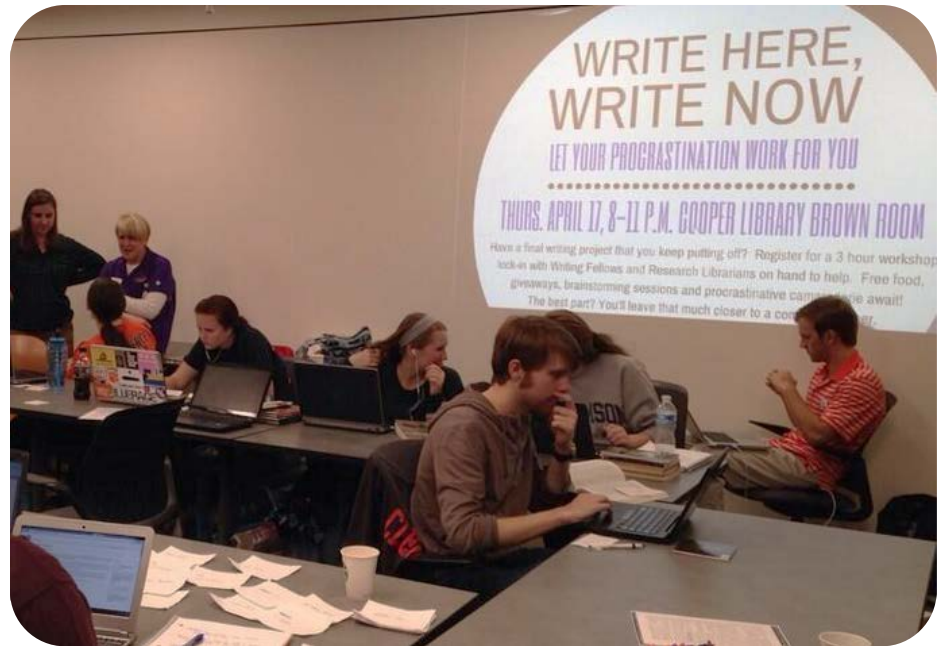
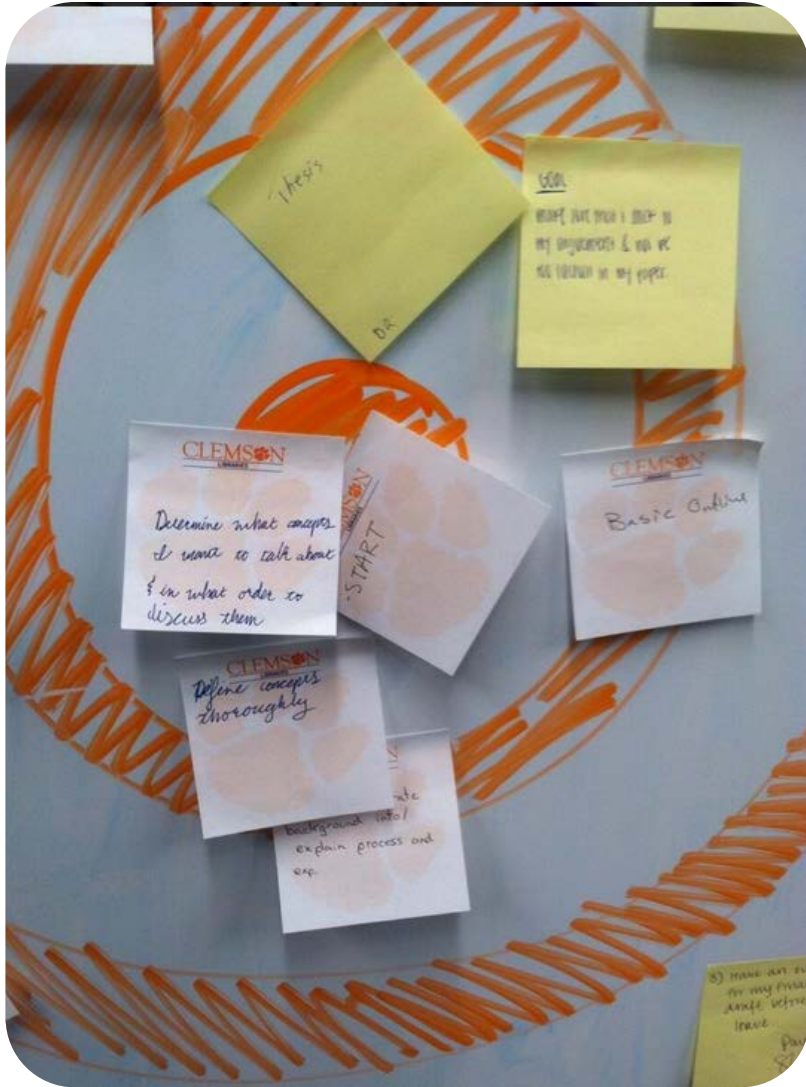


Writing Center



Write Here, Write Now!

8-11pm



Get. It. Done.

Graduate School,
Writing Center,
Computing & the
Libraries

GET. IT. *Grad students!*
DONE.



Library 24/7

- [My Library Account](#)
- [eBooks](#)
- [Databases & Indexes \(Online Articles\)](#)
- [Google Scholar](#)
- [Embedded Online Librarian Program](#)
- [Libraries Homepage](#)

Library Workshops

Online and in-person training on general & discipline-specific library topics



- [Online Training & Events](#)
- [Face-to-Face Training & Events](#)
- [See All Upcoming Events](#)
- [Browse Library Tutorials](#)

Clemson University Scholarship

- [TigerPrints](#)
Digital repository and publishing platform that provides open access to scholarly works created by Clemson University authors and their global collaborators
- [Avoiding Plagiarism](#)
- [Copyright Guide](#)

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Ways to Get Help



- ◊ Text your question to (864) 762-4884
- ◊ Call (864) 656-3024 or toll-free 1-877-886-2389
- ◊ Email ask@clemson.libanswers.com
- ◊ Visit the Research Services desk on Cooper 4th floor

Live Help Hours

Mon-Thu:	8:00 a.m. - 10:00 p.m.
Fri:	8:00 a.m. - 5:00 p.m.
Sat:	Noon - 5:00 p.m.
Sun:	1:00 p.m. - 10:00 p.m.

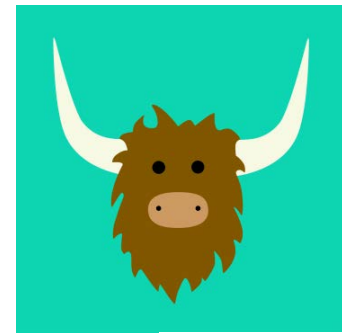
Messages received outside those times will be answered as soon as we can - usually within 24 hours. Hours vary during holidays and intersessions. See our [service hours page](#) for any exceptions.

@ the Library

- [Borrow Technology](#)
- [Book a Study/ Meeting Room](#)
- [Browse Upcoming Training & Events](#)
- [Explore the Cooper Library Map](#)
- [View Service & Facility Hours](#)

Ideas to Steal... or not

Get out there! Twitter, Facebook, Instagram...
even YikYak!



*Watch out for
this one...*

it's kind of dirty...



@clemsonlibrary
Clemson Univ
Library

Clemson Univ, Clemson,

Cooper Library is Clemson's main library. This is our official Twitter channel.

Followers	1,762
Following	335
Listed	73

January 2014



CLEMSON
LIBRARIES

TWEETS **4,735** FOLLOWING **631** FOLLOWERS **2,498** FAVORITES **251**

October 2014



Snapshot

Total Likes ?

870

↑ 0.9%

New Likes ?

10

0 (daily avg)

People Talking About This ?

5

Weekly Total Reach ?

745

↑ 21.1%

December 2013

Total Page Likes

1,064

Oct 20, 2014

4

New Page Likes

↑ 100%

Engagement >

579 People Engaged 📊

↑ 39.2% from last week

172

Likes

13

Comments

42

Shares

1K

Post Clicks 📊

Post Reach

8.5K Total Reach

↑ 197.3% from last week

7.4K

Post Reach

↑ 849.9%

Oct. 14-20, 2014





Technology Petting Zoo



30 Tech Things

(created by Broadcast Production Services)

249 views
as of 10/20/14

The Online Library

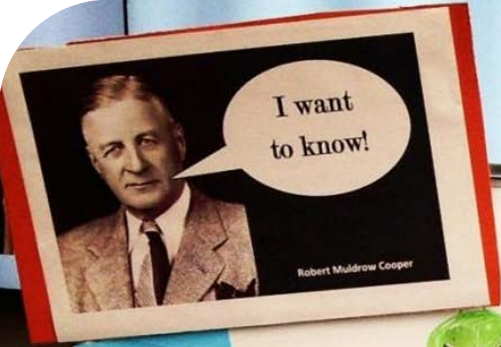
In-house vlog post

74 views
as of 10/20/14



- Goodies
- Study Room Giveaways





If the library were abducted by aliens, but you could save **one thing**, you would save:



- The iMacs!
- category @ the ref desk
- Anesthetics
- Nichomachean Ethics
- ET's are friendly and can read our minds why didn't a string? Address me please!
- Jazz City
- Is detecting tone expressed emotions?
- Food
- Snack machines
- Music
- Restrooms
- Arts
- The Chair in the lobby!
- Yoga Balls
- Vending Machine

Guerrilla Marketing


Looking for Printers?

- 4th floor (↓)
- 5th floor (↑)
- 2nd floor (↓)

Don't want to look for printers anymore?
Join Women's Rugby!

Targeted Marketing

Learn in
or
carry out!




Coop's Place
@ClemsonLibrary

*Serving up fresh information
in a variety of ways to
satisfy your hunger for knowledge
since 1966!*

FACULTY & STAFF MENU

Questions?
ask@clemson.libanswers.com
www.clemson.edu/library



MAIN COURSES

- RefWorks**
Satisfy your hunger for knowledge with use of these specialty-prepared sessions
- EndNote**
Learn how to organize your sources and create bibliographies with this free program
- Current Awareness of Your Topic**
Another reference manager that we support
- TigerPrints Repository**
Increase the reach and impact of your research, foster collaboration, and safeguard your data

QUICK BITES

- Equipment Checkout**
Access cameras, iPads, GPS, and much more
- Meeting/ Study Rooms**
Need a place for the occasional group meeting or collaborative session? Reserve a room in advance of the day to make sure you have a room that's unoccupied
- Digital Library Collections**
High-quality digitizations of items significant to Clemson University, local, and national history
- Digital Resources Laboratory (DRL)**
The Edgar Brown DRL (formerly the Brown Room) offers technology for high-performance computing, remote collaboration, and information visualization
- ECHO360 Classroom**
Equipped with lecture capture technology to record audio, video, and screen content

WE DELIVER!

- Interlibrary Loan/ PASCAL**
If Clemson Libraries don't have it, we'll work hard to get it for you—usually within a week!
- Document Delivery**
Get articles or book chapters scanned and emailed to you within 48 hours
- Paging**
Use the catalog's "hold/recall" button for delivery within 48 hours. Off-campus office? We'll send the item to you via priority mail

A LA CARTE

- Evaluating**
Learn to think critically
- Avoiding Plagiarism**
Credit your sources
- Picking the Right Source**
Make smart choices

RECOMMENDATIONS

- CCIT**
Instruction on Microsoft Office, Google Drive, website creation
www.clemson.edu/clereg
- OTEI**
Contact the Office of Teaching Excellence for innovation for teaching tips, resource learning opportunities
www.clemson.edu/OTEI/eventreg
- OSP**
The Office of Sponsored programs help with grants and other research-related concerns
www.clemson.edu/ORC

WE PROUDLY SERVE...



Make reservations, visit <http://libguides.clemson.edu/library>

Researcher of the Month

The screenshot shows the Clemson Libraries website with the following elements:

- Header:** Clemson Home, Catalog, Databases A-Z, My Library Account. Slogan: *giving to the Libraries*.
- Navigation:** Library Home.
- Left Column:**
 - Ask a Librarian:** Ask a Librarian, classes & tours.
 - Start Your Research:** Find articles and other resources.
 - Where Can I Find?:** Scanners, DVDs, & much more.
 - Ask a question now!** Form with fields for Name, Please tell us about yourself, and Your Question. Includes a Start Chat button.
- Center Column:**
 - Library Services:** My Library Account, Interlibrary Loan, Study Rooms, Subject Librarians, Delivery Services, TigerPrints, More Services...
 - About The Library:** Hours, Directions & Parking, Architecture Library, Special Collections, Tillman Media Center, Digital Library, More About Us...
- Right Column:** **Researcher of the Month** featuring Emerson Smith, Junior, Computer Science major.
- Search Bar:** OneSearch, Library Catalog, LibGuides, Site Search. Search for Articles, Books & More. Includes Advanced Search and Journal Articles Only options.
- Footer:** Library News Blog » with links to 10.20.14 Daily Photo, Library Classes This Week, Open Access Week - October 20-24, and Book Review - Doll Bones. Social media icons for Twitter, Instagram, Facebook, YouTube, RSS, and Messenger.

- Idea from Library Communications Conference
 - *Formerly ALCOP
- Great way to connect with researchers
- Each person gets a library goodie bag
- Provides impromptu focus groups

Researcher of the Month

Welcome  [Print Page](#)

Search: [This Guide](#)  [Search](#)

Clemson Libraries' Researcher of the Month Program

2014 Honorees



Who?

A current student, faculty, or staff member that has contributed to the academic and intellectual culture here at Clemson University



What?

An opportunity to receive some recognition, gratitude, publicity for your research and/ or projects, and some special library goodies



When?

Each month during the spring and fall sessions, the Clemson Libraries will recognize one Researcher of the Month



Where?

We'll sing your praises (in poster format) in the lobbies of Cooper Library, Tillman Media Center, Gunnin Architecture Library in Lee Hall, and the Special Collections Library. We'd also like to sing them virtually on our social media outlets.



Why?

We love and appreciate our library users and want to recognize the amazing ways some are contributing to intellectual life here at Clemson



How?

We're on the lookout for people making a difference, but you can also nominate someone for recognition!

- Emerson Smith
- Dr. Katherine Weisensee
- Dr. Karl Dieter
- Dr. Anthony Guiseppi-Elie
- Dr. Kelly Caine
- Dr. Apparao Rao
- Dr. John Ballato
- Dr. Lisa G. Rapaport
- Dr. Rob Knoeppel
- Dr. June J. Pilcher

Researcher of the Month



Photo courtesy of Dr. Rapaport

Dr. Lisa G. Rapaport

Assistant Professor

College of Agriculture, Forestry and Life Sciences

*she studies these guys
(among other things)*



Photo courtesy of
Jeroen Kransen

JUST FOR FUN



Favorite spot on campus:
Campbell Museum of
Natural History



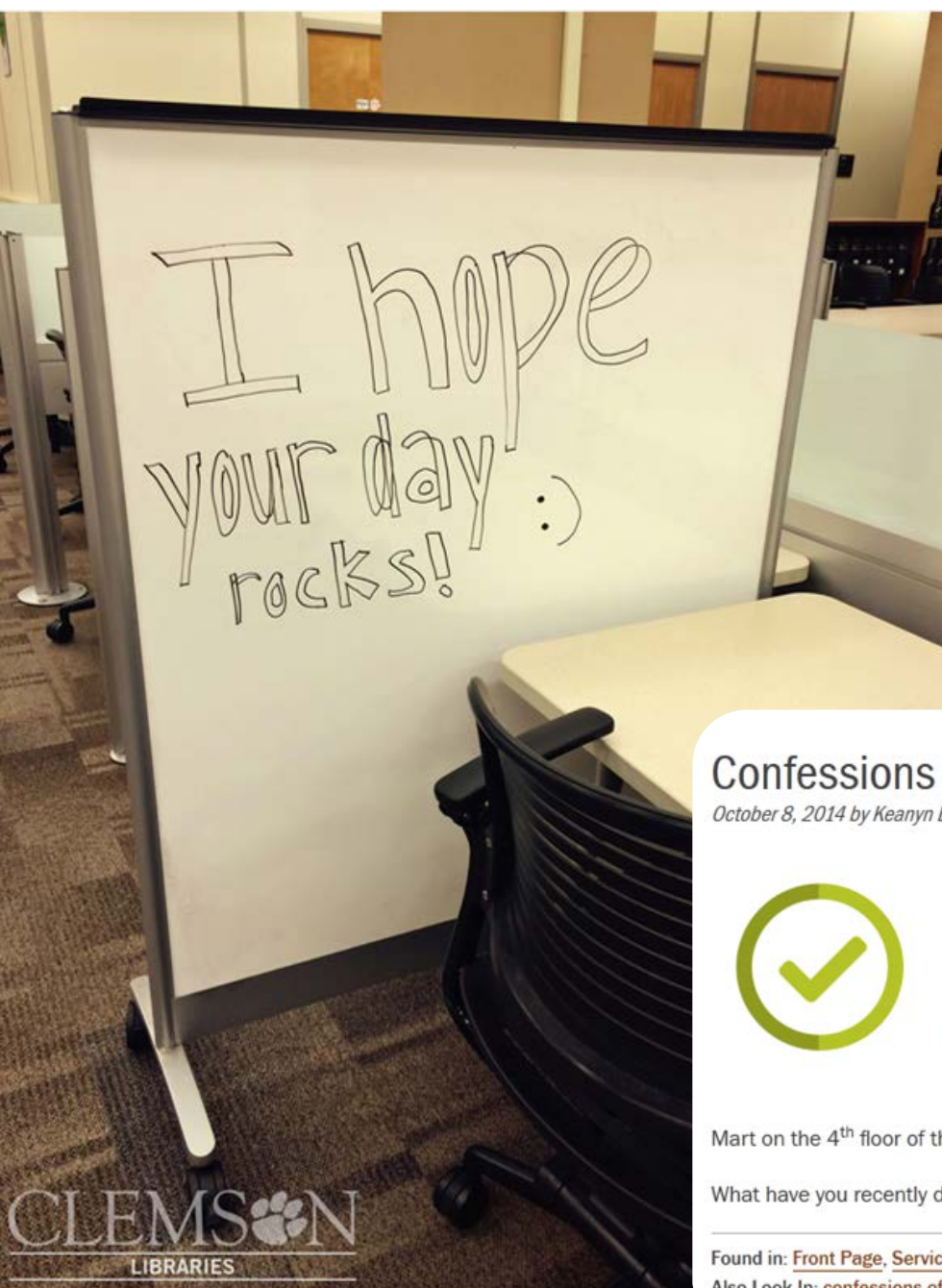
Favorite coffee drink:
Red Eye/ Shot in the Dark

FEATURED WORKS

- Rapaport, L.G. & Brenskelle, L. in prep. Caretaker contributions to foraging behavior in wild golden lion tamarins in the União Reserve, RJ, Brazil.
- Rapaport, L.G. & Slack, A. in prep. Ontogeny of foraging behavior in young golden lion tamarins: social influences.
- Rapaport, L.G., Kloc, B., Warneke, M., Mickelberg, J. & Ballou, J. 2013. Do mothers prefer helpers? Birth sex-ratio adjustment in captive callitrichines. *Animal Behaviour*, 85, 1295-1303. doi:10.1016/j.anbehav.2013.03.018

Blog

library.clemson.edu/depts/news



I hope
your day
rocks! :)

Confessions of a Serial Study-ier – FYI!

October 8, 2014 by Keanyn Brannon-Small @ 11:45 am

Share:   



Every time that I am in the library, I find out something different that BLOWS MY MIND, but there is one that sticks out to me and I'm positive that it will come in handy to some of you too. Not only does the library have vending machines with scantrons in them, but they are also sold at the Circulation Desk on the 4th floor.

This is PERFECT for people who don't always have cash or change on them and/or don't have money on their TigerStripe. You can go to the front desk, request a scantron and the charge will be added onto your library account. Scantrons are ALSO sold at the POD

Mart on the 4th floor of the library. What do you guys think? Isn't this a lifesaver?

What have you recently discovered in or about Cooper? [Tweet](#), [Facebook](#) or [Instagram](#) us your discovery.

Found in: [Front Page](#), [Services](#)

Also Look In: [confessions of a serial study-ier](#), [scantrons](#), [your library account](#)

[Leave a comment](#)

CLEMSON
LIBRARIES

So what DO you do?

- Modularize
 - Tutorials
- Realize what to let go of and what to start doing
 - Drop in sessions aren't working, so we need to revisit
 - Social media is working well...build it up

So what DO you do?

- Learn about campus culture to find best ways to market/provide services for YOUR population
- Define (& redefine) instruction
- Never give up!

Questions?

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