



Making an impact

Marketing your Library within and outside the
Institution

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Where have libraries been?

- Heart of the university
- Specialists
- New functions:
 - Automation
 - Fundraising

Why marketing?

- Result of competition for customers and resources
- Maintaining relevance
- Promoting an updated image; visibility
- Community resource
- Survival
- Library image

Stereotype of libraries/librarians

- Lower on the totem pole
- Lack of academic equivalence with 'peers'
- Follow the money
- Who are the academic leaders and what do they want?

On the positive side...

- Every university must have at least one library
- Libraries are often the source of much of the information technology resources in an institution
- The perception is that libraries are sacrosanct (for some people)
- Using libraries to attract faculty
- Using accreditation as a tool

The role of information technology

- We were the first!
- We know how to find and use information best
- The library is critically important to the institution's information technology – but only the librarians know that

Fundamental problems for libraries

- Lack of a built-in constituency
- Everyone's 'second priority'
- Perception that books and printed matter are no longer needed
- University administrators' link with other discipline

Issues libraries have to deal with

- Depending on organization, can be seen as peripheral
- Even when ‘the heart of the university’, often not considered top priority
- Often buried within the organization
- Usually underfunded

Strategies to address these problems

- Bring the needs of the library to the attention of top decision makers
- Campaign to place the library within the top strata of the organization
- Gain the active support of library users
- Develop strategic and tactical plans
- Teach library staff to be marketers – constantly
- Don't whine

Tools

- Become indispensable to the organization
- Library's web site
- Institutional web site
- A voice and a place at the decisionmakers' table
- Analysis and assessment of the library's needs and their implication for the organization

Working with top level administration

- Show that you're on their side, but that the library needs their support in return
- As appropriate, incorporate the organization's IT structure within the library's bailiwick
- Don't whine

Gaining active support of library users

- Communicate – all the time – with faculty/scientists/other users
- Ensure that students are aware of library needs
- Talk with alumni and parents about the library and its needs
- Building a friends'/supporters' group

Using that support

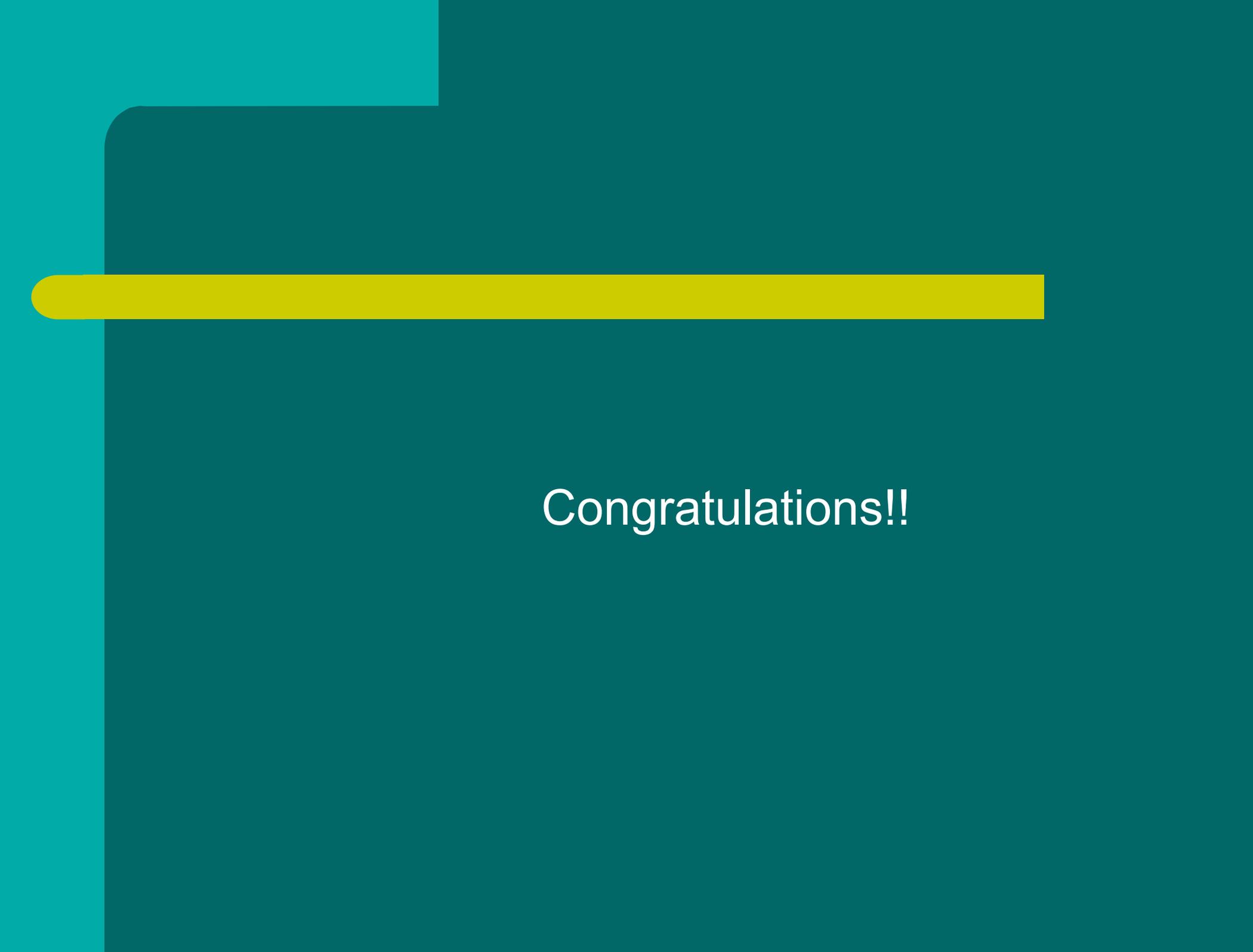
- Ensure that the library's faculty committee is aware of issues and problems
- Ask the faculty committee to communicate with their peers
- Provide the committee with information for conversations with administrators, but make sure they don't whine!
- Provide good information for articles in student newspapers

Involve the staff

- Form a marketing team
- Ask staff to visit with faculty, students, alumni, parents, etc.
- Develop a short- and long-range marketing and PR plan for the library

Assess the results of your efforts

- Are you at the decisionmakers' table?
- Do you have the ear of the top decisionmaker?
- Is the library prominent on the institutional web site?
- Is the library's web site well designed and attractive to users and non-users?
- Is the library playing a more effective role within the organization?

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Congratulations!!