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
• Benefits
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 much 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 (3)

- Services Desk Supervisor
  - Student Assistants (10)

- 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 members 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.
HOME PAGE ADS

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

QUESTIONS? ASK A SHELVING
Can't find a book?

ASK A SHELVING on the Willis Library Third Floor for help!
BOOK DISPLAY POSTERS

Read a movie, Watch a book

PUTTING THE BOO BACK IN BOOKS

UNT LIBRARIES ~celebrate~ BIKE MONTH
BOOK DISPLAY WEBSITE ADS

- Go Green this April
  Checkout a Book from our Earth Sound Collection at Willis Library 1st Floor
  New Books Area.

- VOYAGE TO THE READ PLANET!
  Check out our Science Fiction, Fantasy, and Science Fiction Books

- WE READ GREEN
  Books by UNT, for UNT

- Monthly Books Display
- First Floor of Willis Library
- eBooks Available Online
Voyage to the READ Planet with our Sci-Fi, Fantasy and Science Future Books

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

- "I have never listened to anyone who criticized my taste in space travel, it's always so passive. When this occurs, I pull up my subscription and leave the room." — Ray Bradbury
- "We doctors say that there is no such thing as a truly healthy man or a truly healthy woman; we are therefore justified in relying upon ourselves." — Douglas Adams
- "Polar is an orbit designed for space travel. He is not designed to remain in its present geocentric state any more than a bear is designed to remain a bear." — William S. Burroughs
- "Sometimes lies were more dependable than the truth." — Ewan Scott Card

Out of this world June events

- UPC Film Series: "The Lego Movie"
- Lemonade on the Golf Course Lemonade on the Library Mall
- Comics: Books in Action
- Robo Camp for Kids
- Grandparent's University

Monthly eBooks

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
IN THE STACKS
BOOKMARKS

• Book Renewals

• Study Room Reservations

• Course Reserves
MARKETING FOR OUTREACH
INTERNAL MARKETING

In this Issue

- The Annual Archives Banner
- UNT Speaks Out on Vegetarianism
- Sign up for White Elephant Library Instruction Workshops
- UNT Employee Charitable Campaign: Do Your Part Now!
- Access Services News
- 3.5 Million Page Calculation
- Fall Faculty Day
- More Questions? Concerns? Feedback?
- Student Assistant Supervision: Forums
- University Press Work: Collaboration in Scholarly Publishing
- Upcoming Data Management Plan Workshops
- New Staff Orientation
- How to Add a Printer
- LIB-1000 Staff Laptop & Hardware Checkout
- Faculty Reminders
BEGINNING OF THE SEMESTER MARKETING

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

YOU ASKED AND WE LISTENED!

BEGINNING SUMMER 2014
- Master’s students will receive a semester-long checkout period
- Reserves, laptops, media items, and music CDs are excluded
- Regular circulating items are subject to recall
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 $50 of library fines. Does not apply towards replacement charges; cans cannot be expired, broken, dented, or less than size minimum of 22 oz.

**FOOD FOR FINES**

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

20 ITEMS MAXIMUM. 1 CAN = $1

November 10 - November 21
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

• Have new eyes review your products
BENEFITS

• **Staff motivated to give feedback**
• **Staff expanded skill sets**
  • Adobe Photoshop
  • Publisher
  • InDesign
  • Illustrator
  • Book display layouts
• **Met goal of increasing awareness of our services and collections**
  • Usage statistics for services marketed increased
  • We won an ALA LLAMA Marketing Award for our book display ads
USAGE STATS

• Online Holds August 2013 – current: 32,800
• Reserve checkouts increased by 11%
• Increased Faculty Delivery: 32%
• Fines collections increased by 12%
• ILL Borrowing requests increased 21%
• Circ stats for Book Displays increased 24%
• Food for Fines: over 5,000 cans collected
• Service desk visits: approximately 1,900 patrons per week
QUESTIONS?

Mary Ann Venner
Head of Access Services
University of North Texas Libraries
maryann.venner@unt.edu