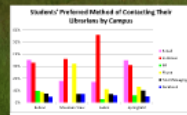


Bringing the University Libraries to
Our Users One Step at a Time

2014 Faculty/Staff Workshop

Survey Results: Communication Continued



2013 Student Library Survey
Results

- Dulles - 116
- Mountain View - 17
- Sakers - 60
- Springhead - 204

Bringing the University Libraries to Our Users One Step at a Time

2014 Faculty/Staff Workshop

Marketing Defined

Marketing: "The process or technique of promoting, selling, and distributing a product or service" (Marketing, 2014).





Brand Defined

Brand: "A brand is the totality of perceptions - everything you hear, read, know, feel, think, etc. - about a product, service or business...a distinctive position in customer's [sic] minds based on past experiences, associations and future expectations" (Kotler & Pfoertsch, 2006, p. 5).

Some Background

- Bolivar Campus Stirrings
- Marketing Committee Formation



Discovering What Library Users/Non-Users Want and Need

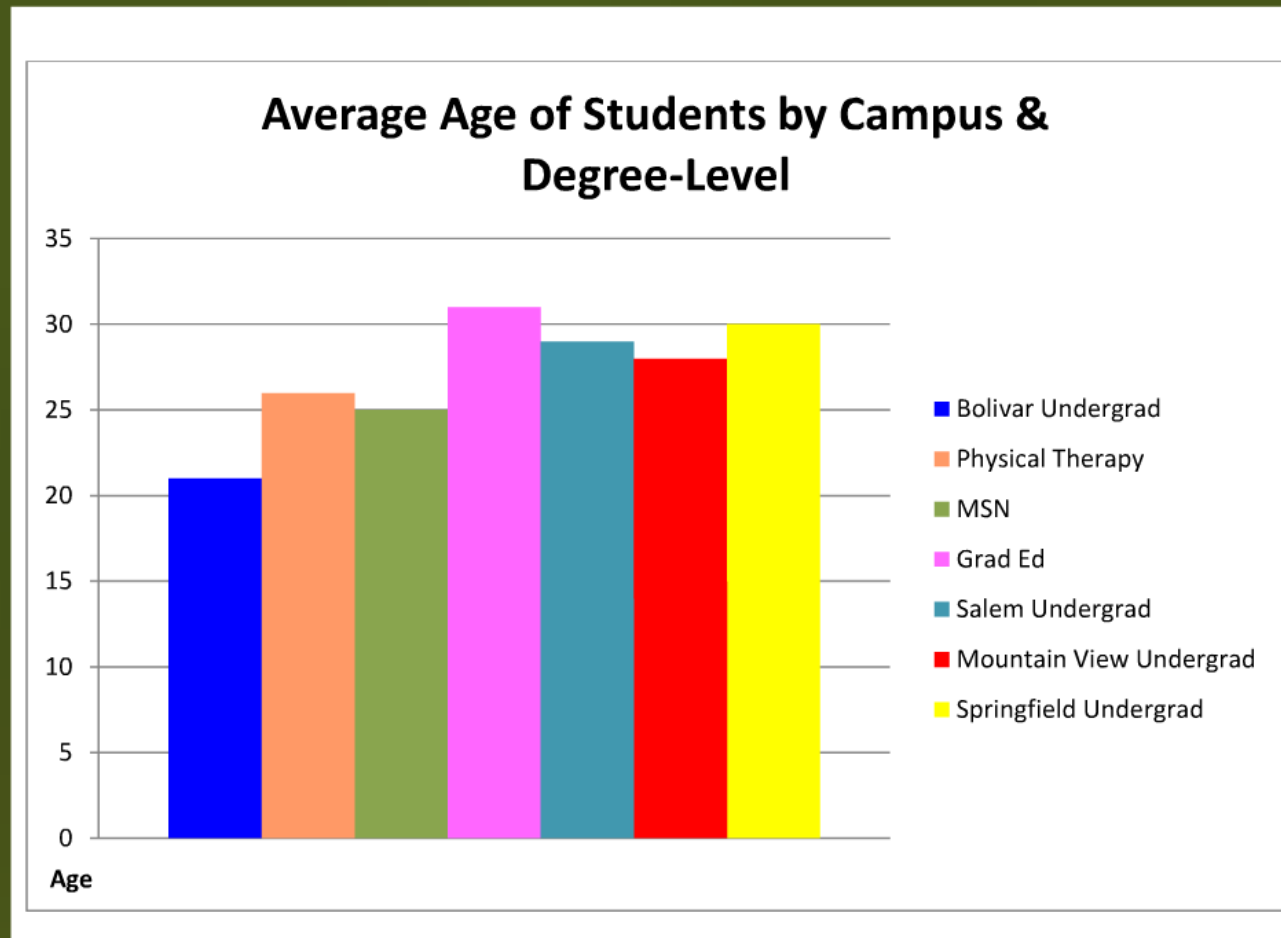
- Focus Groups
- Website Usability Testing
- Surveys



2013 Student Library Survey Results

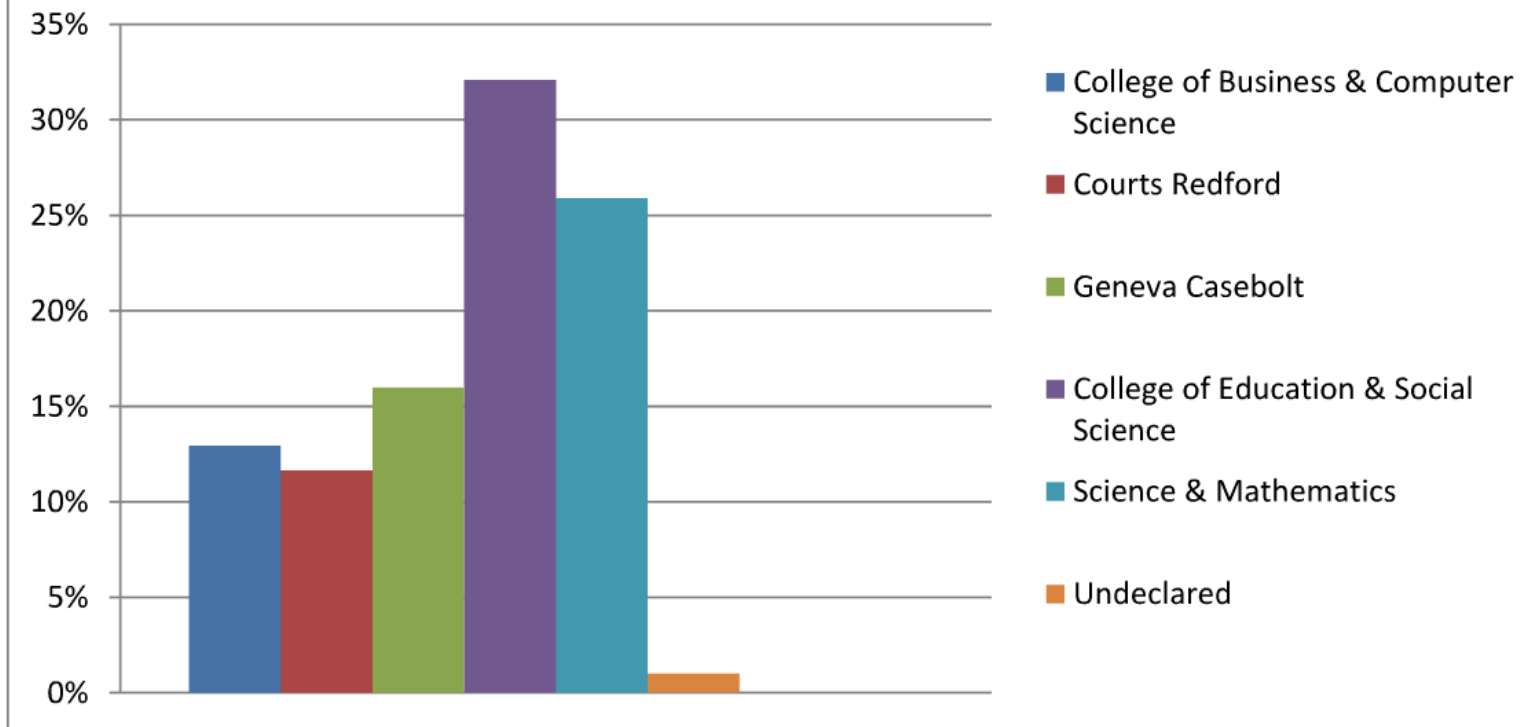
- Bolivar - 516
- Mountain View - 17
- Salem - 46
- Springfield - 204

Demographics

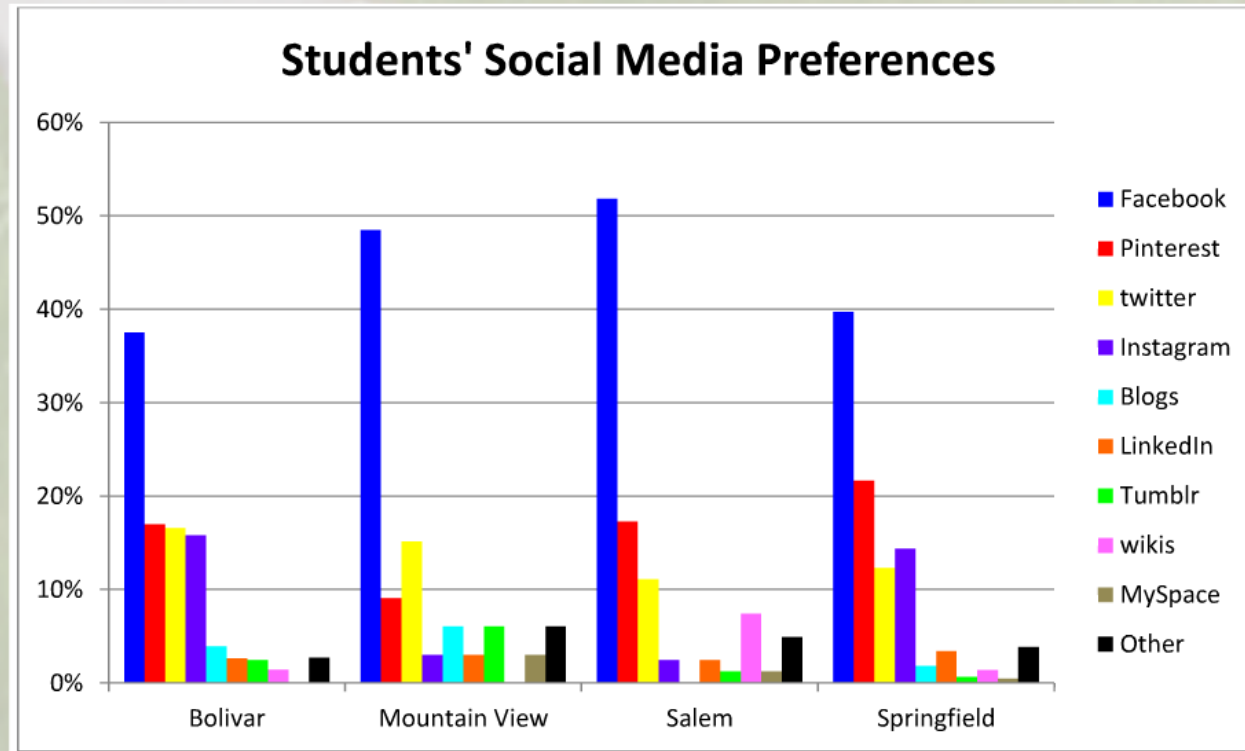


Demographics Continued...

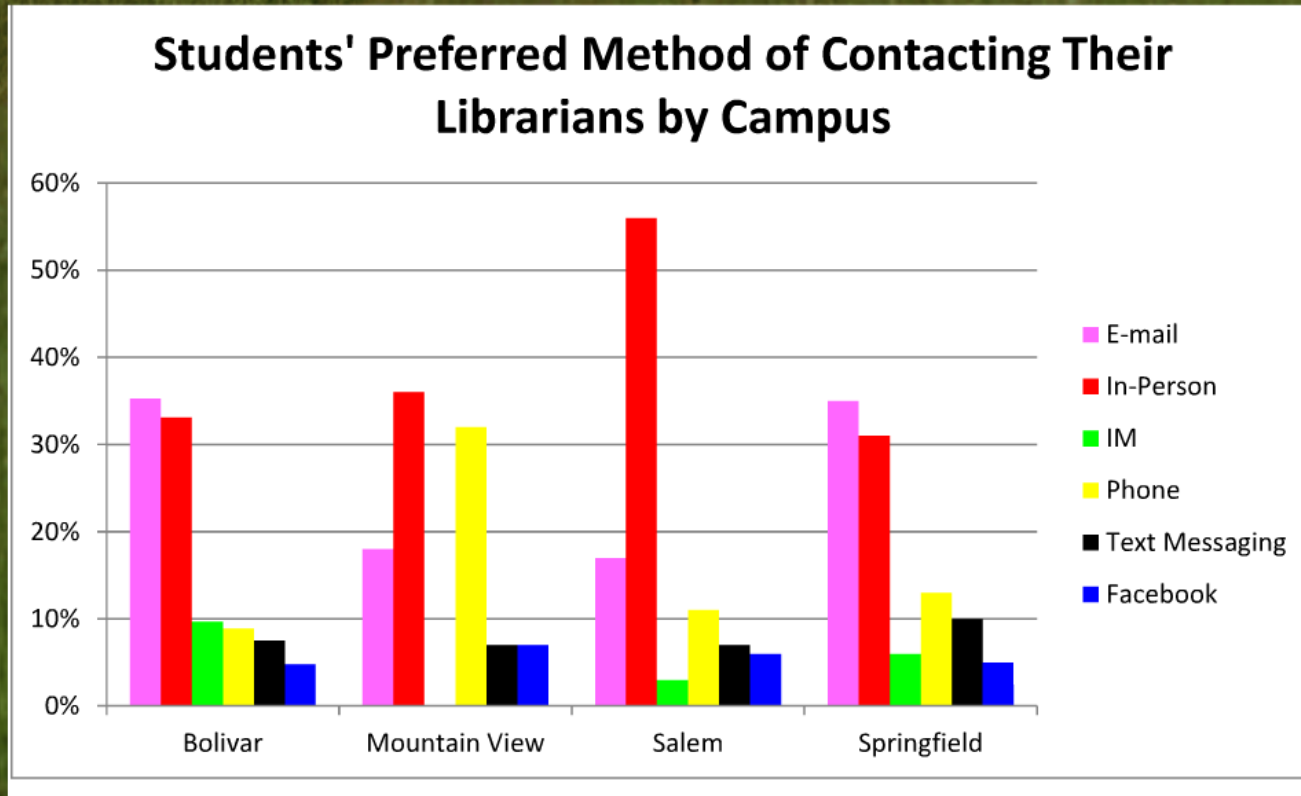
Students Self-Identify With Multiple Colleges by Major Affiliation (Bolivar)



Survey Results - Communication



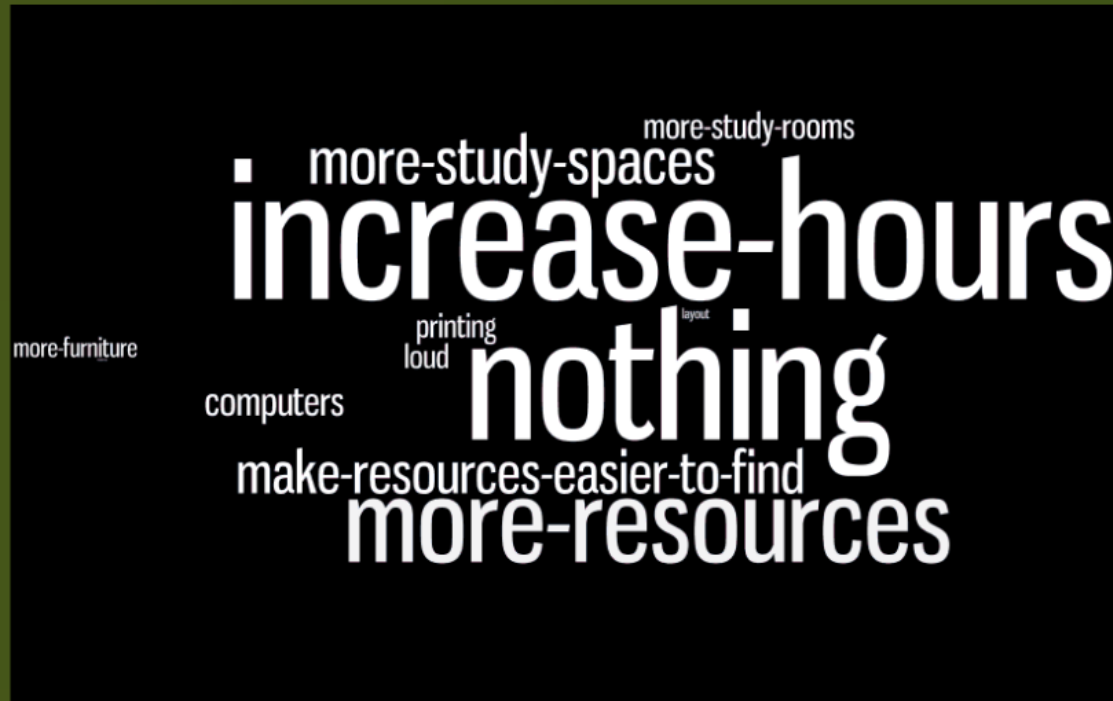
Survey Results: Communication Continued



What do You Appreciate About Your Campus Library?



What Would You Change About Your Campus Library?



The University Libraries' 2014-2015 Goals

Goal 8: The University Libraries delivers a user-friendly, welcoming library experience by providing convenient, reliable, and proactive services in a positive learning environment.

Objective 5: Development phases of the University Libraries Marketing Master Plan for all campuses.

Library Marketing Plan 2014-2015

Target Special Demographics

- Focus on the demographics we already serve best, but look for opportunities to reach people outside of that population.

Ex: Athletes Grad Ed, Physical Therapy, Distance-Learners, Commuters, Etc.

Offer More Diverse Study Spaces/Comfy Furniture

- Long-Term Plan-Secure Funding for Furniture
- Look for Additional Ways to Create Study Spaces with Present Resources



Make Resources Easier to Find

- Better Signage & Library Maps
- Website Layout - Annual Usability Testing
- Bulletin Boards & Preferred Communication Mediums
- Other Ways?

Marketing Master Plan

- All Campuses

- Campus-Specific Discussions



References

Kotler, P., & Pfoertsch, W. (2006). *B2B brand management*. Berlin, Germany: Springer.

Marketing. (2014). In Merriam Webster Dictionary online. Retrieved from <http://www.merriam-webster.com/dictionary/marketing>