

**UNIVERSITY LIBRARIES
MARKETING PLAN 2005 - 2006**

BOWLING GREEN STATE UNIVERSITY

Approved UL Council: January 17, 2006

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UNIVERSITY LIBRARIES VISION

Preserve the past, honor the present, envision the future.

UNIVERSITY LIBRARIES MISSION

University Libraries (UL) promotes Bowling Green State University's (BGSU) mission to develop engaged citizens who are culturally literate, globally aware, and technologically sophisticated. To advance scholarship and critical thinking, UL engages scholars and the diverse, multicultural communities of northwest Ohio, as well as collaborates with institutions worldwide. As a user-centered institution committed to providing equitable access and services, UL builds, organizes, and maintains focused collections for the academic and research interests of BGSU students, faculty, and staff while teaching users to identify, locate, assess, and use appropriately a full range of information resources to create new knowledge.

PURPOSE OF THE UNIVERSITY LIBRARIES MARKETING PLAN

The purpose of the UL Marketing Plan is to provide UL employees with a manageable plan containing useful strategies for marketing the library's resources, programs, and services, as well as mechanisms for assessing the success of our marketing efforts. Marketing strategies are based on user needs identified and communicated by UL departments and committees and collected by the Marketing Subcommittee.

RELATIONSHIP OF THE UL MARKETING PLAN WITH THE UL STRATEGIC PLAN

The strategic direction "Reaching Out Reaching Up: Communication" of the *UL Strategic Plan 2003 – 2005* lists as its first objective the need to "develop a marketing and communication plan to effectively promote the UL's services, staff expertise, and collections..." The overarching goal statement for this strategic direction is to "Coordinate, enhance, and emphasize marketing and communication activities on behalf of the UL in order to improve the effectiveness of our dialog with the BGSU administration, other members of the learning community, and the general public. This will help ensure that the UL are an integral part of the flexible, competitive infrastructure necessary to support BGSU's commitment to being a premier learning community." All aspects of this goal and additional objectives listed under the goal are incorporated in the UL Marketing Plan.

This document is part of the overall UL planning process, and will provide steps to inform our community of users about library resources, programs, and services and how to use them.

MARKETING PHILOSOPHY STATEMENT

Every interaction is a marketing opportunity—finding out what users need and think as well as promoting the library's resources, programs, and services. Therefore, all UL employees are responsible for understanding the importance of and their roles in marketing and communicating what UL contributes to campus and society.

TARGET AUDIENCES

The specific groups of people we need to communicate with in order to achieve the goals and objectives of the Marketing Plan include undergraduate students, graduate students, non-traditional students, international students, first-year students, students living in residence halls and off campus, potential students, BGSU faculty and staff, BGSU administrators, BGSU alumni, BG community members, the broader general public, constituents of other institutions, and governmental officers and legislators.

Internal audiences include UL employees, student employees, Friends of University Libraries, and the University Libraries Advocates Board.

COST STATEMENT

In order to achieve the marketing goals and objectives of the UL Marketing Plan, a separate budget line with an annual budget of \$10,000 and a process for requesting funds from the Marketing and Communications Budget through the Director of Administrative Programs and Services have been established.

HOW TO USE THIS PLAN

The UL Marketing Plan was developed as a guideline for implementing four marketing goals and their related objectives. A table listing action steps, audience, strategy, timeline, cost, assignment, and assessment follows each set of goals and objectives. UL employees can easily refer to each table to identify their role, whether as audience or as part of a strategy or assignment. Individuals who are assigned specific action steps will document cost and assessment information and forward the information to the Director of Administrative Programs and Services for annual reporting. The appendices contain a glossary of terms and definitions related to marketing and inventories of existing programs and communication channels related to Goals #3 and #4.

The UL Marketing Plan is a living document that will be provided to new employees during orientation, discussed during UL meetings, including All Staff and department meetings, and reviewed annually for updating by the Marketing Subcommittee and/or members in attendance at the UL Retreat.

GOAL #1

Identify and implement opportunities and outlets to inform users about UL resources and services.

Objectives:

- Increase UL awareness of user needs.
- Increase awareness of the UL's identity, including UL Web presence.
- Increase attendance at UL special programs and events.
- Increase awareness and use of UL collections, resources, services.

Action Step	Audience	Strategy	Timeline	Cost	Assigned to	Assessment
Coordinate efforts to identify and analyze user needs.	UL	Request Information from UL departments and Assessment Committee	Ongoing or as surveys, focus groups, etc. are conducted.		Marketing Subcommittee	
Inventory current Outlets.	UL	Review marketing files. Survey UL departments and units.	Annually		Director, AP&S	
Work with UL Web Committee to ensure marketing presence or identity on all UL Web pages.	All library users	Attend Web Committee meeting(s) to propose ideas and collaborate in redesign of UL Web pages.	As appropriate during Web redesign.		Marketing Subcommittee	
Determine which marketing venues our users value.	Undergraduate students, Graduate students, Non-traditional students, BGSU faculty and staff	Hold focus sessions with various constituent groups. Provide Incentive give-away items (e.g., copy cards).	End of Spring semester Every other year		Marketing Subcommittee Development Committee	
Use venues for reaching student population.	Students in residence halls and off campus	UL employees contribute information pieces to liaison in Admin. Office. Admin. Office Funnels information to liaison in Ofc. Marketing & Communications for release (e.g., Channel 99, BG News, etc.)	Week before final exams, RPC sessions, etc.		UL units through Director, AP&S	

GOAL #1 continued

Action Step	Audience	Strategy	Timeline	Cost	Assigned to	Assessment
Use venues for reaching BGSU employees.	BGSU faculty and staff	<p>UL employees contribute information pieces to liaison in Admin. Office.</p> <p>Admin. Office funnels information to liaison in Ofc. Marketing & Communications for release in employee lists, BGSU events and announcements, <i>Monitor</i>, etc.</p> <p>Participate in New Faculty Orientation Program.</p> <p>Insert a "Library Corner" in other college newsletters.</p>	<p>Weekly</p> <p>Ongoing</p> <p>August</p>		UL units through Director, AP&S	
Use venues for reaching external community.	BG community members	<p>UL employees contribute information pieces to liaison in Admin. Office.</p> <p>Admin. Office funnels information to liaison in Ofc. Marketing & Communications for release in <i>Sentinel Tribune</i>, <i>Blade</i>, <i>BG Magazine</i>, etc.</p> <p>Use OhioLINK Marketing Task Force liaison.</p>	<p>Weekly</p> <p>Ongoing</p>		UL units through Director, AP&S	

GOAL #2

Develop strategies to involve UL employees in marketing efforts.

Objectives:

- Heighten appreciation and support for developing UL relationships with others.
- Encourage a shared responsibility for promoting UL to users and potential users.
- Enhance commitment of all UL employees to providing and promoting excellent service.

Action Step	Audience	Strategy	Timeline	Cost	Assigned to	Assessment
Propose that thinking of new marketing ideas be agenda items in unit and department meetings.	ACB, Access Svcs., Admin. Office, CATS, LITS, LTL	Develop a contest. Provide regular education sessions at All Staff meetings. Circulate Marketing Plan and report. Communicate via Dean's Office Notes. Develop a marketing ideas submission form.	Review marketing efforts annually. Annually at Retreat Regularly		Marketing Subcommittee	
Ask each employee group to brainstorm ideas.	UL classified staff, administrative staff, and faculty	Agenda item for UL CSC, ULAST, Library Faculty meetings	Early Spring semester for Fall launch		Chairs of employee groups	
Involve UL student employees.	UL student employees	Training, new student orientation, and throughout employment.	Throughout employment		Supervisors of UL student employees	

GOAL #3

Assess existing programs and partnerships and develop new strategies to increase and enhance UL outreach to campus constituents and community members/organizations.

Objectives:

- Enhance collaboration with the campus community.
- Enhance engagement with the external community.
- Increase awareness of the importance of UL as an information and cultural commons—the Academic Center.
- Increase awareness among the external community that UL provides access to information for all community members necessary for an enriched and informed citizenry.

Action Step	Audience	Strategy	Timeline	Cost	Assigned to	Assessment
Inventory existing programs and partnerships.	See table in Appendix B.	See table in Appendix B.	Annually		Marketing Subcommittee	
Identify new strategies to increase and enhance UL outreach.	All constituent groups	Actively seek partnership or outreach opportunities through grant offerings, community speaking venues, committee appointments and intercollegiate collaboration.	Ongoing		UL employees UL Advocates Board Friends Board	

GOAL #4

Garner the support of University administrators and legislators to advance the University Libraries' mission as central to the University's mission.

Objectives:

- Increase awareness of University administrators regarding the University Libraries' value in teaching information literacy and providing resources and services that create knowledge.
- Increase advocacy by University administrators for library funding and inclusion as a priority in capital and fundraising projects.

Action Step	Audience	Strategy	Timeline	Cost	Assigned to	Assessment
Inventory existing communication with University administrators.	See table in Appendix C.	See table in Appendix C.	Annually		Marketing Subcommittee	
Pursue legislative advocacy.	BGSU administrators and governmental officers	Via the @ Your Library® Campaign, EVP, VP University Relations, Governmental Affairs, GSS, USG	Ongoing		Dean UL administrators	
Pursue OhioLINK advocacy.	BGSU administrators Administrators of other institutions	Dean to Deans' Council, EVP Cabinet, Chairs & Library Representatives Bibliographers/ Liaisons to Academic areas OhioLINK committee members to committees	Ongoing		Dean Director AP&S Liaison with OhioLINK Marketing Task Force	
Forward all media coverage.	BGSU administrators	Press releases, articles, radio and TV interviews, etc.	Ongoing		Admin. Office	

APPENDIX A: Glossary

Advertising-	the promotion of goods and services using printed or broadcast material.*
Communication-	the vehicle or mechanisms for conveying the marketing message.
Marketing-	the management function responsible for this activity, including analyzing the needs of customers, designing products and processes to meet those needs, and communicating the availability of these to the customer.*
Outreach-	activities by an educational or training institution to increase the geographical range of its activities.*
Promotion-	in marketing, one of the four elements of the marketing mix, the provision of information to consumers about available goods and services, along with incentives or motivations to buy [use], through advertising or other forms of communication.*
Public relations-	means whereby companies [libraries] seek to influence and shape the view held of them by the general public; used in marketing but more commonly employed to create a general favorable impression of the company [institution].*
Publicity-	attracting or creating favorable public attention.*

* Witzel, M. (Ed.). (1999). *The IEBM Dictionary of Business and Management*. London: International Thomson Business Press.

**APPENDIX B: Inventory of Existing Programs and Partnerships:
Campus Constituents and Community Members (GOAL #3)**

Existing Programs	Audience	Strategy	Timeline	Assigned to
Orientation and Registration	Incoming first year students	Staff table display and update information kiosk in library	July	LTL
New Faculty Orientation	New BGSU faculty	Work with CTLT	August	Access Services LTL
GradSTEP	New BGSU graduate students and GAs	Instruction sessions in Jerome Library	August	UL departments
International student welcome	International students	Reception on Jerome Library deck	August	Admin. Office
Preview Days	Potential students and parents	Staff display tables	Fall and Spring	LTL
Technology Fair	Potential and existing students	Staff display tables	October	Admin. Office
CSCS Conference	Students and community members	Plan and host conference	October	CRC
Homecoming	BGSU community and general public	Tent	October	UL Homecoming Task Force
BG Holiday Parade	BG community	Jerome Rollers march in parade	October/ November	UL employees
Friends Authors & Artists Reception	BGSU community	Recognize BGSU authors and artists at reception	November	Friends Board
BG Book Gala	BGSU community and general public	Sale held in CRC and Education building	November	Employees of CRC and MGW Reading Center
MLSRA & BPCL Record and Book Sale	BGSU community and general public	Sale is held in the Pallister Conference room	November/ December	MLSRA BPCL
Presidents Day	Potential students	Assist with campus effort Host UL open house	February	UL employees LTL
Chamber of Commerce After Hours	BG Chamber of Commerce, BGSU administrators, UL employees	Focus on UL collections	March (Spring Break)	Friends Board
CEE Summer Programs Fair	Potential summer students	Staff display table	January	LTL and other UL departments

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National Library Week	All target audiences	Promote UL employees in BG Sentinel Tribune, balloons, give-away items to users	April	Admin. Office
Local History Conference	BGSU and surrounding region	Plan and host conference	April	CAC
Host Writing Consultations in Jerome Library	All constituent groups	Work with Director of Writing Lab	Prior to fall/spring in preparation for peak research/writing times of semester	LTL
Display cases	BGSU community and general public	Mount displays of materials	Ongoing	UL Display Coordinator and UL departments
Common Reading Experience	All incoming first-year students	By committee and in collaboration with BGeX	Ongoing	FYE Librarian
READ poster campaign	All users and employees	Local celebrities are identified and invited to pose for posters	Ongoing	Admin. Office
UL Student Employee Scholarship	UL student employees	Lottery drawing to award scholarships	Ongoing	UL CSC
Partnerships for Community Action (PCA) grant	UL and local external organizations	UL employees should seek opportunities for community partnership grants	Ongoing	UL employees
Voter Registration Drive	BGSU community	Offer registration at Circ. Desk	Ongoing	UL employees

APPENDIX C: Inventory of Existing Communication Channels: University Administrators (GOAL #4)

Existing Communication	Audience	Strategy	Timeline/Cost	Assigned to
<i>Newslinks</i> UL online newsletter	BGSU faculty and administrators	Highlight UL programs, resources, and services	Fall and spring semesters	Director AP&S compiles and edits Web Coordinator formats and distributes
@ <i>Your Library</i> ® UL information bulletin	All BGSU employees, including administrators	Highlight new services and resources and changes in services	Early fall semester	Director AP&S
Invitations to special events and programs	BGSU administrators	Invite as program participant or to guest.	See Event Calendar	Admin. Office
Deans Council, EVP Cabinet, BOT meetings	BGSU administrators	Advocate for UL programs, resources, and services, announce accomplishments	Monthly or as each group meets	Dean