

Communications Audit
Implementation Chart

Supervising Cabinet member	staff/faculty member(s) to act	Action	\$ needed? Staff needed?	Priority (1=high, 3 =low)	Reference
All	??	Use President McCormick's focus on undergraduate educ. at Rutgers to engage students	??		Page 12
All	??	Explore ways for listening & responding to faculty concerns; <i>perhaps the University Librarian could host monthly or weekly coffees w/faculty members</i>	Cost of monthly/weekly coffees		Page 14
Gary, Lynn, Francoise	Access Services staff	Recruit a corps of students to roam the floors and identify those in need of help	None		Page 12
Gary, Lynn, Francoise	Access services staff	Regularly update bulletin boards and use professional quality displays; adopt a more coordinated & consistent approach to displaying service brochures & other materials	??		Page 27
Jeanne	Communications coordinator	Promote the availability of user-friendly online tutorials and "two or more" workshops	Marketing budget needed, estimate of \$1000 for moderate impact		Page 12
Jeanne	Communications coordinator	Establish & promote a biweekly or monthly e-newsletter, w/voluntary subscriptions, for special announcements & reminders	None		Page 14
Jeanne	Communications coordinator	Appoint a Marketing & Communications Team	\$ Training Costs? \$ Team budget?		Page 16
Jeanne	Communications coordinator	Strengthen the Libraries visual identity	Graphic designer fee - estimated to run between \$2,000 - \$4,000		Page 17
Jeanne	Communications coordinator	Hire a P/T or F/T assistant to the communications coordinator, to help with research, writing, and personal contacts.	Estimate = \$6000/year		Page 21

Communications Audit
Implementation Chart

Supervising Cabinet member	staff/faculty member(s) to act	Action	\$ needed? Staff needed?	Priority (1=high, 3 =low)	Reference
Jeanne	Communications coordinator	Explore possibilities for more service oriented coverage in student newspapers (such as a feature on databases, why & how to use them, their costs, etc.	None		Page 21
Jeanne	Communications coordinator	Adopt a theme for each year's annual report, to put the Libraries work in context	None		Page 22
Jeanne	Communications coordinator	Invest in stronger photos and a more dynamic design, to add to the annual report's visual appeal & readability. Use more boldface type/subheads to break up 'gray' space.	None		Page 22
Jeanne	Communications coordinator	Rather than "subject" heads, use verbs to create a more dynamic tone in the annual report	None (<i>Note: this recommendation has already been implemented</i>)		Page 22
Jeanne	Communications coordinator	For greater readability, use simple active sentences & focus copy on benefits provided (in the annual report)	None		Page 22
Jeanne	Communications coordinator	Use testimonials from students, faculty, and/or library personnel to help bring the Libraries story to life (in the annual report)	None		Page 22
Jeanne	Communications coordinator	Streamline the annual report even more. Publish a glossy brochure that focuses on key contributions, for broad distribution.	Graphic design and printing costs		Page 22
Jeanne	Communications coordinator	Consider a magazine style format, w/a special focus & feature article on some aspect of the Libraries work (for the annual report)	Increased printing costs?		Page 22
Jeanne	Communications coordinator	Print the year's highlights on notepads or post-it notes and use them as giveaways	Printing costs, estimated at \$1,500 per item		Page 23

Communications Audit
Implementation Chart

Supervising Cabinet member	staff/faculty member(s) to act	Action	\$ needed? Staff needed?	Priority (1=high, 3 =low)	Reference
Jeanne	Communications coordinator	For a more contemporary look, capitalize only the first letter of headlines in the <i>Report</i> newsletter	None		Page 23
Jeanne	Communications coordinator	Use active verbs in <i>Report</i> headlines, whenever possible	None		Page 23
Jeanne	Communications coordinator	(In the <i>Report</i> newsletter) Limit stories to two columns & avoid jumps for faster, easier reading	None		Page 23
Jeanne	Communications coordinator	(In the <i>Report</i> newsletter) Consider a less subdued color scheme, perhaps 4-color	Increased printing costs w/4-color		Page 23
Jeanne	Communications coordinator	Use promotional copy on front cover, bigger & more dynamic typefaces, and bolder colors in the public events schedules	Hire a graphic design for full overall?		Page 23
Jeanne	Communications coordinator	Invest in more user-friendly presentation, w/larger type & more white space for readability in all service brochures	???		Page 24
Jeanne	Communications coordinator & libraries liaisons	Promote the availability of customized e-alerts	Depends on the promotion plan		Page 14
Jeanne	Communications coordinator, w/the Marketing & Communications Team	Develop an annual media plan to support the Libraries goals and key message. Include objectives, strategies, & timetables for number and type of stories to be placed.	None		Page 21
Marianne	coordinator(s) TBD	Reinstitute at least one annual all-staff social event	\$\$ for food, entertainment, prizes; coordinators to run		Page 10
Jeanne	Gallery coordinators on each campus and communications coordinator	Promote a sense of student ownership by holding exhibits of student artwork, poetry readings, and other opportunities for involvement.	Public relations, catering, and other costs for each function - estimated \$300-\$400 per event		Page 12

Communications Audit
Implementation Chart

Supervising Cabinet member	staff/faculty member(s) to act	Action	\$ needed? Staff needed?	Priority (1=high, 3 =low)	Reference
Gary, Lynn, Francoise	Librarians on each campus	Schedule demonstrations of the Libraries online resources in dormitories, student centers, and other key locations.	small budget for advertising each demonstration		Page 12
Gary, Lynn, Francoise	Librarians on each campus	Develop a plan for initiating and maintaining contact with new faculty, e.g. a welcome letter, coffee & tour, office visit, email.	Minimal		Page 14
Marianne	Librarians or staff TBD	Groom other staff, besides libraries' directors, to serve as spokespeople in order to increase the # of personal contacts & presentations to univ. administrators	Professional training seminars?		Page 15
Marianne	Librarians? Libraries directors?	Make outreach to new faculty and graduate students - those who work mostly with first year students - a priority	Depends on the form(s) of outreach undertaken		Page 12
Marianne	Libraries Directors	Make refurbishing the Libraries a high priority	Considerable investment needed		Page 18
Bob	Libraries liaisons	Seek to embed Libraries faculty in every department AND set a goal of meeting w/all deans and/or dept. chairs	None		Page 14
Bob	Libraries liaisons	Target specific departments for building relationships and develop a plan to do so	Depends on the nature of the partnership		Page 14
Bob	Libraries liaisons	Set a goal of posting a Libraries subject research guide, and other Libraries resources, on every departmental webpage	None		Page 14

Communications Audit
Implementation Chart

Supervising Cabinet member	staff/faculty member(s) to act	Action	\$ needed? Staff needed?	Priority (1=high, 3 =low)	Reference
Bob	Libraries liaisons	Ratchet up the faculty liaison program on all three campuses, to improve the depth & consistency of personal contact; Set criteria for clear, realistic & measurable action (ex. Number & type of contacts - dept. meetings, office visits, emails, etc.)	To Be Determined		Page 19 & Page 22
Bob	Libraries liaisons	Support the libraries liaisons by providing training to build skills, gain confidence, develop relationships, etc. AND sample letters, calendar for making contacts, networking opportunities, and mentoring	Training workshops (annually? Every few years?) AND networking events		Page 22
Jeanne	Marketing & Communications Team	Provide guidelines for content for RUL_Everyone	None (see PSPM #9)		Page 10
Jeanne	Marketing & Communications Team	Provide a list of all Libraries e-lists and guidelines on how to use all Libraries communications channels most effectively	None		Page 10
Jeanne	Marketing & Communications Team	Involve students in planning outreach efforts	None		Page 12
???	Marketing & Communications Team	Develop a system-wide plan to keep in touch w/students throughout their four+ years of study, e.g. a welcome letter for 1st yr. students w/a schedule of workshops & research tips & the name of a librarian to contact; an RUL Users Manual to distribute during orientation, etc.	Graphic design and printing the RUL Users Manual - estimated cost \$2000-\$2500		Page 12
Jeanne	Marketing & Communications Team	Develop policies and guidelines for internal & external communications, with input from all Libraries personnel	None		Page 16

Communications Audit
Implementation Chart

Supervising Cabinet member	staff/faculty member(s) to act	Action	\$ needed? Staff needed?	Priority (1=high, 3 =low)	Reference
Jeanne	Marketing & Communications Team	Develop, set a budget for, and implement a marketing communications plan	\$ Marketing Budget??		Page 16
Jeanne	Marketing & Communications Team	Create a few basic messages that can be integrated into all PR efforts ("Manage the Message")	None		Page 17
Jeanne	Marketing & Communications Team	Educate staff and provide them with key basic messages for Word of Mouth marketing	None		Page 18
Jeanne	Marketing & Communications Team	Speak with the director of RUCS to add Libraries screen savers in computer labs	None		Page 18
Jeanne	Marketing & Communications Team	Develop a welcome campaign for first year students, new faculty, graduate students, and adjuncts	\$ Marketing Budget??		Page 19
Jeanne	Marketing & Communications Team and Communications coordinator	Hire a staff person with expertise in merchandizing and display to produce professional quality, traveling exhibits for all campuses, as part of a marketing communications plan.	Cost of new F/T staff person		Page 27
All	personnel on all campuses	Encourage "job swapping" between personnel in New Brunswick, Newark, and Camden, to give everyone a broader perspective	personnel on all campuses		Page 10
Jeanne	Public Services and Communications staff	Make sure service brochures are consistently dated, to allow you to see if a particular one is current or not.	None		Page 24
Jeanne	Public Services Council	Consider combining service brochures where it makes sense - ex. "Remote Access" and "Off Campus Support"	Potential cost savings!		Page 24

Communications Audit
Implementation Chart

Supervising Cabinet member	staff/faculty member(s) to act	Action	\$ needed? Staff needed?	Priority (1=high, 3 =low)	Reference
Jeanne	Public Services Council and Communications coordinator	Add cover copy to all service brochures, to cue readers to the contents (ex. For interlibrary loan - "We can get it for you!")	None		Page 24
Jeanne	Public Services Council and the Marketing & Communications Team	Overhaul the Libraries publications; invest in fewer but better designed & more reader friendly publications, incl. the annual report & a new Libraries Users' Manual	Release time for writer of Users' Manual <i>and</i> budget for design & production		Page 19 & Page 24
All	RUL_Everyone writers	Provide a table of contents and summaries of minutes and other long documents	None		Page 10
Marianne with Gary, Lynn, and Francoise	To be determined	Consider centralized sign-making at the system level, w/professional quality standard and specialty signs available on request	graphic design, software, laminating, staff person, etc.		Page 27
Jeanne	Training & Learning Coordinator	Train staff on how to use email most effectively	\$\$ for trainers		Page 10
Jeanne	Training & Learning Coordinator	Provide basic training in marketing communication for all Libraries personnel	\$\$ for trainers		Page 10
Marianne, Jeanne	Training & Learning Coordinator	Be more inclusive by scheduling training workshops, State of the Libraries, and other programs at Dana, Robeson, & other places	Increased use of videoconferencing equipment?		Page 10
Gary, Lynn, Francoise	videoconference coordinators	Make sure at least 3 people on each campus are trained to set up a videoconference properly	three (3) staff per campus		Page 10
Jeanne	Web Advisory Committee and Webmaster	Strive for greater readability on the Libraries website. Whenever possible, break copy into chunks w/bullets and reformat for smaller widths for easier on-screen reading. Use active rather than passive headings.	None		Page 25-26

Communications Audit
Implementation Chart

Supervising Cabinet member	staff/faculty member(s) to act	Action	\$ needed? Staff needed?	Priority (1=high, 3 =low)	Reference
Jeanne	Web Advisory Committee, Instructional Services Committee, Webmaster & Communications coordinator	Make the website more interactive. Consider providing fast, fun, and educational quizzes to test students' info literacy skills. Provide links to topics on Q's they missed.	None		Page 26
Jeanne	Web Advisory Committee, Webmaster & Communications coordinator	Add a stronger sense of timeliness to the website. Feature resource lists tied to topics of current interest (ex. With popularity of Donald Trump reality show, offer a list w/links to info on Donald Trump, our Career & employment research guide, etc.	None		Page 26
Jeanne	Web Advisory Committee, Webmaster & Communications coordinator	Add special consumer features to highlight benefits the Libraries offer (ex. "Six Tips to Help You Research Better, Faster" OR "Ask An Expert", w/link to one of the Libraries subject specialists)	None		Page 26
Jeanne	Web Advisory Committee, Webmaster, and Communications Coordinator	Add a feedback link on the website, to collect comments and suggestions; post the comments with signed responses	None		Page 18