Multiyear Marketing Plan
For the Rutgers University Libraries
Spring 2013 – Fall 2015

Overall goals:

- To raise the visibility of the Rutgers University Libraries among undergraduates, graduate students, faculty, staff, alumni, and other audiences as appropriate
- To support the priorities of the Rutgers University Libraries Strategic Plan, 2012-2015.

SUPPORTING GOAL #1

- This supporting goal is intended to support all five priorities of the Libraries’ Strategic Plan.

Suggested actions:
All years – regular consultations with Cabinet members to identify stories for promotion and the appropriate contact person(s) in their units.

Suggested measures:
1) Number of meetings with Cabinet members per semester
2) Preparation of press coverage baseline list and press contacts/connections list
3) Number of interactions with press contacts and/article submissions per semester
4) Press placements per semester, per medium

SUPPORTING GOAL #2
Assess Libraries faculty members’ communications needs and provide publications for their use as appropriate; consult closely with librarians in drafting process.

- This supporting goal is intended to support priority #2 in the Libraries’ Strategic Plan

Suggested actions:
All years – arrange for a Marketing/PR team member to attend meetings of the Library Resource Council, the User Services Council, the Committee on Scholarly Communication, and the Planning and Coordinating Committee to engage in discussions of librarians’ communications needs; discuss feedback at Marketing/PR team meetings and determine priorities; prepare promotional materials as requested.

Suggested measures:
1) Number of meetings with LSC and USC per year
2) Number of new publications and facts/flyers prepared
3) Feedback from librarians on the responses to the new publications.
SUPPORTING GOAL #3
*Become a visible partner in all appropriate Rutgers major events, on all campuses, such as Rutgers Day, Scarlet Knight Days, TA orientations, alumni reunion weekend, international student orientation, new faculty orientation, and prospective student tours.*

- This supporting goal is intended to support priority #4 in the Libraries’ Strategic Plan

**Suggested actions:**
- Identify and prepare giveaway items that are appropriate for the functions to be attended
- Arrange for Libraries representation at select functions as identified and track number of table visitors, types of questions asked, and response to giveaway items.

**Suggested measures:**
1) Successful staffing of target events
2) Number of visitors per event
3) Consumption of giveaways
4) (When possible to collect) list of questions asked most frequently

SUPPORTING GOAL #4
*Continue to assess the validity and salience of the four characteristics of the Libraries brand identity (higher education focus, essential services, enriching knowledge, friendly service)*

- This supporting goal is intended to support priority #3 and priority #5 in the Libraries’ Strategic Plan

**Suggested actions:**
- In meetings with LSC and USC, engage in discussion on feedback or ‘buzz’ the librarians have heard in academic departments that touches on the brand characteristics
- Consult with Natalie B./Ask A Librarian periodically to assess if any AAL inquiries have touched or directly addressed brand attributes
- Consult with AUL for Planning and Research Jeanne Boyle about any prospective surveys or focus groups
- Review open-ended comments received in the Counting Opinions survey
- Initiate a reassessment of the Libraries brand in the 2013-2014 academic year, in light of the facts that 1) our current brand does not reflect recent efforts to seriously upgrade Libraries technology & technical services (such as RUcore, mobile website, LibGuide on Mobile apps, etc) and 2) the cohort of undergraduate students who informed the Libraries branding effort in the 2007-2008 academic year have all graduated and impressions among current students may differ.

**Suggested measures:**
1) Number of discussions with LSC and USC per year
2) Number of discussions with AAL per year
3) Additional surveys or focus groups as appropriate – responses.
4) Identify patterns, positive and negative, regarding brand characteristics. If consistent negative patterns emerge, formulate recommendations to address this development.

This draft is based on comments from the Marketing/PR team at the August 30, 2012 meeting.
Draft text by Harry Glazer, team chair,
September 13, 2012
Revised, based on feedback at the Marketing/PR team’s September 27, 2012 meeting,
October 17, 2012
Approved, with revisions, by Marianne Gaunt
December 18, 2012