

Communications/Marketing Area Report

April 27, 2007

In preparing a vision statement on communications and marketing for the Libraries over the next five years, we are privileged to draw on two valuable sources of analysis and advice - the suggestions offered in the recent Communications Audit, prepared by Library Communication Strategies, and the observations & recommendations of the ad-hoc committee on communications and marketing, which met January 5, 2005. Committee members were: Vibiana Bowman, Ken Branson, Veronica Calderhead, Kayo Denda, Linda Langschied, Fernanda Perrone, and Roger Smith. The Marketing/PR Group revised the original area plan following acceptance of the Libraries Strategic Plan, 2006-2011.

To create a broad awareness of the resources, services, and support available to the university community through the libraries, we envision a communications and marketing strategy built on three pillars.

1. Appointing an active Marketing/PR team

The Marketing/PR team should include Libraries personnel at various levels, from all three campuses. The Marketing/PR team should report directly to a member of the University Librarian's Cabinet, to assure the broadest level of support and visibility for their work. The Marketing/PR team should be charged with the task of developing and implementing a broad, multi-year marketing plan that addresses goals for internal (within the Libraries) and external communications. The Marketing/PR team should receive a sufficient budget to succeed.

2. With guidance from the Marketing/PR team, and other Libraries leaders, focus greater attention and involvement in communications message design, delivery, and exchange.

The Libraries need to create key messages, that can be repeated by personnel at all levels, and develop innovative occasions for interaction between Libraries personnel and members of target audiences, beyond the regular routines. Word of mouth marketing, in a variety of forms, will be an essential tactic in this regard. Towards this end, Libraries liaisons in particular should be provided with greater resources and support in their work. Student workers may also play a vital role in the conveying key messages to other students.

3. Devote resources and attention to the Libraries visual image and identity.

The visual identity of the Libraries, in publications and on the Web, should be unified and strengthened to convey the vibrancy of so much of the Libraries activities. This effort should be closely coordinated with the University's new logotype and branding/identity initiative.

The Marketing/PR Group recommends that the Planning Committee consult with the Libraries Facilities Committee, chaired by Francoise Puniello, regarding the Libraries atmosphere and environment. Both concerns were identified in the initial "Communications/Marketing Vision

Statement" but the Marketing/PR Group agreed that such matters do not fall within our group's purview.