Multiyear Marketing Plan
For the Rutgers University Libraries
Spring 2010 – Fall 2012

Overall goal:
To raise the visibility of the Rutgers University Libraries among undergraduates, graduate students, faculty, staff, alumni, and other audiences as appropriate

Supporting goal #1:

Suggested actions:
All years – regular consultations with Cabinet members to identify stories for promotion and the appropriate contact person(s) in their units.
2010 – (spring) develop a baseline of ‘average’ press coverage for previous years and develop a list of press contacts and connections for each target media source through consultations with Libraries faculty and administrators, communications colleagues, and university relations staff; (fall) begin pitching stories to all media and track receptivity
2011 – (spring) initiate concerted attention to Rutgers internal media and Rutgers magazine; track and assess results for 2010-2011; (fall) initiate concerted attention to external media
2012 – (spring) conduct second round of concerted attention to Rutgers internal media and Rutgers magazine; track and assess results for 2011-2012; (fall) continue pitching stories and begin planning for next multi-year marketing plan

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.

Suggested actions:
All years – arrange for a Marketing/PR team member to attend meetings of the Library Resource Council and the User Services Council, to engage in discussions of librarians’ communications needs; discuss feedback at Marketing/PR team meetings and determine
priorities; prepare up to two new publications and four fact-sheets or flyers per semester based on assessed priorities.

**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, Homecoming, new faculty orientation, and prospective student tours.

**Suggested actions:**
Spring 2010 – develop a comprehensive list of all functions where unit representatives are welcome; identify the Rutgers University Libraries personnel who are most appropriate to attend these functions; identify and prepare giveaway items that are appropriate for the functions to be attended
Fall 2010 – Fall 2012 - - 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) Preparation of list of events and personnel designated (spring 2010)
2) Successful staffing of target events
3) Number of visitors per event
4) Consumption of giveaways
5) (When possible to collect) list of questions asked most frequently

**Supporting goal #4**
*Provide marketing support to Libraries Administration assessment activities, to enable the Libraries to better gauge users’ awareness of and responses to our services and resources.*

**Suggested actions:**
- Meet quarterly with the Associate University Librarian for Planning and Organizational Research to learn about assessment activities planned in the following three months
- Develop web site news stories, press releases, Facebook announcements, and other promotions as appropriate, in consultation with the Associate University Librarian for Planning and Organizational Research

**Suggested measures**
1) Number of meetings per semester with the Associate University Librarian for Planning and Organizational Research
2) Number of web stories posted on assessment initiatives per semester
3) Number of additional marketing initiatives undertaken on behalf of assessment activities each semester
Supporting goal #5:

*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)

**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 Ethnographic Research Project web survey

**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.

Draft based on the discussion of the ad-hoc Libraries multiyear marketing plan development subcommittee
John Brennan, Harry Glazer, Tom Glynn, and Jeff Teichman
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November 24, 2009
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