

# Seattle Central Community College Library Marketing Plan September 29, 2006

**Goal :** To increase the relevance of the library and the service it provides to all members of the campus community, in order to promote positive social interaction and academic excellence.

## I. Objectives

- Maintain existing budget allocation, secure money for minor remodel
- Expand new user engagement and the web site by 25% (hits)
- Increase and deepen student body use of library services by 90% (gate count)
- Double on-line/ telephone reference requests
- Increase and deepen database use by 100%
- Inspire an increase in collaboration with faculty, faculty referrals and faculty who bring students in for workshops
- Inspire an increase in perceived value of library that leads to funding for expansion, willing collaboration and support from other departments, invitations at “the table” for major decisions, and overall visibility as the heart of the campus
- College assessment demonstrates wide-spread and improving information literacy skills among students

## II. Audiences

Students

- ESL, Adult Literacy and International programs
- Transfer programs
- Workforce Education Program
- Student Leadership
- Clubs
- Special Interest Groups

#### Faculty & Administrators

- Full-time faculty
- Part-Time faculty
- Deans and other administrators
- College Staff
- Curriculum Review Committee
- Assessment Matters Team
- Information Literacy Committee
- Program Coordinators
- Faculty Senate
- District level decision makers

## II. Messages

Seattle Central Community College Library is a center for information and learning that supports and promotes academic success

### **So What:**

You can get it all at Seattle Central Community College Library! We connect you to resources including print, electronic, and audio visual materials. We provide expertise. We can help you find the best information quickly. We can help you get what you need, when you need it. We can help you teach your students to be information savvy.

**Now What:** Get it all; we're here to help you succeed!

- Stop by the library, find us online, give us a call, we're here to help you.
- Ask us to help with curriculum development, class preparation, and program development for information literacy
- Learn more about our classes, research support, collections, and faculty development programs.
- Ask us to help with your research.
- Help us help you: Ensure that we have the budget and support we need to better serve you.

### III. Strategies, Tactics and Tools

**OVERARCHING STRATEGY:** Position the library as a destination, making it a vital part of academic and social campus life.

- A. Strategy:** **ASSESSMENT:** Identify and put in place measurement criteria and tracking mechanisms to assess usage and benchmark progress
- Priority:** A
- Lead:** Lynn Kanne (Support: Wai-Fong Lee/Sharon Spence-Wilcox)
- When:** Immediate and on-going / Review at annual retreats
- Budget:** Current operating budget
- Tactics:**

**Immediate:**

1. Assess existing measurement tools for simplification and efficacy
  - a. Gate count, reference requests, database usage, circulation
2. Assess what student and faculty need/want through research focus groups and surveys
  - a. Review current usage
3. Identify measurements for faculty collaborations

**Long term:**

4. Develop assessment plan
  - a. Identify what we want to know
  - b. Identify assessment strategies related to strategic plan
  - c. Assess programs and services for effectiveness

<b>Tools</b>
Student and faculty Surveys
Reference Calendar database

Focus groups by subject area or program

- B. Strategy:** Create a positive physical space that fosters learning and comfort  
**Priority:** A  
**Lead:** Sharon Spence-Wilcox (Support: Wai-Fong Lee, Susan Tokheim)  
**When:** Short term/mid-term/long term plans detailed below  
**Budget:** Dollar amounts to be determined, grant monies and capital budget requests required  
**Tactics:**

**Short term:**

1. Tour space and assess physical presentation and possibilities
2. Conduct a visual assessment of culture, including walls
3. Clean up space - Improve daily maintenance on high traffic areas
4. Control clutter (pamphlets, brochures, etc.)
5. Seek uniformity on signs - Include way finding/directional signs
6. Create a plan to redesign reference and entrance area
7. Greet and engage with library users
8. Address disruptive behaviors (cell phones, coffee, etc.)
9. Provide seating in foyer for cell phones and eating
10. Deliver a consistent and positive message

**Mid term:**

11. Redesign reference desk to promote service and accessibility
12. Develop cleaning plan
13. Enhance aesthetic through murals, plants, art, etc.
14. Conduct training on customer service
15. Develop Budget for minor enhancements such as new group study spaces & service desk reconfiguration for Circulation and Media Services
16. Implement integration of circulation and media service areas
17. Improve instruction space with more computers
18. Improve media delivery systems

**Long term:**

19. Develop expansion and/or major remodel plan
20. Request capital funding

<b>Tools</b>
Check list of physical space needs
Proposal for Reference and Entrance reconfiguration
Proposal for long-term major library remodel/expansion

**C. Strategy: Engage in enhancing personal relationships with key audiences; cultivate to become advocates and partners**

**Priority: A/B**

**Lead: Kelley McHenry**

**When: Ongoing**

**Budget: Operating budget**

**Tactics:**

**Immediate:**

1. Determine outreach tools that meet audience needs and desires
2. Develop relationship with Student Leadership to reach out to student body
3. Use liaison relationships to reach new faculty, and reinforce value with existing contacts
4. Use committees that we sit on to spread the word
5. Strategically invite committees to use space
6. Assess IL committee structure and participation; determine if it needs to be expanded or modified to incorporate different perspectives and /or responsibility and opportunities

**Short term:**

7. Use focus groups by program area to collect data on potential allies, including harder-to-reach faculty and students
8. Create opportunities to socially interact with students and faculty
9. Establish “Dean Day” tour the library and interact with staff and students to further communicate needs and value
10. Engage program coordinators from divisions to reach more faculty
11. Ensure good ESL and International student representation on advisory committee
12. Provide social opportunities: ‘welcome back’ activities, Friday events like taking brownies to faculty offices
13. Work with Workforce Education to promote career information and opportunities (displays and programming) (B)

<b>Tools</b>
Talking points/ one pager for faculty contacts
Information Literacy Committee Charge

**D. Strategy: Library Champions: Identify and cultivate library champions to better position, promote and support the library in the campus community**

**Priority: B**

**Lead: Karen Michaelsen**

**When: Immediate and ongoing**

**Budget: Operating budget for activities. Logo and visual image campaign will require grant monies.**

**Tactics:**

**Immediate:**

1. Review Information Literacy Committee charge to improve advocacy role and develop goals
2. Ask faculty to spread the word about how the library has helped them and their students. Offer a list of suggestions on how they can help.
3. Thank Student Leadership for their support
4. Invite student leadership and Collegian newspaper for orientation or meeting with library, ask them to spread the word

5. As part of ILC assessment, determine whether there is a need for a dedicated student library ambassador to the Student Leadership

**Short term:**

6. Create library logo & develop plan to create library image campaign
7. Tap resources of ILC/ Library Advisory Committee. Supply with key messages; briefing on launch efforts for Fall '06; ask them to make a commitment to refer a certain number of people to the library, etc.
8. Encourage faculty to include links to Library homepage in syllabus; forward an HTML e-mail with information on the library's new offerings to faculty.
9. Ask student leadership to create a library advisory committee (5-6 students to meet once a quarter) (A)

**Long term:**

10. Develop identity & position in college as learning place, hub of the college

<b>Tools</b>
Library logo/ library image campaign
Develop talking points for library promotion
Information Literacy Committee Charge
Bookmark, magnets or pens (something that allows for a continuing reminder of the libraries services and presence

- E. Strategy:** Create programs and services to better support quality instruction  
**Priority:** B  
**Lead:** Lynn Kanne (Supported by Jane Shoop/Karen Michaelsen)  
**When:** Immediate and ongoing  
**Budget:** Operating budget. (Writing Center idea would require long term plan & budget request)

## **Tactic A: Instruction (Karen Michaelsen)**

### **Immediate:**

1. Create and adopt a research model that can be used to brand the library services; determine through library
2. Partner with academic departments to identify student/faculty needs
3. Assess interest in partnering with academic departments and expanding credits for research methodology class. Develop
4. Contact Coordinated Studies Programs for list of current classes

### **Short term:**

5. Develop orientation program for international students
6. Provide language resources to the International programs
7. Reference assistance workshops
8. Use branding/style sheets for library handouts
9. Allocate additional strategic thinking/program sub committee of ILC/Library Advisory Committee
10. "Audit" credit classes
11. Ask faculty what instruction they want/need
12. Recruit non library faculty to be IL Committee Chair
13. Infuse exciting material into face to face workshops

### **Mid Term:**

14. Revise, create, and rewrite credit courses
15. Use curriculum mapping and strategic planning for student developmental levels tied into number of students affected
16. Tie library services to curriculum review
17. Assess IL instruction for Distance Learning programs and develop plan for providing DL instruction and assessing it

### **Long term:**

18. Create a writing center with student academic assistance and humanities

19. Translate key library info for Web page into other languages (Spanish, Chinese, etc.)
20. Develop IL Program Plan
21. Shift IL instruction responsibilities to teaching faculty to develop IL in a context-specific environment in order to give students authentic and numerous experiences to practice IL skill development

<b>Tools</b>
Faculty Development programs
Create messages to promote Library Instruction programs
Writing center proposal
IL Program Plan

**Tactic B: Collections: (Jane Shoop)**

**Immediate:**

1. Create weeding teams to weed chunks
2. Promote electronic collections
3. "Spotlight" databases on Library home page

**Mid term:**

4. Assess e-book usage
5. Conduct Faculty workshops and highlight databases
6. Develop systematic approach to generate faculty input on collections

**Long term:**

7. Make print collection more attractive and high quality

<b>Tools</b>
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Collection Development Policy
Collection Budget

**F. Strategy:** Create and expand partnerships to grow resources, advocates and service offerings  
**Priority:** C  
**Lead:** Karen Michaelsen  
**When:** Immediate and ongoing  
**Budget:** Operating Budget – Mural would require a grant.  
**Tactics:**

**Immediate:**

1. Expand Student Leadership contributions to textbook and music collection
2. Invite a class to create art in library, such as mural project (coordinate with physical space plan)

**Short term:**

3. Solicit student displays for the library spaces (coordinate with physical space plan)
4. Offer Library as a service-learning site
5. Develop relationship with writing lab
6. Develop relationship with Women’s Programs
7. Develop relationship with Career Library
8. Develop relationship with Transfer Center
9. Continue to develop Montlake Bridge Project

**Long term:**

10. Bring writing center into library & build argument for expanded space (see programs)

<b>Tools</b>
Protocols for displays and art projects
Physical Space Plan (from priority A strategy)

**G. Strategy:** Overall Web strategy: Modify website to make it user friendly and fresh, and to communicate personality

**Priority:** C

**Lead:** Jane Shoop (Support: Sharon Spence-Wilcox)

**When:** Immediate and ongoing

**Budget:** Operating budget

**Tactics:**

**Immediate:**

1. Choose link naming that people can understand, update content so that it is fresh
2. Promote databases through 'DB Spotlight'
3. Promote services through "Service Spotlight"

**Short term:**

4. Create a user driven navigation (For faculty, For students, etc.)
5. Use focus groups to assess web page
6. Develop survey to assess web page (link to web page)

**Long term:**

7. Highlight staff and library champions throughout; reinforce human touch
8. Convey some fun and personality: friendly & fresh
9. Translate key information into other languages (Spanish, Chinese, etc.)

<b>Tools</b>
Focus Groups
User survey (online)
Web user stats
Student/Faculty input
Create links to distance learning outlets and sites

