

Everett Community College Library Media Center Marketing Plan

I. Introduction and Situation Analysis

The John Terrey Library-Media Center is the central information resource for Everett Community College, providing open access to its students and employees as well as citizens in the community. The Library Media Center's mission is to inform and enrich the students of Everett Community College by providing efficient, easy access to sources of information and knowledge important for the successful completion of a course of study at the College.

The college will be leading a University Center to increase 4-year opportunities, starting the School of Business Design, and looking at other ways to expand its offerings. New buildings opening in the next five years will house programs in the arts and sciences, partnerships with four-year universities, and the nursing and allied health departments. The library will need to grow with the college: this includes expanding the depth and breadth of the subject collections, plus continuing to provide double reference staffing. Because of the high demand for (and cost of) databases, the library is working with other community colleges to purchase a set of subject databases for the entire system. The library will be crucial to supporting students' ability to complete a four-year degree in Snohomish County.

The library receives positive accolades from the campus community but ends up a low priority during budget time. The facility is inadequate and plans to remodel or build a new building have stalled. While the building is relatively new compared to others on campus, it was put up quickly after a fire destroyed the previous library in 1987 and the designers did not fully take into account college growth or the integration of technology into library services. It has been difficult to compete with other interests, such as growth of academic programs that are housed in older buildings. The collection is still rebounding from the fire, having just reached its pre-fire size after seventeen years. The library staff has had to work efficiently and creatively since it has not grown along with student enrollment: the total headcount in 2004-05 was 17,981 (up from 14,376 in 1995-96).

Everett Community College's Library Media Center is the only public college library in north Snohomish County. On campus, it is one of the few places where all students congregate. Because of overcrowding in faculty offices, many part-time faculty work and meet students in the library. The library supports students' formal educational endeavors while also providing a place for them to pursue their interests independently. The library may be more convenient than local public libraries, because students and employees spend so much time on campus. Besides training in research technology and techniques for students and employees, the library offers educational programs, such as the Book of the Quarter, to bring people together and promote reading.

The library has done two surveys of its own recently: one of classified and exempt staff in Fall 2005 and one of students in Spring 2003. These ask about usage of and satisfaction with specific library services. The knowledge, friendliness, and helpfulness of the staff are consistently cited as assets of the library by both college staff and students. The convenience, computer access, and quiet study space are also appreciated. While some users specifically praise the quality of the collections, a number would like a larger collection of books and movies. Many staff and students ask for more space for individual and group study and more computers. Some find the library too noisy.

II. Goals and Objectives

Book circulation has been steadily decreasing for years. Some of the attrition can be attributed to the increasing dependence on online databases and web sites. However, at least, some of the decline is due to fewer instructors requiring students to use library resources. Because of the low quality of student projects, a backlash has already started with some faculty requiring students to use physical materials (i.e. print magazines, microfilm, selected reference books) in the library.

A Spring 2003 survey of students at Everett Community College led to a number of comments that the collection needed to be larger as a whole or in certain areas. Unfortunately, declining circulation figures makes it more likely the book budget will be cut rather than increased by the college. This only makes the collection weaker and less useful for students. By encouraging faculty use of the library, we seek to improve instructor satisfaction with student work, support student success, and continue to build a strong library collection.

- **Increase overall book circulation by 5%**

The Library currently has procedures in place to keep track of materials circulation. The 5% increase in use is targeted for the 2007-08 year in comparison with 2004-05.

- **Increase faculty involvement in collection development by 5%**

Beginning with the 2006-07 year, library staff will tally book suggestions by faculty member as part of the acquisitions process. The figure should increase slightly every year. The goal is to see at least 5% increase in participation (both total number of suggestions and number of different faculty) by 2011-12.

- **Increased advocacy for the library from faculty**

Advocacy from the faculty will lead to greater prominence and status for the library. This will lead to a 5% increase in the book budget for 2007-08 (from the 2006-07 budget), increased space allocated to the library as part of a remodel by 2008, and a request by the college to the legislature for planning funds for a new library by the end of 2008.

III. Target Audience

The primary audience for this campaign is the college faculty. They can be divided into full-time and part-time as well as by subject area. (The full-time librarians have already established individual relationships with faculty members in their assigned subject areas.)

Faculty care about student achievement, professional satisfaction and success, and using their time efficiently. They need to know how the library staff and resources can support their curriculum and help their students succeed. For instance, a fifty-minute presentation by a librarian on finding reliable sources can save faculty the trouble of brushing up on the latest search techniques or the frustration of receiving dozens of student papers that are poorly researched.

In turn, faculty can build a better library by using it regularly and encouraging student use. They can share their subject expertise with librarians by suggesting possible purchases, especially as the faculty member is developing a new class or program. Faculty can support library budget and building requests on committees and influence their respective administrators, because the library is not a peripheral entity but a part of the college's foundation. Some faculty are already active library supporters and can be encouraged to spread the word among their colleagues.

A secondary audience is students, who can be divided by full or part-time status, educational goal (i.e. a transfer degree or personal development), or area of study. Their library use is often strongly influenced by their instructors' assignments and recommendations. Students at the community college may be juggling jobs and family obligations as well as their classes: they need to make efficient use of their time while completing their program. They need quick and easy access to resources that support their classes. Some students may wish to pursue non-curricular areas of personal interest and rely on the campus library for these needs because of its convenience.

Since they are busy and the library is located in a basement, not all students know a library even exists on campus and that it is free and easy to use. Students in English and other classes where they are required to do research are more likely to use the library. The college has several off-campus vocational programs, whose students are probably the least likely to take advantage of library services.

In the Spring 2003 survey, students commented that the library staff is helpful and knowledgeable. Anecdotally, students sometimes remark on how quickly the librarian is able to find something they could not locate after hours of research, or they return after completing a paper or class to thank staff for their assistance. In addition to using the library themselves, it is helpful when students tell their classmates about the services, inform the library and college staff if they need something that is not available, and support library improvements on committees and in the Student Senate.

IV. Key Messages

- Everett Community College library is an information gateway that offers resources; services and assistance to help students, faculty, and staff succeed academically and personally. You can get it all at Everett Community College Library. As a resource for information and journals; media materials such as videos and music; and books for academic and pleasure reading, we are your convenient on-campus and online connection

to what you need, when you need it. The motto: www.everettcc.edu/library **Your gateway to success**

- 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, program development.
- Learn more about our Book of the Quarter program.
- Help us help you. Ensure that we have the budget and support we need to better serve you.

V. Strategies

1. Position the library as a critical aspect of academic, social and lifelong success for Everett Community College student.
2. Be the first to warmly welcome part-time and full-time faculty to Everett Community College.
3. Build on existing website technology to increase Web usage and library interface.
4. Mobilize library champions/referral sources to encourage library use by students and faculty.
5. Develop or suggest content for campus media and serve as a media resource.
6. Use existing measurement criteria to track progress against goals.

VI. Tools and Tactics

1. Use key messages to position library in all communications materials and interactions.
Tool: Summary of messages distributed to all staff for use in writing and conversations about the library.
2. Develop a core campaign theme that highlights the value of the Everett Community College as seen through the eyes of part-time faculty, vocational faculty, full-time faculty, staff and students. In campaign materials, highlight people and have them share their stories of how they use the library for academics, pleasure reading and cultivating hobbies.
Tools: Posters, flyers, blog, pens, mouse pads, screen savers, and web pages.
3. Use liaison structure and take a department- by- department focus to better engage faculty.
Tools: Handout for faculty, part-time faculty web page, welcome package for new faculty (includes library pens, bookmarks, handouts, cookie, etc.), and open houses.
4. Create and expand content to engage people on Web.

Tools: Interactive reading list recommendations by employees and students of the college, blog, faculty testimonials with links back to their department, part-time faculty web page.

5. Tap resources of library advisory board. Supply with key messages; briefing on launch efforts for Spring '06; ask them to make a commitment to refer a certain number of people to the library, etc.
Tools: Meeting with advisory board and packet of information (including pens or other giveaways) about the library for advisory board that they can distribute.
6. Ask faculty to spread the word about how the library has helped them and their students.
Tools: List of suggestions on how they can help. (Link to homepage; include in syllabus; reiterate in class; post materials in class, etc.; forward an HTML e-mail with information on the library's new offerings.)
Tool: "Spread the word" toolkit; welcome kit; posters and bookmarks for their classrooms; clickable links to the library website.
7. Create awards for outstanding library champions and users and deliver at annual spring awards breakfast.
8. Librarian column in campus newspaper.
Tools: List of potential topics and writers.
9. Identify stories that reinforce the "get it all" theme and pitch them to campus media.
Tools: List of story ideas.
10. Offer a training session for newspaper staff to learn to use the library to support their news gathering process.
Tools: Workshop, powerpoint presentation, and handouts or web page.
11. Capture quantitative data.
Tools: Statistics from library annual reports.
12. Seek anecdotal feedback on increased positioning and relevance of message.
Tools: Surveys (formal and informal).

VII. Budget

Staffing as well as funding for posters, flyers, bookmarks, and other printed materials are absorbed in the current library budget. Other expenses include:

Refreshments for BOQ, open houses, other events (annual): \$200
1000 Pens with library URL (annual): \$650
Contest prizes/library awards (annual): \$100
100 Mouse pads with logo (one-time): \$350
Total: \$1,300

VIII. Timeline/Work Plan

Spring 2006

- Hold marketing workshop on campus
- Identify priorities and assign responsibilities (Librarians & Jeanne)
- Create marketing plan (Marianne & Jeanne)

Fall 2006

- Develop campaign theme (Librarians & Jeanne)
- Begin gauging progress towards goals by putting statistical measures in place
- Put together new faculty welcome package (Christie)
- Host open house (David & Marianne)

Winter 2007

- Add interactive content to library web site—reading suggestions (Christie & Jeanie)
- Design a liaison message/package for librarians (Marianne)
- Introduce campaign to library advisory board (Jeanne)

Spring 2007

- Create and distribute library awards at Spring Awards Ceremony (David)
- Look into librarian column for newspaper (David & Jeanie)
- Seek feedback on relevance of message in formal survey (Jeanne)

Fall 2007

- Gather quantitative data from 2006-07 (Jeanie)
- Create materials for faculty advocates to promote library (Marianne)
- Complete web page for part-time faculty (Jeanie)
- Create and present training to journalism students (David)

Winter 2008

- Evaluate project success (Librarians)

IX. Evaluation

The formal meeting to evaluate the success of the marketing project will take place in Winter 2008; however, the librarians will continuously be collecting statistical (i.e. circulation) and anecdotal information about progress towards the goals listed above. Most of these figures are already being kept for annual report purposes. A few, such as the number of different faculty who recommend books, will be added to the record-keeping procedures in Fall 2006.

A formal survey will be done Spring 2007 to learn how faculty and student opinion and use of the library has changed. The results will be compared to earlier surveys done before the marketing plan was implemented.

During the Winter 2008 evaluation, the librarians will look at changes in the library budget, library re-model and building status, faculty participation in collection development, and student and faculty circulation figures. They will decide then if they wish to continue and expand the marketing plan.