

Marketing and Promotion in HBCU Libraries



Transforming Libraries for the 21st Century and Beyond

HBCU Library Alliance 2014 Membership Meeting

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LANDSCAPE

DIVERSE

IMPATIENT

TECH SAVVY

GOOGLE EFFECT



DISTANT USERS



NEW MODES OF
LEARNING



JUGGLING ACTS



TECHNOLOGY



Value

VISIBILITY

AWARENESS

LOCATION

USAGE

EXCHANGE



Behavior

Information Needs

Search Strategies

Information Use



Connection

Form relationship based on need



Marketing

Motivation

- Bookmarking
- Coffee & Tea Socials
- Presentations
- Tours
- Workshops
- Library Orientation
- Student Consultations
- Mentoring
- Embedded Librarian
- Campus Committees

Distribution

- Announcements
- Branding
- Brochures
- Flyers
- Flickr
- Friends of the Library
- Giveaways
- Marketing Plan
- Pens and Pencils
- Postcards
- Posters
- Press Releases
- Surveys
- WebPages
- YouTube

Communication

- Blogs
- Email
- Facebook
- Instant Messaging
- Newsletter
- Podcast
- Radio Stations
- Text Messaging (SMS)
- Tweeting
- Word-Of-Mouth Marketing (WOMM)

Considerations

- Decide who matters
- Be different
- Connect the dots
- Discover an unknown
- Repackage content
- Engage stakeholders
- Research student behavior
- Find best ways to reach out and in
- Calculate value factor often
- Have elevator speech
- Be creative
- Get them in the physical and virtual door
- Remember Libraries offer, P Factor (People Factor)
- Walk the library (10,000)
- Practice exceptional customer service

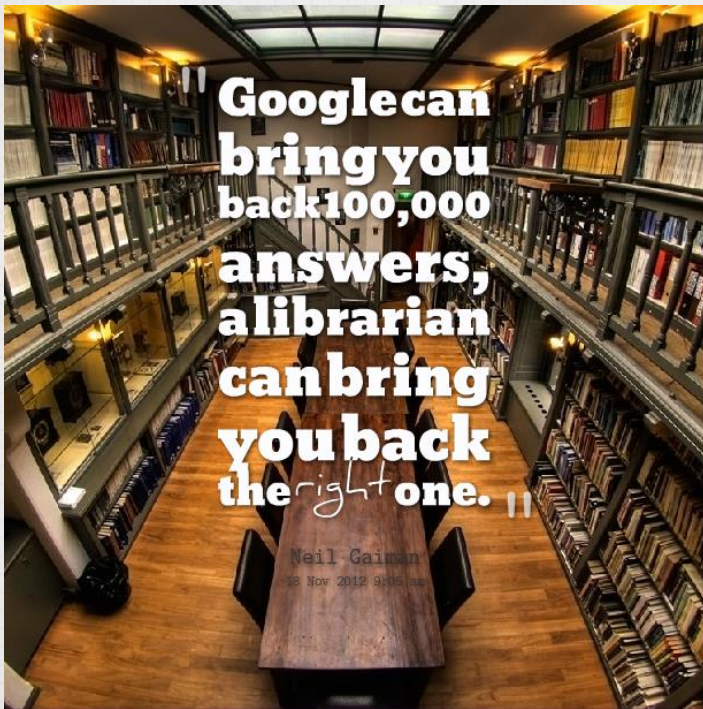


Why the HBCU Library still matters

- Consider these talking points:
- Libraries marry (seize, unite, blend) with technology, but never forget our roles as guide and chief evangelistic information officers
- Libraries birth ideas for innovation, publication, and significance
- Librarians decode things and share things not being understood by public
- Libraries prescribe techniques based on what they know about paper and electronic resources available
- Libraries partner promote scholarship, stewardship, and usership from the academy to the community.
- Libraries open arms to disparate collections, to help build a full narrative about our experience
- Libraries incubate - *nourishing ideas that help give move a two sentences statement to a twenty pages-people, 155 page dissertation, or 367 page book*
- Libraries serve as authoritative reference, catalog and collection, content stewardship, content delivery, public venues.
- Librarians and lovers of libraries encourage numerous generations of the importance of libraries
- What makes archives important is the research that produces product- writers use raw information in order for people to learn new aspects of history, which oftentimes leads people back to original sources- Karne Jefferson- head of Archives and Special Collections AUC



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