Transforming Libraries for the 21st Century and Beyond

HBCU Library Alliance 2014 Membership Meeting

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<table>
<thead>
<tr>
<th>LANDSCAPE</th>
<th>DISTANT USERS</th>
<th>NEW MODES OF LEARNING</th>
</tr>
</thead>
<tbody>
<tr>
<td>DIVERSE</td>
<td>MEETING ROOM</td>
<td>TECH SAVVY</td>
</tr>
<tr>
<td>IMPATIENT</td>
<td>GAMES</td>
<td>GOOGLE EFFECT</td>
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<td>TECH SAVVY</td>
<td>COLLEGE</td>
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<td>GOOGLE EFFECT</td>
<td>TECHNOLOGY</td>
<td></td>
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</tbody>
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Competition
Value

VISIBILITY

AWARENESS

LOCATION

USAGE

EXCHANGE
Behavior

Information Needs

Search Strategies

Information Use
Connection

Form relationship based on need
## Marketing

<table>
<thead>
<tr>
<th>Motivation</th>
<th>Distribution</th>
<th>Communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bookmarking</td>
<td>Announcements</td>
<td>Blogs</td>
</tr>
<tr>
<td>Coffee &amp; Tea Socials</td>
<td>Branding</td>
<td>Email</td>
</tr>
<tr>
<td>Presentations</td>
<td>Brochures</td>
<td>Facebook</td>
</tr>
<tr>
<td>Tours</td>
<td>Flyers</td>
<td>Instant Messaging</td>
</tr>
<tr>
<td>Workshops</td>
<td>Flickr</td>
<td>Newsletter</td>
</tr>
<tr>
<td>Library Orientation</td>
<td>Friends of the Library</td>
<td>Podcast</td>
</tr>
<tr>
<td>Student Consultations</td>
<td>Giveaways</td>
<td>Radio Stations</td>
</tr>
<tr>
<td>Mentoring</td>
<td>Marketing Plan</td>
<td>Text Messaging (SMS)</td>
</tr>
<tr>
<td>Embedded Librarian</td>
<td>Pens and Pencils</td>
<td>Tweeting</td>
</tr>
<tr>
<td>Campus Committees</td>
<td>Postcards</td>
<td>Word-Of-Mouth Marketing</td>
</tr>
<tr>
<td></td>
<td>Posters</td>
<td>(WOMM)</td>
</tr>
<tr>
<td></td>
<td>Press Releases</td>
<td></td>
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<tr>
<td></td>
<td>Surveys</td>
<td></td>
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<tr>
<td></td>
<td>WebPages</td>
<td></td>
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<td></td>
<td>YouTube</td>
<td></td>
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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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