\*DRAFT\* GREAT BASIN COLLEGE LIBRARY

MARKETING STRATEGIC PLAN: Nov. 2016- Dec. 2018

MARKETING LIBRARY SERVICES AND COLLECTIONS
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Objectives:

* Raise awareness of library services both on and off campus, with emphasis on Centers and Distant Education Students
* Increase usage of library services both on and off campus, with emphasis on Centers and Distant Education Students
* Establish a presence for online / distant education students and on campus
* Promote Information Literacy (please see standards and outcomes from American Library Association)
	+ <http://www.ala.org/acrl/standards/informationliteracycompetency>

 **Goals:**

* Library service to distant education students increases
	+ Checkout of materials
	+ Reference help and contact between library staff and student
	+ Interlibrary loan or delivery of library materials to centers
* Use of library resources [electronic and physical] increases
	+ Checkout of physical items
	+ Internal/ In-house use of materials increase
	+ Usage statistics (full text downloads) increase for databases
* Physical Use of Library Increases
	+ Library use of Space increases
* Collections are aligned with GBC Program needs and assessed regularly

**Strategies & Tactics:**

* Identify Distant Education Needs
	+ Survey students within WebCampus
	+ Interview faculty
	+ Interview students
	+ Conduct focus groups
	+ Train Center Staff on databases or other needs (Needs determined by questions from students that staff feel they cannot answer)
* Collaborate with Adjunct Faculty to increase awareness of library services
	+ Participate in orientation of adjunct faculty
	+ Supply brochures and other informational material to adjunct faculty
* Collaborate with Faculty to Learn Needs of these Individuals and their Students
	+ Attend Department meetings for discussion
	+ Survey Faculty
	+ Build Partnerships with particular Committees or Groups (e.g., Brick and mortar balance with Online Classes Ad hoc Group)
	+ Conduct Library Instruction within classes; both IAV and in person
* Launch Planned Marketing Efforts on and off campus
	+ Refresh “Peabody” (the poster holder located at HTC & Centers)
	+ Library week every semester with targeted learning events
	+ Promote library via visual/useful modes: totes, pens, bookmarks - during events such as orientation
	+ Partner with SGA to co-host events
	+ Instruction increase from librarian IAV
	+ Library Newsletter continue
	+ Hold events i.e., Zombie Night at the Library; Holocaust Exhibit
	+ Hold workshops for students to attend (Information Literacy based)
	+ Build presence in WebCampus via CraniumCafe, pop-ups, online events, etc.
	+ Planned & Specific Goals carried out via visits to centers: faculty and students
	+ Set up and maintain a YouTube channel -”In the Library” videos on what we do… Interlibrary loan, reference, collection development
	+ Increase social media activity with meaningful useful data
* Promote Library Collections and Resources
	+ Classroom instruction with databases
	+ Classroom instruction how to access physical collections items
	+ Distribute information material to Centers
	+ Distribute information brochures to student housing
	+ Utilize website for promoting resources
	+ Use social media to promote collections and interact with patrons
* Collection Development aligns with Great Basin College Programs by Needs Assessment & Research
	+ Map classes offered to database collection
	+ Identify main area of student within targeted classes, map to physical and electronic collection holdings – assess for effectiveness
	+ Meet with faculty one on one or in Department meetings to learn needs of classes and students – map back to collections: physical and electronic
	+ Periodic assessment of collection effectiveness via survey and focus groups
	+ Partner with specific faculty to assess student bibliographies
	+ Focus group of targeted faculty to learn of patterns of student struggle points: i.e., citations, identifying scholarly work, etc.