\*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.