

IMPLICATIONS FOR MARKETING LIBRARY SERVICES AND RESOURCES

Questions for Discussion and Environmental Scanning

Gathering Information and Assessing Your Environment

- How do you elicit feedback from students about their library needs?
- How does your campus culture influence whether or not students use the library?
- Does your library have an advisory committee? Who serves on it?
- How often does your library engage in marketing activities? How could you launch a more systematic marketing campaign to faculty which would meet the needs of various faculty communication preferences (e.g. print-based, electronic, and face-to-face communication)?

Collaborating with Faculty

- Do librarians at your institution have input on student research assignments? What are some examples of successful collaborations?
- Do you ever have to help a student interpret an assignment? What strategies have you used to decode what the student tells you?
- What tools can the library provide to faculty that will help them become library advocates?

Instruction and Outreach

- What means do you use to announce new library resources, such as new books or databases, to students and faculty? Do your outreach efforts extend beyond the library walls? Do you use any Web 2.0 technologies, such as social media or RSS feeds to transmit updates on services and resources?
- What role does your library play in new student orientation?
- Does your library offer instructional services within or outside of classroom hours? What methods have been most successful for getting faculty onboard and participating?
- How do you communicate with faculty about library services and resources?
 - New faculty orientations
 - Workshops that support faculty research activities
 - Visits to departmental meetings?
- Does your library have a liaison program or a system in place for communicating with individual departments about library instruction and services? If so, what are the major objectives and activities of your departmental liaisons?