

Outreach to Faculty

1. How can we reach out to faculty members more effectively?
2. How do you reach faculty when they are also being bombarded by email, they do not have time to come to the library so that information about the library can be shared with them, etc.?
3. My biggest problem is reaching out to faculty members! Each semester we offer many library workshops for faculty and only very few show up!
4. What departments (faculty or students) seem to be most connected to the library? Why? How do you reach out to departments that have less connection to the library?

Gaming in the Academic Library

5. Is there value in outreach events that are not seen as academic but are more for fun? For example my library has tried a game night and some of the library staff was very opposed to it because it wasn't "academic enough".
6. Do you feel gaming is worth the effort & have you had any successful gaming programs?

Money, money, money!

7. How does your library provide funding for "goodies" (pens, notepads, etc.) or events like an open house or luncheons?
8. What's your outreach budget? How much is it? How do you assess the expenditures?
9. What type of budget is provided for outreach/promotion/public relations and marketing?
10. What kinds of grants are out there for marketing programs?
11. What funds/budgets do PASSHE libraries currently allocate for marketing?
12. How do you get the necessary resources to engage in these processes? Is there a formal budget or do you have to "scrounge"? If the latter, what sorts of activities do you conduct in order to work either without a budget or on a shoestring?
13. What is budget/student that you spend in marketing? Do you partner with other groups (e.g. academic services or writing center) to promote services together?

Student Centered

14. How can we use students to market to each other (rather than us trying to impose our ideas on them)?
15. How do you reach out to transfer students?
16. What are some new/innovative outreach ideas? How can we effectively reach our students?
Where should we be connecting with our students to promote the library?
17. What programs are most successful in drawing students into the library?
18. Do you have a program targeted at incoming freshmen?

Job Duties

19. How much time do you spend on marketing/publicity, etc. and what is the official proportion of your job assignment for this? In other words, how do you find the time for this time-consuming activity if you have a full roster of other duties?
20. How is marketing included in job descriptions?
21. Is marketing more effective if it is the purview of one individual or a committee?

22. Librarians were not taught marketing when at school, but now it is expected from them at their job. Is there a good speaker or a popular workshop out there that can be of help to me and librarians like me?
23. How many institutions have a librarian and/or staff member who works solely on outreach initiatives?
24. I know that some institutions have newly-developed positions for outreach librarians; what exactly do their job responsibilities include (and not include)?

Assessment

25. What assessment tools or data collection measures have you designed to judge the effectiveness of any of your outreach efforts?
26. Do user surveys really give valid feedback? Are focus groups a good way to get the information that you need about your users and the resources they want?
27. How is return on investment calculated? -is it more effective to target students or faculty? - - what's the "gold standard" for branding a library in an academic setting?
28. Can you point us to studies of the ROI on using Web 2.0 technologies when the major "I" is the investment of my time to keep learning every new thing coming down the pike?

Everything Else

29. How do I integrate my library's resources into the electronic coursework using Blackboard, WebCt, etc.?
30. What are you doing at your library to promote your library?
31. How can we educate our communities about the changing roles of libraries, especially in relation to creating new knowledge?
32. What is the most common misconception about the role of the library that you encounter in your regular work? How do you deflate it?
33. What are some tips for promoting library events to different users?
34. One of the key elements of marketing is establishing relationships. How do we go about establishing these kinds of marketing relationships?
35. How can we reach non-library users either faculty or students? (library as place or the library as its website) This summer I will work with a Comm Journalism major to design a campaign highlighting library resources -- books and electronic. The intern will design the vehicles of the marketing, identify venues, and create a deployment schedule. All to be carried out by library staff over the 2009-2010 academic year.
36. Has anyone tried an info fair targeted towards faculty and graduate students? This is something we are planning to do during National Library Week. That's the target audience.
37. In the public library, promoting library services and programs seems more straight forward and fun. What can we do as an academic library to entice both the students and the faculty into using our services, using our resources and exploring the collection? Does library programming have a place in an academic library? If so, what kinds of activities can you plan that would be interesting to students that are there for academic purposes versus the pleasure reading that are primary to public libraries? (Often students don't have time for any "fun" reading.
38. When one's administration forbids blogging, twittering, etc., what are my legal liabilities if I go ahead and use those technologies anyway for outreach?

39. How to develop a full-fledged plan? How to get buy-in from fellow librarians and/or administration?
40. In my library marketing is controversial. Some supervisors only grudgingly allow time for any sort of marketing and have very pre-set ideas about what is appropriate. Is this common in academic libraries?
41. How does one more effectively promote the e-resources that we spend so much of our money on both to faculty and students?
42. intra-campus v extra campus What is a good balance in terms of priorities, budgets, and staff time between pitching to the on-campus community and our local communities and regions?
43. For smallish academic libraries, have you decided to brand i.e. every aspect of the visual look associated with the library has a agreed upon look. No signage etc... is just up for grabs but it's all to support the brand look. If so how much time did it take to plan and then to implement?
44. What unique partnerships are libraries taking part in to offer unique promotions (theatre/athletics/first year students/etc.)?
45. What services or resources in particular are your most interested in promoting?
46. Do you have a Library Blog? Twitter account? Paper Newsletter? Email Newsletter? How do you select which communication channel to promote/PR/outreach?
47. Have you partnered with a Marketing Professor to be the subject of a Class Project?