



# Marketing and Assessment in Academic Libraries: A Marriage of Convenience or True Love?

by  
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## Research university

- 10,000 undergraduate students
- 6,500 graduate students (24 doctoral programs)
- 25% of students are native Arabic speakers
- 1,200 research & teaching faculty
- Strong in humanities & social sciences

## One central library

- \$4.7 million budget (2010)
- High quality user services are priority
- Large English language collection
- Participant in ARL ESP service in April 2008
- Assessment program began in 2006


## Marketing Team formed 2006

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- Six members chosen by library management e.g. web master, blog editor, graphic designer

### GOALS

- To promote **awareness** of existing and new library resources and services
- To increase accessibility and **use** of library resources and services
- To increase **visibility** of the physical and digital library

## Assessment Team formed 2007

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- Nine members (two also members of the Marketing Team) - chosen by library management for professional, interpersonal and leadership skills

### GOALS


- To create a “**Culture of Assessment**”
- To assess the extent to which the library is **meeting the needs** of its customers
- To assess the extent to which library customers are **satisfied** with library services
- To recommend the implementation of **changes** in the library based on the surveys that are conducted

## Marketing Team reservations about working with Assessment Team



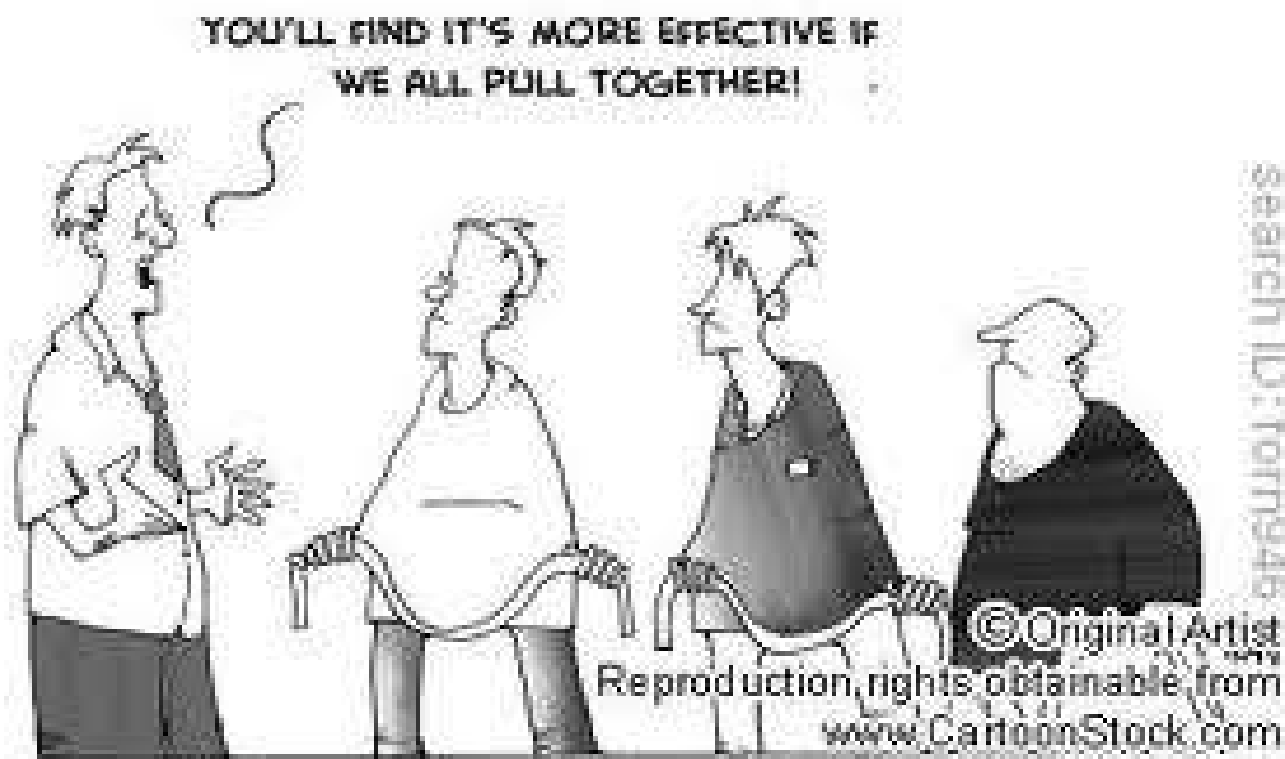
- Marketing is a time-consuming, expensive and labor-intensive process
- Need goodwill of users
- Need expensive incentives
- Belief that assessment is redundant
- Belief that marketing would not increase survey response rates for some assessment activities
- Difficulty of publicizing negative results
- Library assessment activities may show deficiency of current marketing activities
- Very few courses in library schools on marketing or assessment
- Difficulty of depending on the services of other professionals e.g. graphic designer, public relations unit

## Assessment Team reservations about working with Marketing Team

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- Fear of loss of autonomy
  - Difficulty of working with large number of people
  - Differences in styles and personalities



# Assessment & Marketing Teams working together...





## Benefits of team cooperation

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- Findings of assessment activities assist Marketing Team in setting priorities
  - Marketing activities are essential for promoting awareness of surveys



## Assessment slogan

You Impact the Library!



## Marketing methods



### Pre-survey marketing:

- Posters
- E-mail notification
- Library blog
- Library and university web sites
- Screen savers
- Plasma television screens

### During survey marketing

- Colorful bookmarks
- Balloons
- Sweets
- Roving laptops
- Incentives

### Post-survey marketing

- Blog
- University web site
- Newsletter
- Facebook/Twitter



## Joint Marketing and Assessment Projects

➤ [In-Library Use#1](#), [In-Library Use #2](#), [In-Library Use#3](#)

Help us to continue to improve library services

Please devote a few minutes of your time to fill in the questionnaire.

*“The library - My information channel”*

➤ **Wayfinding**

The library is looking for new students to participate in a survey to evaluate its services. Each session will last about one hour and will be filmed. The library is offering 50 nis to each participant.

➤ **Focus Groups**

The library invites you to participate in a focus group on the subject of library renovations on one of the following dates... The meetings will be filmed. Registration...

➤ [LibQUAL+®](#)

By participating in the survey, you can impact the quality of the library and be part of a worldwide community that is involved in this process.

We will use the results to improve and enrich the library.

הספרייה  
בנייה של מחר



## And . . . Non-Users

אגם הספרייה



בספרייה



אוניברסיטת חיפה - הספרייה

### איך אתם משיגים מידע אקדמי?

שלום רב,

לפניך שאלון קצר שנועד למפות הרגלי שימוש במידע אקדמי דעתך חשובה לנו גם אם אינך מרבה להשתמש בשירותינו.

[למילוי השאלון הקש כאן](#)

תודה על שיתוף הפעולה!  
צוות הערכה, הספרייה

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### How do you obtain academic information?

Hello,

Please find attached a short questionnaire which aims to assess patterns of academic information use. Your opinion is important to us even if you don't use our services very often.

[To complete the questionnaire click here](#)

Thank you for your cooperation!  
Library Assessment Team



עברית

Library Assessment Team activities

Reports

Presentations

Library Blog posts

Other Blog posts

Articles about library assessment



### Library Assessment Team activities

The Library Assessment Team was established in 2007 in order to systematically evaluate and assess the quality of library services for users.

Since then numerous activities have been carried out (and are being carried out on an on-going basis), including: surveys, observations and focus groups which assessed the following aspects of library services: physical environment, user needs, quality of collection and services, and remote and in-house access to library resources.



**You Said, We Did**  
**or**  
**You Requested, What we are**  
**doing about it**





You requested ...	What we are doing about it
Quieter library	We are undergoing a "Quiet" campaign A member of the library staff roves the library during peak hours and asks people to turn off their mobile phones
Group study areas	We created a group study room on the third floor of the library which has tables, computers and a drinks machine
Help locating books on shelves	We installed an internal telephone helpline various places in the library Library staff now wear purple shirts for easy identification if help is needed among the stacks
Improved signage in library	We added signage to the entrance/exit and to the Media and Periodicals Departments as well as among the stacks





Allow entrance to the library with bags

At the beginning of the last school year we began allowing you to enter the library with bags.  
We will also be installing lockers in the new library wing which is currently being constructed.



One place to search for all library information

At the beginning of the current school year we launched a new system called "OneSearch" which allows you to search for books, articles, images, maps, video and databases in one go.



Easy to use library web site

At the beginning of the current academic year we launched a new user-friendly web site.



Simplified remote connection to the library systems

During the second semester, the Computing Division will provide you with a web link for simple remote connection to the library.



Continue buying books and journals

We will continue to acquire as many books and journals as possible with the budget available. We recently purchased the following: Archives of electronic journals from leading publishers; Repository of OECD statistics - donated by the Center for German and European Studies; Packages of e-books



Advanced Reference services

We offer 1 \* 1 specialized Reference Service specializes for graduate students and faculty



Access to library resources through Google

We have made library resources available through Google and Google Scholar



More electrical outlets for laptops

We have added dozens of additional outlets throughout the library



More public workstations

We have added computers throughout the library including in the new Group Study room We offer laptops for use in the library



Borrow movies from the Media

Students and academic staff can now borrow DVDs overnight or over the weekend.



Access to full-text articles in Hebrew

We have begun scanning the full- texts of Hebrew journals as part of a national project.



Notification of new library resources

We have installed an electronic notice board to inform about existing and new services  
We issue a monthly newsletter about new and existing services which we send to the whole library community. We also notify of new services on the library blog, Facebook and Twitter.



Drinks Machine

We installed a drinks machine in the new Group Study room on the third floor of the library.



Assistance with technical problems	We plan to activate a new Help Desk to provide technical assistance.
Comfortable and welcoming physical space	During the coming year the library staff will populate the new wing and the current library building will be totally renovated and refurbished.
Shorter queues at Reference desk	We will be creating a combined Reference service desk which will enable more librarians to be available to users We offer the following remote services: chat, e-mail and phone.
Reduce cost of ordering items from other libraries	We are currently examining the possibility of reducing Interlibrary Loan charges in the next school year.



# Quiet Campaign



ביחד נשמור על השקט בספריה  
טלפונים ניידים שטופים

לרשותכם חדר עבודה בקבוצות  
בקומה ג' סמוך לדלפק בחבי העת

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הספרייה  
בנייה של חיים

# Quiet Campaign

A central graphic for the 'SHANA TOVA' campaign. It features a blue background with the text 'SHANA TOVA' in large white letters, and 'From the University of Haifa library staff' in smaller white text below it. The graphic is framed by two rows of small photos of library staff members. The top row shows seven people, and the bottom row shows seven people. At the bottom of the blue area, there is a small logo with the Hebrew text 'הספרייה - חילום של חיים' (The Library - a dream of life) and the University of Haifa logo.

## Assistance among the shelves







## Defusing the Marketing Team reservations about Assessment and vice-versa

- Regular meetings of team leaders
- Frequent e-mail exchanges
- Team meetings prior to each project
- Continuous explanation of aims of assessment
- Presentation of survey response-rates and results
- Involvement in post-survey decision-making



## Marriage of Convenience or True Love?

Despite ongoing difficulties...  
Assessment and Marketing now enjoy true love!





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