

Skagit Valley College

Marketing Plan

The mission of the Skagit Valley College library is to support the College's mission by meeting the information needs and supporting the instructional and strategic goals of the college community.

I. Goals and Outcomes

Skagit Valley College library is the center of learning (both physical and virtual) on campus. The stated goals and outcomes will demonstrate that we are reaching our target audience and that our marketing activities are having a measurable affect.

- 10% of academic faculty will actively direct their students to the library as a learning resource and 5 % of professional/technical faculty will direct their students to the library.
- Increase 2006/7 gate count by 5% over last years count.
- Circulation (including online resources) at the library will increase by 10 %.
- The physical design of the library provides for many different uses (quiet study, group learning, etc.)
- 75% of English 101 students attend a library orientation. .
- The library has the resources needed to meet the needs of the college community. Library budget will increase by at least 1% per year.
- Key audiences support and advocate for the library as indicated by participation in the Library Advisory Committee.

II. Audiences

Primary Audiences

Faculty

- Department contacts
- Full Time
- Adjunct

Administration & Board of Directors

- Board of Trustees
- President
- Vice Presidents
- Deans
- Directors & Coordinators
- Other exempt personnel

Students

- Full time
- Part time
- Distance Education / Hybrid
- Academic disciplines / Professional Technical
- International Students
- Immigrant ESL population (ESL bridge)
- Latino

Secondary Audiences

Community borrowers

- High school
- Military
- Community

Key influencers

- Faculty Associations
- Student Government
- Student Program Board

Classified Staff

III. Strategy

Strategy summary:

- Direct outreach (one to one)
- Grassroots outreach (one to many)
- Publicity and promotions
- Online communication

Strategies, tactics and deliverables are detailed below. Each tactic is ranked A (must be done immediately), B (must be done but can wait until fall, or C (optional but should be revisited later).

A. Strategy: Conduct direct outreach

1. Tactic: Create a library advisory committee (District wide)

Priority: A (Convene by Winter Quarter)

Lead: Mindy

The purpose of the library advisory committee is to create a group from outside library ranks that will be able to provide input for various library issues and to help us involve some key personnel on campus in the library.

- Create a clear charge for the advisory committee - End of Fall Quarter
- Create membership guidelines - End of Fall Quarter
- Create a list of prospects for committee - End of Fall Quarter
- Convene first meeting - Beginning of Winter Quarter
- Track what happens in meetings and develop activities based on information gained from group meetings.

2. Tactic: Student Outreach

Priority: B

Lead: Margret

The purpose of reaching students directly is to make sure that we reach as many students as possible and let them know that we are here to assist them in both scholastic and non-scholastic research/library activities. Meetings with these groups will help us learn about different resources and services that our students feel are important.

- Meet with Student Government Association Officers – Winter Term
- Create list of student clubs/organizations - Winter Term
- Assign contacts for various groups among library staff - Winter Term
- Conduct Outreach among groups - Winter and Spring Term
- Track what happens in meetings and develop activities based on information gained when meeting with the various groups.

3. Tactic: Administration Outreach

Priority: A

Lead: Mindy

In order to improve our goal to be the center of campus learning and maintain/improve the library's place in the budget process, we need to increase our interaction with key administrative personnel.

- Create a list of key administrative personnel Fall Quarter
- Assign library staff to be contacts for various personnel beginning of Winter Quarter
- Select administrators for READ poster activities and plan function to present poster to college community - Winter Quarter

4. Tactic: Cultural, Ethnic, & Other Diverse Communities

Priority: C (Address in 2007/2008 School year)

Lead: Mindy

Ensuring that we meet the needs of our various cultural, ethnic and other diverse communities is very important. Many of these groups will be addressed / included in other tactics – such as meeting with campus groups and organizations. In order to make sure that all groups are being addressed, we will work on this tactic during the following school year, when we will gather information from some of our other areas of focus to ensure that these groups are being marketed to and served by the library.

- Create a list of cultural, ethnic, and other diverse communities on campus / in community
- Invite leaders to initial meeting to discuss their specific needs
- Based on information from initial meeting, conduct outreach
- Library will take part in cultural activities already taking place on campus (for example Day of the Dead activities - work with Student Activities)

5. Tactic: High School librarians

Priority: C

Lead: Margret

Marketing to, and serving students at, area high schools is an area that can help the library be seen as a department that is helping bring students into our college. Enrollment is one of the main areas of concern for the college as a whole. The library does not have many opportunities to affect enrollment and by providing services to potential future students may provide us with an opportunity to promote the college as a whole.

- Initiate contact with local high school librarians Fall Quarter
- Meet with librarians to discuss how our library can support their programs Winter Quarter

B. Strategy: Conduct grassroots outreach

1. Tactic: Present at meetings/association gatherings

Priority: A/B

Lead: Linda w/student workers assistance

Getting the word out on campus and off campus is an opportunity to increase the visibility of the library and its resources. Both librarians and library staff will look for opportunities to present various library resources.

Identify outreach opportunities, such as:

- Division meetings
- Dept./program meetings
- Union meetings
- CLT roundtables
- Classified staff gatherings
- Prioritize opportunities

Bring information back to marketing committee to schedule appropriate faculty/staff for various functions

2. Tactic: Use events to raise the visibility of the library

Priority: A

Lead: Marketing Committee

The library has had success with the limited number of events we have hosted in the past few years. We have offered an open house to all campus employees the week before fall quarter begins. This has always created a feeling of goodwill among our fellow college employees. The marketing committee is committed to creating other opportunities to host events that will bring people (especially administrators) into the library.

- Create a calendar of events for the academic year (updated as new events are added throughout the year Initial calendar to be completed 9/15/06)
- Host open houses in the library
- At least one open house/activity per quarter
- Staff tables in cafeteria during quarter to publicize various library resources
- Library faculty will present at CLT Roundtable, Faculty in-service events in order to promote library resources and services.

C. Strategy: Plan and implement promotions and publicity activities

1. Tactic: Evaluate Existing Materials and Augment if necessary

Priority: C

Lead: Marketing Committee/Susan

The library has many handouts and brochures that have been in use for several years. New brochures need to be created to publicize some of our newer resources (ESL/ABE Collection) and older materials should be examined to see if they can be improved.

- Evaluate existing communication materials; look at tone, message & audience – Fall Quarter and ongoing

2. Tactic: Utilize media and external information sources

Priority: A

Lead: Marketing Committee

The college has a radio station and a college newspaper. There is also a newsletter put out by the Center for Learning and Teaching (CLT) as well as some departmental newsletters. The marketing committee will examine what resources are available to us and will develop ads / psa's and other materials for those publications.

- Evaluate media that is available to library
- Run an ad
- Write a column
- Place PSA's
- Pitch stories
- Create canned articles that can appear in campus publications
- Develop an editorial calendar of stories

D. Strategy: Create an online communication strategy

1. Tactic: Review library web pages

Priority: A

Lead: Gary Payne

We will review the library web site to make sure that it does not rely upon library jargon and that the design is user friendly and attractive. The library web site should be visible on our distance learning site (Blackboard) and on any other college web site.

- Add library tip to web page
- Advocate getting library links on each distance learning sites; clubs and associations, etc.
- Review and revise links as needed by students and college community.

2. Tactic: Outreach to Adjunct Faculty

Priority: A

Lead: Mindy

The library needs to reach the part-time faculty in order to reach their students. Over 60% of our faculty are part-time. Part-time faculty are harder to reach as they do not have regular campus hours and some do not use the campus email system.

- Advocate for inclusion of a library link on all Blackboard classroom sites - ongoing
- Advocate for adoption of email as a required tool for all faculty - ongoing
- Insert library information in packet adjuncts receive from their dean - Winter Quarter