

Marketing Plan, 2009/2010 University Libraries

Implement Branding Slogan

“Real people, real research help” to be used as appropriate on posters, communications, newsletters and other communications, etc. *Oversight assigned to Molly Boyd*
To Become Effective Immediately

Host a Book Sale

Judy Ganson will oversee book sale. If it is successful and the process is regularized and streamlined, it could be held bi-annually or annually. *Oversight assigned to: Judy Ganson, Juana Young*
Spring 2010.

Establish Film Series

Must use only films the library owns and for which it has copyright clearance. Special Events Committee will plan. Costs must be kept low. *Oversight assigned to: Lora Lennertz*
Spring 2010
National Library Week

Initiate Program to Highlight Student Research

Identify student research to be highlighted through presentations/lectures. *Oversight assigned to: Patricia Kirkwood and Necia Parker-Gibson*
Spring Semester 2010

Host Research Poster Sessions Conducted by Faculty Members

Identify faculty poster projects, promote to campus departments, and host throughout the year. *Oversight assigned to: Subject librarians (who will inform Molly Boyd of potential poster projects)*
Spring Semester 2010

Create Automatic Subscriptions to the Digital Version of *Books & Letters* and *The Arkansian*

Solicit subscribers to digital pdf versions of *Books & Letters* and the *Arkansian* by means of a regular announcement in the printed versions. *Oversight assigned to: Molly Boyd*
Spring 2010

Create Library Tour Video

To be conceived by selected public services personnel and technically produced by the Pryor Center. *Oversight assigned to Alberta Bailey, with Lora Lennertz & Kris Katrosh*

Marketing Initiatives to Be Considered at a Later Time & As Funds Permit

Open House during National Library Week

Include “booths” or tables featuring various aspects of library careers; feature a speaker of prominence.

Production and Distribution of Promotional Items (mugs, pens, shirts, mints, magnets, etc.)

Can produce for orientations, etc., at orientations, special events, promotions, etc. as appropriate.

Student Book Collection Exhibits or Contests

A venue for students and faculty to highlight their book collections on various subjects. If it is implemented as contests, they would be judged on the basis of their content and scope.

Create Online Donor Honor Roll

Libraries will post online on the Development Web page if the University does.

Implement Library Scavenger Hunt

Reference and other public services personnel will plan (in conjunction with *Traveler* staff, etc.)