

MAALL Marketing – Operation Collaborate

A Collaborative Program for Increasing Patron Awareness of the Services and Resources of MAALL libraries

Who: This mission is for you, should you choose to accept it.

What: In Missouri (and other states), we have a model for state model for summer reading club that operates something like a model law system. The State Library comes up with a plan for summer reading club, which is then adopted by public libraries, amended to suit their needs and implemented. I propose that we do something similar to increase the engagement we have with our users and to increase their knowledge of what we have to offer them.

Why: To create a richer library and information seeking experience for our patrons.

“...if our buildings are filled, then why do we need to promote them? With gate counts and website hits rising, do we really need to invest time, money, and effort in advertising? While more and more students may be visiting the library, the real question is, are they aware of everything that we have to offer? Just because they are in our buildings doesn’t necessarily mean that they are using library services effectively. My objective is not to persuade you that libraries should embrace marketing methods, but rather to demonstrate the possibility of creating a richer library experience.” P. 1 from Marketing Today’s Academic Library by Brian Matthews

When: A quarterly initiative taking place from December 2014-October 2015

Where: In your library, both in person and online.

How:

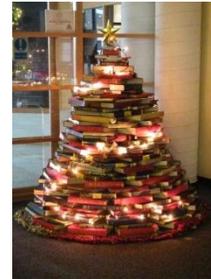
- 1) Consider participating. Tell yourself all the reasons why it isn’t a great idea and how busy you are.
- 2) Decide to do it anyway because you know it is important and how many times is someone going to hand you a ready-made plan?
- 3) Tell Cindy, you’ll do it.
- 4) Feel the regret and remorse course through you after you commit.
- 5) Determine with resignation to just suck it up and do it, or find someone else in your library to task with it.
- 6) Put the plan into action, by roping in any colleagues and student workers you can find to help you.
- 7) Give your patrons a way to provide you feedback. Take pictures. Write notes to yourself about how each event went.
- 8) Enjoy the smiles and interaction with students/faculty/firm members.
- 9) Write up a paragraph (or more) and agree to be surveyed in October about your experience.

Activity 1: Happy Holidays from the Law Library

Date: December 2014

To Do:

1. Construct Law Tome Holiday Tree
2. Add ornament/treat for each student/associate along with Happy Holidays from the Law Library
3. On the back of the tag, give them the gift of ½ hour of the undivided attention of a reference librarian. They can make the appointment at their convenience. Add the contact information and for their reference librarian. Alternate plan – give them chocolate if they bring their tag to you. Or both.



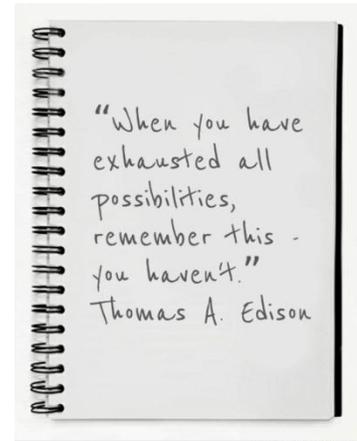
Activity 2: National Library Week

Date: April 12-18, 2015

ALA Theme: Unlimited Possibilities @ your library

<http://www.ala.org/conferencesevents/celebrationweeks/natlibraryweek>

To Do:



Noon -2pm	Topic	Food	Staffed by	Prep work
Monday Stress Reduction	<u>Reduce stress at the library – impossible! No, possible.</u> You think it isn't possible to chill out in law school, but it is. Come by for a free 5 minute chair massage from Stressbusters or to pet the pups from Second Chance.	Chocolate		Purchase candy. Arrange Stressbuster and Second Chance visit. Secure space for Stressbusters and Second Chance. Make fliers
Tuesday Social Media Engagement	<u>Tweetup Meetup</u> Hosting a #MizzouLaw tweetup so you can chat it up with your favorite tweeters.	sandwiches		Purchase sandwiches. Publicize events to tweeters.

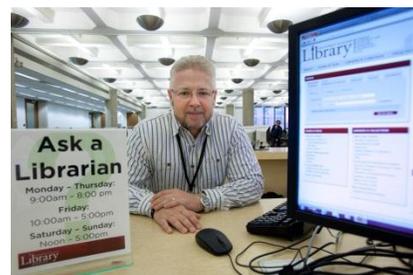
Wednesday	<u>Library of the Future</u> <u>-making the impossible possible!</u> I want <u>Fill in the Blank</u> In my library. Big Board- post it notes. Let students fill them out and we'll post them on the board.	Chocolate		Purchase candy. Gather white board, post it notes, and markers.
Thursday	<u>Mission Impossible</u> Join the library and Ethan Hawk for some old fashioned action/adventure movie thrills. RSVP via SignupGenius so we know how much corn to pop.	Popcorn MJ&M's		Purchase movie (with rights to view), secure space, pop corn.

Activity 3: Summer Access/Summer Help

Date: May 2015

To Do:

1. Create postcard (or other applicable media) to distribute to students/associates. Include contact information for summer reference desk and endorsement from student/associate who called last summer.
2. Stuff in boxes/or email as needed.



Activity 4 – Twitter Treats! (or other social media)

Date: August 2014

To Do:

1. During the first week of school/chosen fall week for firms, choose the social media you want to highlight, as well as any resources you want to highlight in your library.
2. Plant a token for a treat (one or more) there and a sign that says Twitter Treat and your username. Send a tweet out from your account letting users know it is there. When they find it, have them come to an access point to claim.
3. Tweet the treat and winner (with permission)! Continue for a week.

