

# Marketing Library Resources: An Annotated Bibliography

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2005

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About the Author



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Daria DeCooman expects to earn her master in library and information science degree from San José State University in 2006. Since 2000, she has worked for two publishers, Harcourt and Elsevier. For Elsevier, she has served as a marketing manager and the managing editor for the Library Connect practical assistance pamphlets.

Articles by DeCooman have appeared in Elsevier's *Library Connect Newsletter*. Additionally, she has written for *The Call Number* and *AlumNews*, two newsletters affiliated with SJSU's School of Library and Information Science.

Her article "Listserv Contents: Popcorn or Preservation Material?" was published in the February 2005 issue of *InfoRMAA Quarterly*, the journal of the Records Management Association of Australasia.

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Thanks go to Darlene Tong and Shaun Briley for their contributions to this pamphlet. Both served as members of Elsevier's Global Account Development and Channel Marketing team in 2005, and provided research and writing involved in producing this pamphlet.

Ken Marks, former dean of libraries at the University of Nevada Las Vegas, also deserves a special thank-you because he reviewed this pamphlet and helped guide its improvement. His kind investment of time and generous sharing of expertise have been much appreciated.

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TOP PICKS

McDonald's Top Picks for Librarians

"For information professionals promoting libraries, I recommend . . .

De Chernatony, L., & McDonald, M. H. B. (2004). *Creating powerful brands* (3rd ed.). Oxford: Elsevier Butterworth-Heinemann.

McDonald, M. H. B. (2002). *Marketing plans; How to prepare them, how to use them* (5th ed.). Oxford: Elsevier Butterworth-Heinemann.

McDonald, M. H. B., & Dunbar, I. (2004). *Market segmentation: How to do it, how to profit from it*. Oxford: Elsevier Butterworth-Heinemann.

McDonald, M. H. B., & Morris, P. (2004). *Marketing: A complete guide in pictures*. Oxford: Elsevier Butterworth-Heinemann."

– Malcolm McDonald, Emeritus Professor, Cranfield University School of Management, Cranfield, UK

from McDonald

*Marketing is so basic that it cannot be considered a separate function. It is the whole business seen from the point of view of its final result, that is, from the customer's point of view.*

– **Peter Drucker**, *Management: Tasks, Responsibilities, Practices*



Tony McSeán

Since 2004, **Tony McSeán** has served as Director of Library Relations for Elsevier. In this role, he has led development and management of Elsevier's relations with the library community worldwide.

As part of his Elsevier duties, Mr. McSeán has led Elsevier's participation in the Health InterNetwork Access to Research Initiative (HINARI) and Access to Global Online Research in Agriculture (AGORA), two initiatives making high-quality medical information available to researchers and practitioners in the developing world.

From 1988 to 2004, Mr. McSeán served as chief librarian with the British Medical Association, and from 1974 to 1988, he held professional posts in university and national libraries in Ireland and elsewhere in the UK.

Mr. McSeán's further professional involvement with library organizations has been extensive. For the European Association for Health Information and Libraries, Mr. McSeán has served as the president, secretary and treasurer, and currently serves as the past president and a member of the board. For the Chartered Institute of Library and Information Professionals, Mr. McSeán has served as a council member and board member, and since 1999 has served as a member of the Health Libraries Group Committee. For the International Congress on Medical Librarianship, Mr. McSeán served as the congress chair in 2000, and this year is the chair of the International Committee.

Prior to beginning his librarianship career, Mr. McSeán was awarded a degree in English and a postgraduate library diploma, both from the University of Wales.

Mr. McSeán has written extensively on professional issues, including library management, library and networking technologies, publishing and the future of professional associations.

Our series of Library Connect pamphlets is intended as a source of inspiration, ideas and resources for working librarians who are setting out to tackle projects in fast-moving, fast-changing or potentially alien areas. This new addition, addressing the marketing of information products and services, fits in very well with this overall purpose. The whole area of marketing and "selling the library" is an area which many information professionals still feel sits uneasily with our core professional values of service and empathy. Yet, we library and information science (LIS) professionals can no longer look at the Peter Drucker quote which accompanies this introduction and think it has no bearing on our own work.

The role of the LIS professional is adapting to changing technologies, and our users' perception of the nature of the library is also changing radically – particularly in universities. In this environment the effective presentation of the library is an essential survival tool. This is true whether a library is contributing effectively to an organization's overall marketing effort or, sensitively and subtly, promoting positive attitudes in the minds of its local constituency.

Citations and annotations shared here will provide background, ideas, techniques and inspiration for both novice and experienced marketers.

I hope you will find this pamphlet as interesting and useful as I have done, and that your libraries may gain strength and reputation from the application of information provided by resources identified here.

Brilliant marketing is not on its own any kind of substitute for a well-run service providing what its user community needs, but in the 21<sup>st</sup> century even the best-run library or information service will only prosper if effort and talent are devoted to promotion. Most of us can provide the effort, and this pamphlet can help coax the seeds of marketing talent into full, harvestable flower.

Regards,

**Tony McSeán**, Director of Library Relations, Elsevier, Oxford, UK



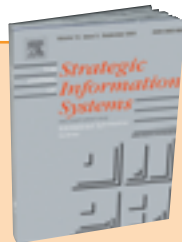
Robert D. Galliers

“For librarians engaged in strategic planning involving information and communications technology (ICT), guidance from authoritative sources can prove valuable. There can unfortunately be a great deal of faddishness associated with much written regarding the strategic use to which modern ICT can be put in organizations throughout the world these days. Weighty-sounding yet vague terms such as ‘globalization’ and ‘off-shoring’ frequent the more popular media on the subject. The *Journal of Strategic Information Systems* takes a more critical perspective. In publishing papers arising from serious scholarly study and utilizing research from the four corners of the globe, the journal provides a truly impressive array of information on how organizations can use ICT strategically and avoid associated pitfalls.”

– Robert D. Galliers, Editor-in-Chief, *The Journal of Strategic Information Systems*, and Provost and Vice President for Academic Affairs, Bentley College, Waltham, MA, USA

*The Journal of Strategic Information Systems* focuses on utilization of information systems as strategic tools and considers, in a global context, associated management, business and organizational issues. The emphasis is on the incorporation of information technology into organizations’ strategic thinking and alignment and management of change issues. The journal publishes research and case study papers from around the world.

More information appears at  
[www.elsevier.com/locate/jsis](http://www.elsevier.com/locate/jsis)



More Info

Chi, L., Jones, K. G., Lederer, A. L., Li, P., Newkirk, H. E., & Sethi, V. (2005). Environmental assessment in strategic information systems planning. *International Journal of Information Management*, 25(3), 253-269. DOI: 10.1016/j.ijinfomgt.2004.12.004

As library websites become increasingly important to library operations and as libraries offer more online services, forecasting and allocating information technology (IT) services and ensuring they support library and institutional missions become increasingly important too. This article states environmental assessment may increase chances of achieving objectives of strategic information systems planning (SISP). SISP is defined as “the process of identifying a portfolio of computer-based applications that will support an organization’s business plans” (section 2, ¶1). IT, technical services or systems librarians may find this article of particular value.

Cuesta, Y. J., & McGovern, G. (2002). Getting ready to market the library to culturally diverse communities. *ALKI*, 18(1), 6-9.

The authors emphasize the importance of identifying needs of specific populations and offer advice regarding how to focus marketing efforts for specific groups. Included is a checklist to help analyze a library’s efforts from a diversity perspective; the list covers library planning, collections, programs and services, publicity and media relations, and staff development. The main message is to examine early on, as part of planning endeavors, how a library can reach out to diverse populations. This article offers guidance for libraries of all stripes.

Dempsey, B. (2004). Target your brand. *Library Journal*, 129(13), 32-35.

Branding, branding, branding. At every turn, one hears about “branding.” But exactly what is it? Dempsey here gives just enough information and guidance, laced with a few real-life examples (e.g., “The Borders Lesson” and “Think Target”) to get librarians on their way with using branding to further library marketing.

Dodsworth, E. (1998). Information policy; Marketing academic libraries: A necessary plan. *The Journal of Academic Librarianship*, 24(4), 320-322. DOI: 10.1016/S0099-1333(98)90110-0

The author identifies the importance of a marketing plan to overall success of a library and emphasizes the need to include a marketing plan within a library’s strategic plan. Further, she identifies components to include in a marketing plan and so provides a guide to production of such a plan. According to Dodsworth, components essential to a marketing plan are determining what to promote, defining a target audience, choosing types of outreach, and evaluation. Among assets of this article are descriptions of marketing tactics – including a library sponsored lecture series – that have proven successful at Georgetown University’s Lauinger Library.

Kassel, A. (1999). How to write a marketing plan. *MLS: Marketing Library Services*, 13(5).

Here the main message is that a marketing plan – revised regularly – can help a library achieve success, even in our increasingly digital time. Besides listing steps involved in creating a marketing plan, Kassel gives hints and tips useful for information professionals new to the marketing game. This article could serve as a quick first stop for anyone wishing to get going with marketing library services.

*Marketing @ your library*. (2005). Retrieved from Association of College & Research Libraries website:  
[www.ala.org/ala/acrl/acrlissues/marketingyourlib/marketingyour.htm](http://www.ala.org/ala/acrl/acrlissues/marketingyourlib/marketingyour.htm)

The Association of College & Research Libraries (ACRL) and the American Library Association (ALA) are leading a national marketing effort to heighten awareness and support of academic and research libraries. At this site appears information on the Academic and Research Library Campaign and ACRL’s advertising campaign aimed at campus decision-makers and promoting the importance of librarians in teaching and research. Specific information appears on how to develop marketing plans and how to join the discussion list ACADEMICPR which allows sharing of best practices related to library marketing and public relations. Also available are case histories of successful marketing and public relations efforts in academic and research libraries.

www.  
sciencedirect  
.com

Newkirk, H. E., Lederer, A. L., & Srinivasan, C. (2003). Strategic information systems planning: Too little or too much? *The Journal of Strategic Information Systems*, 12(3), 201-228.  
DOI: 10.1016/j.jsis.2003.09.001

The authors state that strategic information systems planning (SISP) is key to organizations succeeding in today's competitive global marketplace. Libraries may find that, as their online presences and offerings become more essential to achieving library goals and objectives, SISP involves or impacts marketing efforts. This article, which advises caution regarding too much or too little SISP and reports on research examining how comprehensiveness and effectiveness are related in SISP phases, may offer particular value to IT, technical services or systems librarians.

Nkanga, N. A. (2002). Marketing information services in Botswana: An exploratory study of selected information providing institutions in Gaborone. *Library Management*, 23(6/7), 302-313.

Through surveying special libraries and information centers in Gaborone, the author found responding institutes favored marketing yet lacked formal or strategic marketing plans. Nkanga defines library marketing as best undertaken when following the Kotler-Andreasen-Keiser approach and designing and implementing longer-term systematic processes. The literature review refers to studies and writings addressing libraries and information services in Brazil, the eastern Caribbean and the UK.

Noack, D. (2003-2005). *Marketing the library; Web-based training for public libraries*. Retrieved from Ohio Library Council website:  
[www.olc.org/marketing](http://www.olc.org/marketing)

This easy-to-navigate website gives basic why's and how's of library marketing. Though aimed at public libraries, the included self-paced modules offer instruction of value to diverse types of librarians. The modules cover planning, promotion and the role of the Web in marketing library products. Despite the site's focus on Ohio, the information, resources and recommendations provided know no boundaries.

Norris, M. C. (2005). Marketing: A new way of doing business in academic libraries. In E. D. Garten, D. E. Williams, & J. M. Nyce (Eds.), *Advances in library administration and organization* (Vol. 22, pp. 275-295). London: Elsevier.  
DOI: 10.1016/S0732-0671(05)22006-0

This article identifies ways libraries are already doing marketing and suggests how they can do it better. For instance, Norris suggests taking advantage of patrons' needs and creating services not likely to need much marketing. Also presented are information and insights geared to marketing library services to the millennial generation, "born roughly between 1982 and 2002" (p. 286).

### ► JAL Reprint

Owens, I. (Ed.). (2002). Strategic marketing in library and information science [Whole issue]. *The Acquisitions Librarian*, 28.

The purpose of this issue is to (1) show the current limited use of marketing by LIS practitioners, (2) discuss examples of how marketing can be made more widely applicable, (3) explain the benefits of combining marketing with strategic planning ... (4) demonstrate the means by which LIS may move toward a more full-fledged use of special types of marketing ... and (5) illustrate some of the usefulness of marketing in special settings and contexts (p. 2). The eleven articles in this issue include a literature review and articles on strategic planning, branding, recruiting, library education, marketing electronic resources, archives marketing, and public library marketing.

(Reprinted from "The JAL guide to the professional literature," by L. Reiner & A. Smith, Eds., *The Journal of Academic Librarianship*, 30(1), January 2004.  
DOI: 10.1016/j.jal.2003.11.010)

Ryan, S. M. (2003). Library web site administration: A strategic planning model for the smaller academic library. *The Journal of Academic Librarianship*, 29(4), 207-218.  
DOI: 10.1016/S0099-1333(03)00039-9

Library websites comprise an important way for users to find out about library resources and serve in and of themselves as marketing vehicles. Ryan advocates applying strategic planning to library websites and thus guaranteeing the sites support missions of involved libraries and parent institutes. The section describing evolution of websites in libraries offers a reminder of how quickly the digital world has sprung to life. Also covered are website policies, administration, design, organization, content, maintenance and evaluation.

### ► JAL Reprint

Wallace, L. K. (2004). *Libraries, mission, and marketing: Writing mission statements that work*. Chicago: American Library Association.

This brief guide gives practical tips for writing a more effective mission statement, covering the brainstorming, drafting, and uses of the mission statement to promote the library. The bulk of the volume consists of sample mission statements from academic, public, and school libraries, as well as archives and other special or independent libraries.

(Reprinted from "The JAL guide to the professional literature," by L. Reiner & A. Smith, Eds., *The Journal of Academic Librarianship*, 30(2), March 2004.  
DOI: 10.1016/j.acalib.2004.01.005)

Weingand, D. E. (1999). *Marketing/planning library and information services* (2nd ed.). Englewood, CO: Libraries Unlimited.

Novices as well as old hands at library marketing may gain much of value from this book, comprising eleven chapters and forming a roadmap to development and execution of marketing efforts in libraries and other types of information organizations. Those familiar with traditional business-world marketing practices may find themselves on familiar ground in this book. Chapter 10 covers two approaches to evaluation of marketing services.



Wilson, C., & Strouse, R. (1999). *Marketing tips for information professionals; A practical workbook*. Dayton, OH: LexisNexis. Retrieved from LexisNexis InfoPro website:  
[www.lexisnexis.com/infopro/training/reference](http://www.lexisnexis.com/infopro/training/reference)

The authors warm readers up by providing a reminder of the four P's identified by marketing guru Philip Kotler – product, price, place and promotion, as well as five A's needed by librarians undertaking marketing – ambition, assertiveness, aggressiveness, appearance and attitude. The authors then provide brief advice and worksheets guiding information professionals through the creation of a marketing strategy: reviewing the current situation, articulating marketing objectives, developing an action plan, choosing action tools, and evaluating and reviewing the strategy. ■



**JAL** More on "The JAL Guide to the Professional Literature" appears on page 19.



Chris Pringle

“To be effective in achieving its aims, any organization needs to understand the environment in which it operates. For a commercial company, this means knowing its customers and competitors; for libraries, it means mainly (but by no means only) understanding their users and their potential users. A thorough environmental scan will guide a library in developing and marketing its services appropriately, and can be crucial to a library’s health and effectiveness. The references gathered here give theory and practical advice regarding how to discover the demographics of a library’s community; how to survey actual and potential users to reveal their needs and preferences; and how to conduct analyses of all relevant factors, external and internal, to inform library strategic planning.”

– Chris Pringle, Publisher, Social Sciences, Elsevier, Oxford, UK

**Abels, E. (2002). Environmental scanning. *Bulletin of the American Society for Information Science and Technology*, 28(3).**

This article concisely explains what environmental scanning is and why it is important to organizations. Abels identifies steps involved in the environmental scanning process, and discusses internal and external scans. For colleagues unfamiliar with environmental scanning, this is a good article to read before delving into more detailed texts about the subject.

**Adkins, D., & Sturges, D. K. (2004). Library service planning with GIS and census data. *Public Libraries*, 43(3), 165-170.**

The authors describe how geographic information systems (GIS) software and community-specific information can help library staff to gain greater understanding of populations served and to plan library services. In their review of two scenarios, involving branches of the Phoenix (Arizona) Public Library system, the authors demonstrate how GIS software when combined with census data can provide graphical tools to assist in collection development, circulation analysis and outreach. Details are given on particular U.S. Census files librarians may wish to consult.

**Boudreau, G. D., & Manley, C. G. (2004). Developing a customized database of users as a tool for marketing the library; A database to satisfy customer demand at ORNL (Oak Ridge National Laboratory). *Information Outlook*, 8(1), 44-48.**

The ORNL library created its Customer Registry Database to gather data about the library’s users and their interactions with library resources, especially reference services. The database was designed to identify and track data beyond customers’ book and interlibrary loan orders and to include data relating to electronic reference interactions. Designed as a subset database within the library’s automation system, the Customer Registry Database allowed development of a knowledge base containing reference queries and facilitated identification of individual customers and librarians involved in reference interactions. The database also allowed identification of researchers’ fields of specialty. The authors affirm that development of the database provided insights into capabilities needed for any new automation system down the road for the library, and that databases such as the registry might lead libraries to enhanced customer service and thus continued funding.

### ► JAL Reprint

**Diamond, W., & Oppenheim, M. R. (2004). Marketing information: A strategic guide for business and finance libraries [Part I]. *Journal of Business and Finance Librarianship*, 9, (2/3).**

“[This work] is intended as a resource for marketers and for those studying to be marketers. Its emphasis is on information, not on marketing itself. It is most assuredly not an encyclopedia or a handbook of marketing. Consider it a guided tour of the signposts and landmarks in the work of marketing information, highlighting the most important features but not covering everything” (p. xvii). In eight chapters the authors cover “Researching the Competitive Environment, Research about Customers, and Research for the Promotional Strategy” and an annotated bibliography of print and electronic sources of marketing information. Part II of this work appears in *Journal of Business & Finance Librarianship*, 9, no. 4 (2004) 205-299.

(Reprinted from “The JAL guide to the professional literature,” by L. Reiner & A. Smith, Eds., *The Journal of Academic Librarianship*, 30(6), November 2004.)

**Dong, X. (2003). Searching information and evaluation of Internet: A Chinese academic user survey. *The International Information & Library Review*, 35(2-4), 163-187.**

DOI: 10.1016/S1057-2317(03)00017-1

This article presents findings from a survey which reached students and other academics in developed areas of China. Findings included that Chinese Internet users turn most often to Chinese- and English-language resources. Besides offering insights useful to information professionals working in China or with Chinese audiences, this article offers a model for design and deployment of a survey regarding information-seeking behavior in an academic environment.

**Hale, M., Butcher, P., & Hickey, C. (2003). *New pathways to planning*. Retrieved from Northeast Kansas Library System website:**

<http://skyways.lib.ks.us/pathway/index.html>

This electronic resource can help guide the way through first steps in library planning and involved environmental scanning. Starting on the introduction link or the site map is crucial to getting the most from this site. This comprehensive site provides links to charts, worksheets and resources that can assist in design and evaluation of marketing strategies and objectives. Sections address profiling your community; internal library audit; vision, goals and objectives; and putting the plan in motion.

More on “The JAL Guide to the Professional Literature” appears on page 19.

Hayslett, M. M., & Wildemuth, B. M. (2004). Pixels or pencils? The relative effectiveness of Web-based versus paper surveys. *Library & Information Science Research*, 26(1), 73-93.  
DOI: [10.1016/j.lisr.2003.11.005](https://doi.org/10.1016/j.lisr.2003.11.005)

Surveys can serve as tools during environmental scanning, which in turn can assist in development of customer service and marketing programs. With the introduction of Web-based surveys came a way to overcome geographic boundaries and reach larger numbers of people than possible with paper surveys. But are online surveys more effective than paper ones? This article focuses on pros and cons of surveys administered by three methods: a printed survey distributed by mail, a Web survey announced by mail, and a Web survey announced by email. Among challenges associated with Internet surveys, the article identifies possible sampling bias (i.e., a population using the Internet may be demographically unique), mode effects (i.e., the distribution medium may affect survey responses), and matching a population with an appropriate distribution medium.

Koontz, C. (2003). Census data: Valuable information on your library's customers. *MLS: Marketing Library Services*, 17(3), 6-8.

This article can help information professionals find and use U.S. Census data. Though covering a lot of ground – including a brief history of the U.S. Census and identification of census data most useful to librarians, this article is an easy read. The example illustrating how a library marketer (and other library staff) might use census data makes instructive points, including that such data may help in decision-making relating to acquisitions, staffing, budget development and outreach. The suggestion to consult U.S. Census statistics relating to holidays and days of special observance indicates understanding of librarians' on-the-ground marketing needs. *MLS* is a newsletter which informs library and information professionals about marketing trends, issues and resources – while providing information from a how-to, pragmatic perspective. More about *MLS* appears at [www.infotoday.com](http://www.infotoday.com)

Logan, R. (2000). Ready, set, plan! Community analysis help online. *Public Libraries*, 39(4), 220-223.

This article discusses the development and purposes of online community analysis tools such as provided by the Library Research Service (LRS) of the Colorado State Library. Along with providing interactive tools, the LRS reports and analyzes statistics on U.S. school, public and academic libraries, and conducts studies on major library issues such as the changing library workforce. Librarians seeking guidance on U.S. community analysis may wish to read this article and visit the LRS website at [www.lrs.org](http://www.lrs.org)

McClamroch, J., Byrd, J. J., & Sowell, S. L. (2001). Strategic planning: Politics, leadership, and learning. *The Journal of Academic Librarianship*, 27(5), 372-378.  
DOI: [10.1016/S0099-1333\(01\)00222-1](https://doi.org/10.1016/S0099-1333(01)00222-1)

The authors give an overview of the importance of strategic planning to a library and describe a particular strategic planning model. Related here are lessons learned by the Indiana University Bloomington Libraries (IUBL) as they built a strategic plan using John Bryson's Strategy Change Cycle. Bryson's model recognizes the importance of political decision-making to the strategic planning process and involves ten steps including assessment of an organization's environment. The description of the process involved as IUBL's Strategic Planning Steering Committee developed an environmental assessment – identifying the libraries' strengths, weaknesses, opportunities and threats – may serve as a guide to developing an environmental assessment for any library.

OCLC white paper on the information habits of college students; How academic librarians can influence students' Web-based information choices. (2002). Retrieved from Online Computer Library Center website: <http://www5.oclc.org/downloads/community/informationhabits.pdf>

This report presents data pertaining to university students' preferences and needs regarding library resources. Further, this report recommends tactics to increase libraries' visibility on the Web and help connect students with high-quality information resources. Any librarian needing data on information-seeking behavior of U.S. college students can find here significant information to assist with an environmental scan or community analysis.

Sarling, J. H., & Van Tassel, D. S. (1999). Community analysis: Research that matters to a north-central Denver community. *Library & Information Science Research*, 21(1), 7-29.  
DOI: [10.1016/S0740-8188\(99\)80003-6](https://doi.org/10.1016/S0740-8188(99)80003-6)

The Community Analysis Research Institute (CARI) model developed by Roger Greer and Martha Hale offers a structure to assist in developing a profile of a library's community. This model, as reported here, can facilitate a library's obtaining and assessing statistics, interviews and structured observations. Demonstrating the viability of the CARI model, the authors describe how this model was used as part of planning processes surrounding construction of a new public branch library in Denver, Colorado.

Wilson, A. (Ed.). (2003). *The 2003 OCLC environmental scan: Pattern recognition*. Retrieved from OCLC website: [www.oclc.org/reports/2003escan.htm](http://www.oclc.org/reports/2003escan.htm)

This report identifies issues and trends impacting libraries, archives and allied organizations. Included are assessments of relevant social, economic and technology landscapes. The section "The Research & Learning Landscape" addresses the changing pattern of research and learning in higher education, and the section "The Library Landscape" addresses social and technology trends.

Wilson III, E. J., & Wong, K. (2003). African information revolution: A balance sheet. *Telecommunications Policy*, 27(1-2), 155-177.  
DOI: [10.1016/S0308-5961\(02\)00097-6](https://doi.org/10.1016/S0308-5961(02)00097-6)

Librarians working in Africa or information professionals involved in developing library services for African audiences may particularly benefit from this article, providing an environmental scan detailing diffusion of information technology in Sub-Saharan Africa. Wilson and Wong discuss the importance for Africa of the information revolution and cover economic as well as non-economic benefits. For information professionals working in any developing region, this article may provide guidance on how to structure an external environmental scan pertaining to information and communications technology. ■

“There are things that we don't know, and know that we don't know (e.g., research projects, the cure for AIDS, etc.); things we think we know, but don't (these are our mistakes); and things we don't know, and don't know that we don't know (these, of course, can't be listed, though past examples can).”

– Dr. Marlys Witte, Director, Medical Student Research Program, Curriculum on Medical Ignorance, and Professor of Surgery, University of Arizona College of Medicine, Tucson, AZ, USA



Michael Blackman

“All types of organizations providing information must pay attention to how they serve customers and deal with media and public relations. To provide excellent customer service, an organization must first make sure that its customers know of the services available. Whether an information organization is a library, a publishing house or a patent office, getting word out about services available and taking care of customers are primary needs. By looking at how diverse information organizations structure customer service and manage media and public relations, best practices may be identified and advantages gained.”

– Michael Blackman, Editor-in-Chief, *World Patent Information*, London, UK

*World Patent Information* provides a worldwide forum for exchange of information among professionals in the field of industrial property information, documentation, classification and statistics, and promotes the widest possible use of associated literature. This journal publishes papers concerned with all aspects of industrial property information, documentation, classification and statistics; new regulations pertinent to industrial property information and documentation; reports on relevant meetings and conferences; and bibliographies, together with book reviews.

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**Brower, S. (2002). Teaching e-journals: Building a workshop for an academic health sciences library. *Serials Review*, 28(2), 88-92. DOI: 10.1016/S0098-7913(02)00168-5**

Customized instruction, an important part of customer service offerings at many libraries, changes as the times change. Brower reports on the University at Buffalo Health Sciences Library's workshop addressing myths surrounding e-journals and recommending methods for accessing such journals. This article describes the learning objectives and structure of the workshop which may serve as a model for similar instructional sessions.

**Cardwell, C., Furlong, K., & O'Keeffe, J. (2001). My librarian: Personalized research clinics and the academic library. *Research Strategies*, 18(2), 97-111. DOI: 10.1016/S0734-3310(02)00072-1**

Academic libraries offering or contemplating offering personalized research clinics (PRCs) may want to turn to this article, describing PRCs at three institutes. Covered aspects of managing PRCs include logistics, publicity methods and assessment. Institutes mentioned are Ohio's Bowling Green State University, Wisconsin's Marquette University and Pennsylvania's Gettysburg College. The authors additionally report on results of a survey taken during the Association of College and Research Libraries national conference in 2001. Respondents indicated that problems with PRCs included insufficient marketing. Regarding the value of PRCs, the authors note in their conclusion, "They embody the spirit of undergraduate education on our respective campuses."

**Germain, C. A. (2000). 99 ways to get those feet in the door: How to develop a public relations campaign. *College & Research Libraries News*, 61(2), 93-96.**

This article gives pointers on how an academic library can communicate to its users why they should visit the library. Germain advises organizing a public relations (PR) committee, getting to know the library needs of one's campus, and preparing a PR plan. Among ideas presented are staging workshops for new faculty orientations; sponsoring book-signing events for faculty; reaching out to department secretaries; using table tents on cafeteria tables and advertising library websites; involving students in development of library websites; and reaching out to local high school students.

### ► JAL Reprint

**Karp, R. S. (Ed.). (2001). *Powerful public relations: A how-to guide for libraries*. Chicago: American Library Association.**

This work in the well-known How-To series covers news releases and public service announcements, library publications (newsletters, brochures, flyers, posters, bookmarks), Web-based PR, exhibits, interactive multimedia programs, special events, desktop publishing, and a selected, annotated bibliography for further study. The contributors offer step-by-step instructions, checklists, and sources for further information.

(Reprinted from "The JAL guide to the professional literature," by L. Reiner & A. Smith, Eds., *The Journal of Academic Librarianship*, 28(4), July-August 2002.)

**Lederer, N., & Ernest, D. J. (2002). Managing the media during a library crisis. *American Libraries*, 33(11), 32-33.**

Here library staff can learn how to become better equipped for dealing with media during crises and learn about types of behavior media representatives may exhibit when crises befall libraries. This article warrants inclusion in a library's disaster preparedness plan.

“Be creative. Try to think of new ways to promote your services. And, enjoy it! Marketing is one of the fun, creative tasks library staff get to do!”

– Melissa Kane, Reference Librarian, Earth Sciences Information Centre, Ottawa, Canada

**Lillard, L. L. (2003). Personalized instruction and assistance services for distance learners: Cultivating a research relationship. *Research Strategies*, 19(3-4), 204-212.**  
DOI: [10.1016/j.resstr.2004.11.003](https://doi.org/10.1016/j.resstr.2004.11.003)

For academic libraries serving distance students, according to Lillard, ongoing marketing and provision of high-quality services are important. She propounds "embedding the library into students' daily lives" (section 6) via library services comprising relationships rather than encounters and via librarians serving alongside faculty as co-instructors of online courses. This article offers a vision of exemplary customer service to distance students.

**Malone, C. (2004). Agency web pages – an information resource and a public relations tool: The USDA example. *Government Information Quarterly*, 21(3), 383-390.**  
DOI: [10.1016/j.giq.2004.02.004](https://doi.org/10.1016/j.giq.2004.02.004)

In presenting results of examination of U.S. Department of Agriculture (USDA) Web pages available from 1999 to 2004, Malone draws attention to the need for government agency websites to achieve balance between serving as public relations tools and disseminating information. Identified are types of information researchers typically look for when visiting government agency websites such as USDA's. Also discussed is the provision of USDA data by Cornell University's Mann Library website – a provision resulting from a cooperative arrangement involving the USDA and Cornell and benefiting researchers.

**Marshall, N. J. (2001). Public relations in academic libraries; A descriptive analysis. *The Journal of Academic Librarianship*, 27(2), 116-121.**  
DOI: [10.1016/S0099-1333\(00\)00183-X](https://doi.org/10.1016/S0099-1333(00)00183-X)

Motivated by the lack of research regarding public relations (PR) activities and their impacts in academic libraries, the author interviewed library directors at U.S. universities. Findings presented here paint a broad-brush picture of attitudes on the part of academic library management towards the need for and value of public relations. Instructive findings include the fact that none of the libraries included in the interviews had in place a written PR plan, yet many interviewed directors felt PR was important to their libraries. This article identifies specific PR-related needs, including for library staff to receive PR training, for libraries to track PR efforts and results, and for information professionals to conduct further research into types of PR efforts most effective in academic settings.

**Metz, P., & Gray, C. (2005). Public relations and library weeding. *The Journal of Academic Librarianship*, 31(3), 273-279.**  
DOI: [10.1016/j.acalib.2005.01.005](https://doi.org/10.1016/j.acalib.2005.01.005)

Who hasn't heard of a library weeding a collection only to find more problems than benefits resulting? This article explains how the University Libraries of Virginia Tech wrapped public relations into a major shelf-load-reduction/storage project and found goodwill among the results. As factors important to the project's success, the authors identify advance publicity, clear criteria (listed in Appendix B) and faculty involvement. Further, the authors relate how downsizing resulted in donations to libraries across the globe. Seen as good deeds, the donations likely helped the libraries steer clear of negative criticism such as may have resulted from simply putting materials into dumpsters.

**Siess, J. A. (2003). *The visible librarian: Asserting your value with marketing and advocacy*. Chicago: American Library Association.**

This book focuses on tactics to help librarians gain visibility and claim their value to their communities. Opening with sections on customer service and change management, this lively yet cogent book is fast out of the gate. Taking readers from basic issues affecting libraries, to marketing basics, to guidance on deploying publicity and public relations, and finally to advocacy – where, as noted

by Siess, it all comes together, this book could serve as a textbook in a course about marketing library services. The five chapters are subdivided into building blocks that interconnect. Each chapter is worthy of study as an independent unit, especially when considered in conjunction with the complementary listing – at the back of the book – of additional resources. The how-to's regarding publicity, public relations and lobbying could serve as a blueprint for action plans for members of library staff or Friends of Library groups.

## ► JAL Reprint

**Taylor, S. (2002). Public relations and the academic library. *Public Services Quarterly* 1(3), 1–4.**

Though brief, this article offers a very useful review of the literature on marketing and public relations in the academic library. Other related articles of interest in this issue include: "University of Central Florida Librarians on Location" (by Donna Goda, Elizabeth K. Killingsworth, and Buenaventura B. Basco), where librarians use a wireless laptop to bring reference service to students around campus; "From the Library Plaza to the Golden Dome: Reaching Constituents by Committee" (by Rebecca C. Drummond, John P. Hughes, Patti Lee, Anne Page Mosby, Marjorie Patterson, and Peter J. Roberts), on the unusual array of activities of Georgia State University library's public relations committee; and "The Special Library on Campus: A Model for Library Orientations Aimed at Academic Administration, Faculty, and Support Staff" (by Leslie Hurst), on an innovative program at the University of Washington.

(Reprinted from "The JAL guide to the professional literature," by L. Reiner & A. Smith, Eds., *The Journal of Academic Librarianship*, 29(5), September 2003.)

**Weidinger, I. (2005). Dissemination of information activities of the Austrian Patent Office (APO). *World Patent Information*, 27(2), 145-151.**  
DOI: [10.1016/j.wpi.2004.08.002](https://doi.org/10.1016/j.wpi.2004.08.002)

In a knowledge society, information organizations must take measures to raise public awareness of the organizations' missions and services. Weidinger states the Austrian Patent Office (APO) provides services encouraging "Austrian companies to use their industrial property rights actively and strategically." Providing testimony to the APO's ability to fashion itself as thoroughly modern are examples of how the agency delivers customer service with public relations built in. The APO offers train-the-trainer sessions aimed at lawyers, librarians, teachers and others; the APO organizes seminars with partners such as the Association of Patent Attorneys and benefits from shared resources and collaboration; and the APO participates in national and international fairs.

**Woodward, J. (2005). *Creating the customer-driven library; Building on the bookstore model*. Chicago: American Library Association.**

In just over 200 pages, Woodward takes readers from the appeal of bookstores and a comparison of libraries and bookstores, to advice on finding time and money to transform libraries so they better serve customers. In between, she provides guidance on identifying library customers' needs and establishing clear customer service priorities for library staff. Information professionals looking for how-to guidance may especially appreciate the chapters on ambience, display, signage and promotional materials. Though the entire book may be said to be all about marketing, this slight book devotes a chapter to marketing. The chapters "Valuing Customer Service" and "One Library, One Goal: Establishing Clear Priorities" speak to special challenges faced by research libraries. ■

**JAL** More on "The JAL Guide to the Professional Literature" appears on page 19.



James Mouw

“Librarians recognize that with the advent of the electronic age comes the need to reach out to users in new ways. Increasingly, our users never interact with us face to face, as transactions occur over the Web. For many of our patrons the library website has become the library. We must redouble our efforts in order to reach these non-traditional patrons. We struggle to find ways to reach patrons at this time of immense change; how do we publicize new services and train for new resources when so many of our patrons deal with us from afar? This bibliography includes articles ranging from practical advice on steps to improve your website to how best to compose the library column for your local newspaper. Several articles discuss particular programs that have proven effective and that can be easily adopted by other libraries.”

— James Mouw, Editor-in-Chief, *Library Collections, Acquisitions, & Technical Services*, and Assistant Director for Technical and Electronic Services, University of Chicago Library, IL, USA

*Library Collections, Acquisitions, & Technical Services (LCATS)* provides a forum for international exchange of ideas and experiences among members of the library collection management, technical services, vendor and publishing communities throughout the world. In reflecting the broad, practical and theoretical foundations of the discipline, *LCATS* publishes articles based on the practical work experiences of librarians, vendors and publishers as well as research reports and papers on theory.



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Adkins, D., & Bala, E. (2004). Public library outreach as a function of staffing and metropolitan location. *Library & Information Science Research*, 26(3), 338-350. DOI: 10.1016/j.lisr.2004.01.001

The authors examine the history of library outreach, a history longer than libraries' use of the word "outreach" and which has ranged from traveling book wagons, to radio broadcasts, to staffed collections in parks. After identifying the lack of systemically collected statistics on public libraries' outreach endeavors, Adkins and Bala report on results of a 1999 survey of Arizona public libraries. Findings included that, when considered as sole predictor variables, a library's metropolitan status and number of employed librarians emerged as significant predictors of likelihood of that library conducting outreach or school visits.

### JAL Reprint

*College libraries' newsletters – a webliography.* (2005). Retrieved from Association of College & Research Libraries website: [www.ala.org/ala/acrl/aboutacrl/acrlsections/collegelibraries/collpubs/collegelibraries.htm](http://www.ala.org/ala/acrl/aboutacrl/acrlsections/collegelibraries/collpubs/collegelibraries.htm)

The Communications Committee of the College Libraries Section of the ACRL provides links to college libraries' online newsletters from around the world. See also the extremely deep collection of academic library online newsletters provided by ALINUS and edited by Ronald H. Epp: <http://rhakotis.snhu.edu/alinus/alinus.asp> (accessed January 31, 2004). Perusing either of these resources provides an abundance of good ideas for programming, outreach, and marketing. Source: Rory Litwin, *Library Juice* 6, no. 26 (December 14, 2003). Available: <http://libr.org/Juice/> (January 1, 2004).

(Reprinted from "The JAL guide to the professional literature," by L. Reiner & A. Smith, Eds., *The Journal of Academic Librarianship*, 30(3), May 2004.)

Elder, J. J., Forrest, C., & Thomas, S. (2005). Students are users, too: A research library reaches out to the "undergraduate market" at Emory University. *College & Research Libraries News*, 66(3), 214-215.

In 2001, the main library of Emory University in Georgia established customer-focused market councils to pay attention to the relationship between the library and its users. The Undergraduate Market Council (UMC) was charged with promoting the library's services and resources to undergraduates. As part of marketing and publicity efforts, the UMC created the *Student Library Guide*, a newsletter aimed at all students and particularly freshmen. The authors conclude, "Market councils are an innovative feature of the library's organizational structure and have brought user focus to the library's internal and external communication."

Fagan, J. C., & Fagan, B. (2004). An accessibility study of state legislative Web sites. *Government Information Quarterly*, 21(1), 65-85. DOI: 10.1016/j.giq.2003.12.010

Besides reporting on how accessible websites belonging to U.S. state legislatures are to persons using assistive technology, the authors identify factors important in evaluating any website's accessibility to such users. A main point is that many users can benefit from efforts to ensure website content is accessible to persons using assistive technology. For example, a site providing the bulk of its information in text format may prove accessible to persons using assistive technology and accessible to persons using handheld devices. This article offers guidance helpful in evaluating accessibility of library websites and identifies relevant resources such as the World Wide Web Consortium.

Gammon, J. A., & Zeoli, M. (2003). The OhioLINK-YBP road shows: A partnership for vendor/library collaboration. *Library Collections, Acquisitions, & Technical Services*, 27(2), 139-145. DOI: 10.1016/S1464-9055(03)00041-1

In 2002, the Collection Building Task Force of the Ohio Library and Information Network (OhioLINK) teamed up with YBP Library Services and organized road shows. Aims included educating OhioLINK member libraries about the value of OhioLINK's agreement with YBP and how its services could benefit small colleges, and bringing more OhioLINK libraries on board with using vendor-supplied technical services tools. Discussion covers planning and logistics for the road shows, as well as development of content and marketing for the road shows. Librarians looking for additional marketing resources or inspiration may wish to browse another resource related to topics covered in this article: OhioLINK's Idea Gallery at [www.ohiolink.edu/ostaff/marketing/gallery](http://www.ohiolink.edu/ostaff/marketing/gallery)

www.  
sciencedirect  
.com

**Gore, P., & Hirsh, S. G. (2003). Planning your way to a more usable Web site. *Online*, 27(3), 20-27.**

As libraries work to ensure their websites offer needed information while remaining user-friendly, usability advice may be welcome but hard to sort through. Gore and Hirsch here offer some practical assistance. The authors emphasize the need for careful usability assessment, a process requiring planning, good timing and concrete objectives. To help librarians cope with the many kinds of website assessments available, the article features a chart of types of assessment tests that describes what each involved technique measures, what one can learn from each technique and limitations of each. Mentioned techniques include focus groups, surveys, heuristics and server log analyses.

**Joint workshop of the IFLA section on national libraries with the section on management and marketing: Marketing national libraries. (2002, June). *Newsletter of the IFLA Section on National Libraries*. Retrieved from IFLA website: [www.ifla.org/VII/s1/news/june02.pdf](http://www.ifla.org/VII/s1/news/june02.pdf)**

This newsletter issue reports on an International Federation of Library Associations and Institutions (IFLA) workshop focusing on the importance of marketing for national libraries. Included are presentations delivered by representatives of national libraries in Australia, Belgium, France, Italy, Latvia, New Zealand, Scotland, Singapore, The Netherlands, the UK and the US. Identified strategies included simplifying messages of national libraries, and carrying out user surveys and focus groups. Also discussed were additional tactics ranging from partnering with other important national institutions such as museums, to developing exhibitions and concert and lecture programs.

### ► JAL Reprint

**Kelsey, P., & Kelsey, S. (Eds.). (2003). Outreach services in academic and special libraries [Thematic issue]. *Reference Librarian*, 82.**

This special issue focuses on efforts to reach users outside the library walls, including marketing to previously underserved users (transfer students, staff, multicultural groups, etc.), special instruction efforts, special programming and use of multimedia technologies, proactive outreach to faculty, and librarian mentoring/recruitment efforts. Many interesting ideas are in this issue.

(Reprinted from "The JAL guide to the professional literature," by L. Reiner & A. Smith, Eds., *The Journal of Academic Librarianship*, 30(4), July 2004. DOI: 10.1016/j.acalib.2004.04.007)

**Krishnamurthy, M., & Chan, W. S. (2005). Implementation of library portals for information resources: A case study of the Indian Statistical Institute, Bangalore (ISIB). *The International Information & Library Review*, 37(1), 45-50. DOI: 10.1016/j.iilr.2005.01.001**

The library of the Indian Statistical Institute at Bangalore created a portal facilitating searching across databases. This article reports on the creation and efficiency of the library's new portal, and briefly discusses metasearch. The authors offer a model of a library portal customized for searching across multiple databases.

**LaRue, J., & Donlan, J. (2001). Writing the library newspaper column. *Colorado Libraries*, 27(4), 29-31.**

The authors offer a solution to the invisibility of public libraries: writing library columns to appear in local newspapers. Cited is a study showing a high correlation among library card holders, subscribers to local newspapers, and people likely to vote in an upcoming election. This article focuses on a tried-and-true approach to marketing library services, and gives do's and don'ts regarding writing a library column.

**Njoku, I. F. (2004). The information needs and information-seeking behaviour of fishermen in Lagos State, Nigeria. *The International Information & Library Review*, 36(4), 297-307. DOI: 10.1016/j.iilr.2003.10.013**

Lack of awareness about where and how to obtain information on modern fishing technology is identified as a common problem for surveyed fishermen. Njoku calls for outreach to disseminate information and for infrastructure such as electricity, so fisherman can use information technology and seek information on their own. A key message is the value of informing people about where and how to obtain information.

**Rieh, H., & Rieh, S. Y. (2005). Web searching across languages: Preference and behavior of bilingual academic users in Korea. *Library & Information Science Research*, 27(2), 249-263. DOI: 10.1016/j.lisr.2005.01.006**

This article reports on a study involving bilingual users from Korea's Myongji University and exploring their behaviors, perceptions and preferences regarding the Web as a multilingual information resource. Per the article's abstract, "Findings show that the subjects did not use Web search engines as multilingual tools. For search queries, they selected a language that represents their information need most accurately depending on the types of information task rather than choosing their first language." Information professionals dealing with e-resources and concerned about language issues may find this article offers guidance.

**Welch, J. M. (2005). The electronic welcome mat: The academic library web site as a marketing and public relations tool. *The Journal of Academic Librarianship*, 31(3), 225-228. DOI: 10.1016/j.acalib.2004.01.014**

Here appear insights into the potential and reality regarding academic libraries' use of their websites for marketing and public relations (PR) purposes. The author explores the issue of where to place on a library's website links for marketing and PR information. Also covered are results of a survey of marketing and PR links on academic library web pages.

**Withers, R., Casson, R., & Shrimplin, A. (2002). Creating Web-based listings of electronic journals without creating extra work. *Library Collections, Acquisitions, & Technical Services*, 26(2), 107-112. DOI: 10.1016/S1464-9055(02)00227-0**

Ensuring digital research materials are accessible and visible to library constituencies is essential in today's networked world. Creating and maintaining up-to-date listings of online journals available to library users can prove challenging. This article, per its abstract, "examines the development of a system which automatically exports data from the online catalog and incorporates it into dynamically-generated Web sites." The authors walk readers through such a system's development phases, including: identifying problems with existing interfaces for electronic journals, identifying challenges in developing a new interface, exporting and refining data from a catalog, and creating a public display. For subject specialists wishing to tailor lists of e-journals according to areas of expertise, and for any information professionals looking to put their best interfaces forward, this article may help show the way. ■

**JAL** More on "The JAL Guide to the Professional Literature" appears on page 19.



Danuta A. Nitecki

“An information seeker may wonder if a digital resource exists if no one finds it. Print library collections and reference desk services have a physical presence even if no one uses them. They both are easy to stumble upon when an information seeker enters a library. But library electronic resources, both text and the emailed, chat, portal, Wiki or blog delivered services that assist library customers to find them, exist in environments that are familiar to some, but not always areas of the Web others would discover. Marketing digital resources becomes increasingly important for information customers who may never stumble upon their existence, and also for library service providers who are eager to be discovered and help others explore the fullest range of sources available. Reading annotated bibliographies on the topic is a quick and convenient way to stay abreast of how such marketing is done and the value it offers.”

– **Danuta A. Nitecki**, Editor, *Advances in Librarianship*, and Associate University Librarian, Yale University Library, New Haven, CT, USA

*Advances in Librarianship* is a book series publishing critical articles and surveys of specific aspects of the field of librarianship and related subjects. Included articles and surveys are based on published literature, research in progress and current developments in all segments of the library profession. Established in 1969, and published at approximately yearly intervals, the series provides a permanent digest of developments in librarianship. Articles published in the series have won national awards and are frequently cited.



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**Adams, K. E., & Cassner, M. (2001). Marketing library resources and services to distance faculty. *Journal of Library Administration*, 31(3/4), 5-22.**

As libraries go digital and the higher-education environment grows ever more complicated, new opportunities for academic libraries to market their services arise. A key point of this article is, "One component of an academic library's marketing plan can be an assessment of the needs of distance faculty" (p. 6). Most of the article presents a report on the authors' survey of distance teaching faculty at the University of Nebraska-Lincoln (UNL). The survey evoked feedback covering various topics including the importance of the UNL libraries keeping up with technology and pointed to the need for the libraries to maintain marketing efforts. Besides gathering useful input, the survey achieved another purpose; the survey served in and of itself as a marketing tool reaching distance instructors. Included as an appendix is the "Survey of UNL Faculty Who Have Taught Extended Education Courses."

**Bailey-Hainer, B. (2004). Marketing virtual reference services: The AskColorado experience. *OLA Quarterly*, 10(2/3), 12-18.**

Per this article, ten months after the launch of AskColorado, a 24/7 virtual reference service collaboratively provided by staff from all types of Colorado libraries, the service had gained a faithful following of repeat users and earned a spot on the Colorado state government's website. Branding is identified as key to the marketing communications plan for AskColorado, and target markets and marketing channels involved in promotion of AskColorado are identified. This article offers additional value: The document "AskColorado Marketing Communications Strategy and Plan" is included.

**Cerame, R. (2004). Educate your clients: Teach them how to use your services. *Information Outlook*, 8(10), 24-26.**

Northrop Grumman's Information Research Center (IRC) in Baltimore, Maryland serves employees across diverse departments. To demonstrate the relevance of IRC services to Northrop Grumman employees' work, IRC staff organized vendor-provided free trainings and promoted them via newsletter and intranet announcements. Post-training surveys revealed employees responded favorably to the trainings. Survey input led to the IRC adding to its website a new section devoted to past and upcoming training seminars.

**Coffman, S. (2003). Marketing virtual reference services. In *Going live: Starting & running a virtual reference service* (pp. 73-89). Chicago: American Library Association.**

It seems like only yesterday that librarians and patrons started talking about virtual reference services. Now they've had a chance to settle in, such services increasingly receive attention devoted to improving their success, measured by their take-up and in other more qualitative ways. Despite its focus on a rapidly-changing area of library services, Coffman's book still offers a fine starting point for readers seeking guidance on marketing virtual reference services (as well as other aspects of such services).

**Jackson, M. G. (2002). A rush to serve: Digital reference services and the commitment to 24/7. In F. C. Lynden (Ed.), *Advances In Librarianship* (Vol. 26, 299-317). San Diego, CA: Academic Press.**

Customer service is important, but how far should it go? Per Jackson, this article questions "not so much the revolution in digital reference services (it is here to stay and properly so), but its supposed logical conclusion, that a librarian *must* be on call 24/7 in order to effectively serve the users of any library, whether it is public, academic, or special" (p. 301). While issuing a call to temper enthusiasm for 24/7 reference services, Jackson asks tough questions and supports them with relevant references to the literature. The extensive reference list comprises a guide to the history of virtual reference services.

**Wakeham, M. (2004). Marketing and health libraries. *Health Information and Libraries Journal*, 21(4), 237-244**

A broad overview of how marketing concepts can be applied to health libraries is offered in this article. Wakeham acknowledges competition in the information marketplace and emphasizes the importance of marketing in justifying resources given to libraries in today's complex health service environment. Looking at the British health sector, he points out that libraries are becoming increasingly multidisciplinary, collaborative and networked. One of his conclusions is that marketing is necessary for digital as well as physical library services. ■



David F. Kohl

*Annual income twenty pounds, annual expenditure nineteen nineteen six, result happiness. Annual income twenty pounds, annual expenditure twenty pounds ought and six, result misery.*

– Mr. Micawber (Charles Dickens, *David Copperfield*)

“Some realities never change. Although academic libraries serve lofty and important goals, the ability to adequately meet those goals rests on a financial foundation. As Dicken’s Mr. Micawber usefully implies, the difference between misery and happiness depends on income as much as on expenditure. While much rhetorical elegance and spilt ink have been generated by librarians focused on the problems of the expenditure side of the equation, significantly less attention has been focused on the income side. This is unfortunate, as the steady decline of academic library budgets as a percentage of university budgets proves. Clearly, librarians can usefully focus more attention on the income side of the library financial equation. Information and research on best practices, useful innovations, benchmarks, guidelines and relations with university foundations can all be found in the professional literature. Such resources can provide not only a useful, but essential, toolkit for helping librarians reduce their misery and improve their happiness.”

– David F. Kohl, Editor-in-Chief, *The Journal of Academic Librarianship*, and Dean and University Librarian, Emeritus, University of Cincinnati, OH, USA

### **The Journal of Academic Librarianship (JAL)**

features articles and columns focusing on serious scholarly research or policy issues involving the full range of academic libraries – research, college and two-year. JAL provides a forum for authors to present research findings as well as appropriate practical applications and their significance; analyze policies, practices, issues and trends; speculate about the future of academic librarianship; and present analytical bibliographic essays and philosophical treatises.



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More Info

**Alexander, J. O. (1998). Fundraising for the evolving academic library: The strategic small shop advantage. *The Journal of Academic Librarianship*, 24(2), 131-138.**  
DOI: [10.1016/S0099-1333\(98\)90173-2](https://doi.org/10.1016/S0099-1333(98)90173-2)

According to Alexander, newer and smaller academic libraries enjoy advantages when it comes to raising money. Advantages cited include geographic isolation and concomitant limited regional competition, capital campaign opportunities, and the ability to start development work early in the life of an institute. The section on redefining barriers as strategic advantages is redolent of Benjamin Franklin; anyone might find a constructive lesson here. Alexander’s identification of schools that have achieved fundraising success via specific approaches and despite challenges may serve as further inspiration or offer a blueprint or two.

**Ciconte, B. L. (2004). *Fundraising basics; A complete guide*. Sudbury, MA: Jones and Bartlett Publishers.**

This book opens with a chapter on the American tradition of philanthropy and discusses how to create a philanthropic environment. Also covered are the roles of boards, staff and volunteers in fundraising; resources needed to set up development offices and their functions; how to develop and evaluate fundraising plans; and how annual giving programs can develop relationships for organizations. Librarians may especially find interesting the chapter on using technology in fundraising. This book comprises a comprehensive guide.

**Coffman, S. (2000). "And now, a word from our sponsors ...": Alternative funding for libraries. *Searcher*, 8(1), 51-57.**

As the millennium changed, Coffman issued in this article an invitation to start thinking about ways to diversify funding support for libraries. Covered here are intrapreneuring models adaptable to libraries and including fee-based services, the Public Broadcasting System model and running libraries like bookstores. Coffman includes a description of FYI, a fee-based information and reference service provided by the County of Los Angeles (California) Public Library. Information about the service also appears at [www.colapublib.org/fyi.html](http://www.colapublib.org/fyi.html)

**Harris, C. K. (2001). "Pull up a chair!" A friend’s way of helping the state law library. *Texas Library Journal*, 77(2), 73-74.**

In 1992, the Friends of the Library group associated with Texas’ State Law Library launched a campaign to raise money to help furnish the library’s new quarters and ended up obtaining chairs and recognizing contributors to public service in Texas. Each chair acquired via the campaign has been donated in memory or in honor of a specific individual; most honorees have been members of Texas’ legal community. Each chair bears a plaque naming the donor, the honoree and the honoree’s contribution to public service. According to Harris, the "Pull Up a Chair" campaign was launched with little budget but has resulted in tangible and appreciated results. Other libraries may want to use the campaign as a model, adapting it to suit particular needs.

**Hazard, B. L. (2003). Online fundraising at ARL libraries. *The Journal of Academic Librarianship*, 29(1), 8-15.**  
DOI: [10.1016/S0099-1333\(02\)00399-3](https://doi.org/10.1016/S0099-1333(02)00399-3)

This article addresses the emerging trend of university libraries using the Web for fundraising and reports on examination of websites of U.S. university members of the Association of Research Libraries (ARL). In examining the websites, Hazard looked for specific development-related elements, including: Friends information, email contacts, interactive forms and secure donations. Friends pages emerged as an element occurring often and placed prominently on surveyed websites. Drawing from survey results, Hazard offers recommendations, including that libraries use mnemonic addresses (short, easy-to-recall URLs) to help donors remember favorite sites. Also included is a brief overview of ARL libraries’ recent (since the early 1990s) fundraising activities, both traditional and Web-based.

(Continued on next page)

### JAL Reprint

Lerud, J. V., & Dunn, L. G. (2001). Opportunities for creativity: Fundraising for engineering and science libraries. *Science & Technology Libraries*, 19(3/4), 221–235.

Although the authors of this article describe fundraising and marketing in the context of engineering and science libraries, their ideas and strategies could be applied usefully in any academic library. Lerud and Dunn succinctly cover the institutional players involved, methods of fundraising, development and major gifts, and grant writing.

(Reprinted from "The JAL guide to the professional literature," by L. Reiner & A. Smith, Eds., *The Journal of Academic Librarianship*, 28(3), May-June 2002.)

Mahmood, K., Hameed, A., & Haider, S. J. (2005). Fundraising in Pakistani libraries: Perceptions of library leaders. *The International Information & Library Review*, 37(2), 117-125.

DOI: [10.1016/j.iilr.2005.05.001](https://doi.org/10.1016/j.iilr.2005.05.001)

To assess fundraising in Pakistani libraries, the authors examined literature and deployed a survey. The literature review identified a history of gifts and donations to Pakistani libraries but scant indication of active fundraising. The authors' recent survey, which targeted Pakistani experts in the field of library and information science, determined library fundraising has not yet taken hold in Pakistan. Efforts to undertake such fundraising are urged.

Martin, S. K. (2000). Academic library fund-raising: Organization, process, and politics. *Library Trends*, 48(3), 560-578.

This article discusses why academic libraries should take on fundraising and how they can do it. The author explains development models found at universities: the centralized, decentralized and hybrid models. Specific impacts of each model are covered, and advice on how to proceed if a parent institute does not formally support library fundraising is presented. Also given are specifics on how a library may start or shape major gifts or capital campaign programs, as well as how such efforts may involve library staff and constituencies. This article offers a clarion call for academic libraries to use fundraising opportunities to communicate the worth of libraries.

*Opportunities in Europe*. (n.d.). Retrieved from Chartered Institute of Library and Information Professionals website:

[www.cilip.org.uk/professionalguidance/internationalwork/europe/opportunities](http://www.cilip.org.uk/professionalguidance/internationalwork/europe/opportunities)

This site provides information on European Union funding available to libraries and identifies funding sources of particular relevance to the UK library and information sector. Besides learning about potential funding sources, librarians can here learn about the electronic discussion list "lis-european-programmes" and find their way to the "Promoting Value" page offering advice, case studies and exercises dealing with various marketing issues.



### Elsevier Alerts Library & Information Science

Elsevier offers free email alerts covering diverse subjects. Library and information science alerts deliver news as well as updates on Elsevier's LIS publications.

To sign up for LIS alerts, visit [www.elsevier-alerts.com/elsevier/socialscience/index.asp](http://www.elsevier-alerts.com/elsevier/socialscience/index.asp)

WWW.

Ruggiero, A., & Zimmerman, J. (2004). Grateful recipients: Library staff as active participants in fund-raising. *Library Administration & Management*, 18(3), 140-145.

Library leaders despairing of getting it all done, of factoring into already jammed workloads sundry duties associated with fundraising, should head straight for this article. And any library staffer wishing to get more involved with library development efforts should beeline for this article too. Ruggiero and Zimmerman neatly sum up in a few pages why and how library leaders should facilitate staff involvement in fundraising. Among attributes making library staff excellent participants in fundraising efforts, the authors note an orientation toward teamwork, the ability to articulate a vision and share it with potential donors, and likely interest in philanthropy. According to the authors, involvement of staff – carefully matched to fundraising duties – can give a library a competitive edge when it comes to development. Specifics are given on how to involve staff members.

Steele, V., & Elder, S. D. (2000). *Becoming a fundraiser: The principles and practice of library development* (2nd ed.). Chicago: American Library Association.

The authors advise innovative and aggressive funding approaches allowing libraries to reach untapped sources. This well-organized book of 138 pages opens with a summary of principles behind the authors' approach to fundraising, along with a summary of each of the ten chapters. Assets of this work include its sections on personality, fundraising style, and development staffing for the academic library. The chapter on enhancing image addresses public relations and development. This book could serve as a guide in constructing and deploying development programs.

The Asia Foundation. (n.d.). [Whole website]. Retrieved from [www.asiafoundation.org/About/overview.html](http://www.asiafoundation.org/About/overview.html)

Headquartered in San Francisco, California, and with offices across Asia, The Asia Foundation has for nearly 50 years provided books, software and other educational materials to Asian institutes and for over a decade has supported information and communications technology (ICT) efforts in Asia. Besides giving details on the foundation's Books for Asia program and ICT efforts, this website offers information on the foundation's exchange program allowing Asians and Americans to participate in academic studies, conferences, special programs and study tours. This site may prove valuable to Asian libraries seeking support. ■

*"I was pleased to learn our library is planning to honor Minnesota authors by dedicating chairs in their names in its new auditorium for a price, as part of a fundraising effort. The idea is each named chair will stand as a tribute to our dynamic literary community. What a great idea. I'm so excited about it, I volunteered to organize a grassroots campaign to have more authors named. If you'd like to see if your favorite author has been designated for a chair, visit [www.wilbers.com](http://www.wilbers.com)."*

– Stephen Wilbers, Columnist and Consultant,  
Minneapolis, MN, USA



Lisa Janicke Hinchliffe

“Relationships are key to the successful development and implementation of library services initiatives. From information literacy programs to digital chat reference to tables-of-contents email delivery, services by definition connect the library and library users in interactive and positive relationships. Key to communicating the value of library services are marketing efforts that reach out to our constituents and share with them strong and compelling messages about library services and future developments. Ongoing research and investigation are key to improving our understanding of library users' needs and wants from their libraries.”

– Lisa Janicke Hinchliffe, Editor, *Research Strategies*, and Coordinator of Information Literacy Services and Instruction and Associate Professor of Library Administration, University of Illinois at Urbana-Champaign, IL, USA

*Research Strategies* provides the library profession with the latest thinking and research on instructional services and the educational mission of the library. Articles address teaching methods, theories of learning, research behavior of library users, conceptual frameworks for teaching, the philosophy of instructional services and related topics.



More information appears at  
[www.elsevier.com/locate/resstr](http://www.elsevier.com/locate/resstr)

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similar issues. Regarding other ways to build relationships with community leaders, Block notes library officials may already belong to influential groups or can get involved with community projects supported by local shakers and movers. The point of such plotting of community involvement is to woo to the library's side the live wires who make things happen in a community.

**Crowther, J. L., & Trott, B. (2004). *Partnering with purpose; A guide to strategic partnership development for libraries and other organizations*. Westport, CT: Libraries Unlimited.**

This book examines partnerships involving libraries and community organizations and provides assurance such partnerships offer libraries substance of enduring value. Covered in detail are nuts and bolts involved in libraries developing partnerships – useful in marketing as well as other aspects of library management and services. The chapters on the Williamsburg (Virginia) Regional Library's partnership model and on letters of agreement deserve a read.



**Balas, J. L. (2003). *Fundraising: It's not just about the money. Computers in Libraries*, 23(2), 32-34.**

Throughout this article regarding successful fundraising efforts conducted by libraries across the US and resources helpful to libraries planning fundraising efforts, Balas reiterates her main theme: Fundraising activities bring revenue and friends – old and new – to libraries. Highlighted fundraising ventures include bike tours in support of libraries. This article offers a reminder that fundraising figures among a library's pantheon of relationship marketing tools.

**Besant, L. X., & Sharp, D. (2000). *Libraries need relationship marketing. Information Outlook*, 4(3), 17-22.**

In this article introducing relationship marketing to the library audience, the authors call attention to the need for a paradigm shift among information professionals involved with library marketing. Adrian Payne, a relationship marketing pioneer, is quoted as saying that while traditional marketing has been concerned with getting customers, relationship marketing concerns getting and keeping customers. Throughout, this article makes a key point: Because libraries involve ongoing relationships with diverse entities, libraries offer a natural home for relationship marketing. A description of the authors' practical model for visualizing relationship marketing in libraries appears (along with other useful information) in the September 2003 issue of *UI Current LIS Clips* at [www.lis.uiuc.edu/clips/2003\\_09.html#09](http://www.lis.uiuc.edu/clips/2003_09.html#09)

**Block, M. (2001). *The secret of library marketing: Make yourself indispensable. American Libraries*, 32(8), 48-50.**

Focusing on how libraries can become more visible to their communities' local power structures, the author offers tips on building relationships with journalists, government leaders and business leaders. Suggested tactics aimed at government leaders include identifying issues important to the leaders and supplying them with research regarding how other locations have dealt with

**Ferguson, D. (2001). *Friends of libraries: Brokers not bystanders. Australasian Public Libraries and Information Services*, 14(3), 117-120.**

Here appears a synopsis of the history of Friends of Library groups in Australia. Per Ferguson, 160 Friends groups – important constituencies for libraries – operated in Australia in 2001, and contributed to relationship marketing on behalf of libraries. Fundraising and lobbying number among other cited functions of Friends groups. Concluding with an explanation of the need to get more stakeholders involved in repositioning the library in the community, Ferguson invites information professionals and Friends to continue to work together so libraries stay relevant and thrive.

**Friends of Libraries U.S.A. (n.d.). [Whole website]. Retrieved from [www.folusa.org](http://www.folusa.org)**

This website should be the first stop for anyone seeking information on or ideas for Friends of Libraries groups operating stateside. Comprising over 2,000 members, Friends of Libraries U.S.A. or FOLUSA supports Friends groups involved in preserving and strengthening libraries. Resources publicized on this site can help Friends groups organize and develop programming. Communication tools available here include FOLUSA's two electronic discussion lists – freely open to anyone and including a list especially for Friends and librarians in academic settings – and a roster of Friends groups across the US.

(Continued on next page)

**Hilyard, N. B. (2004). Perspectives; Community partnerships. *Public Libraries*, 43(3), 147-152.**

This column relates eight tales about how libraries across the US have built successful partnerships helping generate fun, funds and friends. Whether working in urban or rural libraries, and whether working at public or other types of libraries, information professionals in need of inspiration and ideas for how to create productive partnerships can find in this column a treasure trove. All the stories offer persuasion that effective and powerful partnerships are not only doable but the best way forward for libraries needing to make the most of resources and forge stronger connections with changing communities. This column provides proof positive that libraries are a natural fit with relationship marketing.

**MacMillan, K., Money, K., Money, A., & Downing, S. (2005). Relationship marketing in the not-for-profit sector: An extension and application of the commitment-trust theory. *Journal of Business Research*, 58(6), 806-818. DOI: 10.1016/j.jbusres.2003.08.008**

Here appears information on a relationship marketing model designed to help nonprofit fundraisers understand and improve their relationships with organizational funders. To arrive at their model of nonprofit organization-funder relationships, the authors adapted the Morgan and Hunt model which puts commitment and trust at the center of successful relationships with customers and also involves shared values and communication. The authors amended the Morgan and Hunt model to include material and nonmaterial benefits and empirically tested the amended model via research involving a nonprofit organization (NPO) in South Africa. Conclusions include advising NPOs to engage in strategies developing nonmaterial benefits – the main driver of commitment.

**Miller, E. G. (2002). Team building for fund-raising. *Library Administration & Management*, 16(4), 187-193.**

After describing unique and successful fundraising partnerships – involving libraries in Kansas, Ohio, Indiana and Alabama – Miller explains steps library administrators can follow to achieve their own successful fundraising collaborations. And she explains that team-based fundraising links to seven elements involved in modern library management: planning, operations, staffing, communications, evaluation, resources and vision (POSCERV). To round out the article, Miller presents do's and don'ts for library administrators contemplating local or statewide fundraising projects, as well as a list of additional resources. Her references to unity among education sectors in Alabama and to a joint public-academic library illustrate that team-building for fundraising can lead to relationships offering benefits beyond the monetary.

*“In this era of the Internet and e-books, it is imperative to market the library for its survival. To increase the visibility of a library and ensure it remains a vital part of a community, proper marketing and raising of public awareness are needed. Libraries offer a world of knowledge as well as personal service and assistance in finding what is needed. To quote Ray Bradbury, ‘Without libraries we have no past and no future.’”*

– **Wendy Zaman**, Information Resource Officer,  
U.S. Embassy, New Delhi, India

**Nutefall, J. E. (2001). Information literacy: Developing partnerships across library types. *Research Strategies*, 18(4), 311-318. DOI: 10.1016/S0734-3310(03)00007-7**

Following receiving a grant titled "Information Literacy for Electronic Resources: Developing Information Literacy Skills Across Library Types" in 2000, the Rochester Regional Library Council in New York launched a project involving school, public, academic and special libraries. Objectives included increasing awareness among the library community of the need for library users to possess information literacy skills in the digital environment, and training library staff in instruction of electronic information literacy skills. Specific participating libraries entered into collaborative partnerships involving school groups visiting public and academic libraries.

**Oh, D. (2003). Complaining behavior of public library users in South Korea. *Library & Information Science Research*, 25(1), 43-62. DOI: 10.1016/S0740-8188(02)00165-2**

As libraries focus on strengthening relationships with their communities, customer feedback constitutes a valuable commodity. By investigating complaining behavior of public library users in South Korea, the author determined a complaining behavior model developed in the marketing field can be applied to libraries. In the article's conclusion, the author states, "Interest in consumer complaining behavior and complaint handling can increase customer commitment to the library, build customer loyalty, and finally, satisfy the customer."

**Reed, S. G., Nawalinski, B., & Peterson, A. (2004). *101+ great ideas for libraries and friends; Marketing, fundraising, friends development, and more!* New York: Neal-Schuman Publishers, Inc.**

This book, packed with photos and real-life examples, can help libraries raise money, stay on the radar screen, and create and develop Friends of the Library groups. The first chapter details specific approaches (e.g., memorial cards, an interactive dinner theatre show and an auction of literary-themed baskets) to raise money for libraries. The third chapter, "Making a Real Difference: Effective Library Advocacy," details how specific U.S. public libraries launched winning campaigns to garner support at the municipal and regional levels. This book can help all kinds of libraries cook up successful relationship marketing.

**Taylor, M. E. (2000). It's hard to make new friends: What to think about in creating a Friends of the Library group. *Library Trends*, 48(3), 597-605.**

Aimed at academic libraries considering starting or restarting Friends groups, this article covers basic issues relevant to the strategic purpose and structure of a Friends group. Taylor calls attention to the need to define whether a Friends group serves a fundraising purpose, supports special collections or has a broader mission. A strength of this article is its elucidation of the need to ensure any Friends group fits well into its local situation. Another strength derives from examples cited of successful Friends groups, including ones associated with libraries at Brown University and Gustavus Adolphus College in the US.

**Zwick, D., & Dholakia, N. (2004). Consumer subjectivity in the age of Internet: The radical concept of marketing control through customer relationship management. *Information and Organization*, 14(3), 211-236. DOI: 10.1016/j.infoandorg.2004.01.002**

Tools such as databases or customer relationship management (CRM) systems can assist in libraries' development of relationships with specific individuals or groups. Librarians dealing with or contemplating developing CRM systems can here find insights and instruction offered from the business school perspective. The authors present a cultural analysis of CRM systems, versus an analysis of technical or computer-scientific aspects of such systems – at heart mere databases. ■



Toni Carbo

“Information professionals face challenges from diverse information providers, including search engines on the Web, as they develop and provide access to information services and systems. Basic and applied research related to marketing is being published in several journals and covers important areas, such as strategies, techniques, methods and models, which can be used to improve marketing programs. Articles range from economic research, such as the work of Griffiths et al. on return on investments in Florida libraries, to practical tips, to Internet channel evaluation. Continued research is needed to assist information professionals to identify changing information needs of increasingly international and multicultural populations, to inform decision-makers of the value of libraries and information services, and to market these services and systems effectively.”

– **Toni Carbo**, Editor, *The International Information & Library Review*, and Professor, School of Information Sciences and Graduate School of Public and International Affairs, University of Pittsburgh, PA, USA

*The International Information & Library Review* provides timely articles on research and development in international and comparative librarianship, information sciences, information policy and information ethics, digital values and digital libraries. Contributions to the journal have come from staff or members of diverse international organizations, including the United Nations, UNESCO, IFLA and INTAMEL, and from library and information scientists in academia, government, industry and other environments.

More information appears at  
[www.elsevier.com/locate/iilr](http://www.elsevier.com/locate/iilr)



More Info

**Articles and studies related to library value (return on investment). (n.d.).**

Retrieved from American Library Association website:

[www.ala.org/ala/ors/reports/roi.htm](http://www.ala.org/ala/ors/reports/roi.htm)

Here appears a bibliography of resources useful in highlighting the value of libraries and so promoting them. Presented resources include articles and books, as well as studies and presentations. Though public libraries are the focus of many included resources, this site offers worthwhile mining for libraries of all types.

**Carter, E. W. (2002). "Doing the best you can with what you have": Lessons learned from outcomes assessment. *The Journal of Academic Librarianship*, 28(1-2), 36-41.**

DOI: [10.1016/S0099-1333\(01\)00282-8](https://doi.org/10.1016/S0099-1333(01)00282-8)

The author reports on assessments of research instruction provided by Daniel Library at The Citadel, a college in South Carolina, and how assessment results have affected the content of such instruction as well as the library's staffing, collection development and collaboration with other faculty and academic departments. Readers who consider library instruction as falling into the categories of marketing or customer service may find their ears perk up at Carter's statement, "Through our instruction program we reach faculty and students in an organized and controlled environment, one where we can show results" (The Impact of Assessment on the Library section, ¶2). For other readers, including those aiming at assessing impacts of non-instruction-related library marketing efforts, Carter's most important message may be that assessment doesn't have to be fancy.

**Gardner, B. (2002). Speaking notes? Effective and responsive needs assessment. *INSPEL*, 36(3), 191-206.**

Speaking from his perspective as the director of the research and information services branch of the Ontario (Canada) Legislative Library, the author explains the importance to libraries of assessment of client needs and emphasizes such investigation comprises two aspects: assessing services and products needed by clients, and evaluating how well library services meet clients' needs. Gardner underscores the continuous nature of assessment as well as the importance of taking a strategic approach to developing and implementing assessment.

**Griffiths, J., King, D. W., Tomer, C., Lynch, T., & Harrington, J. (2004). *Taxpayer return on investment in Florida public libraries: Summary report*. Retrieved from State Library & Archives of Florida website: <http://dlis.dos.state.fl.us/bld/roi/publications.cfm>**

Florida's public libraries return \$6.54 for every \$1 invested, according to this report presenting results of a comprehensive study. The report looks at use of public libraries by individuals and organizations, and via in-person and online visits. Though this report does not reveal the Holy Grail – the return on investment for library marketing efforts, here one may find inferences about the value of such efforts. This publication contributes to understanding of the big picture in terms of worth of public libraries and offers important news useful to library marketers.

**Hahn, S. E., Weaver-Meyers, P., & Bolin, M. (2002). Assessing customer demands: Making changes that count. *Library Administration & Management*, 16(1), 16-23.**

Following a decline in student satisfaction with the University of Oklahoma libraries in the 1990s, the libraries undertook a detailed assessment of user satisfaction with various library services. The assessment involved focus groups and surveys, and led to changes including revised signage and upgraded copier services. One challenge identified by the authors and likely surfacing in customer satisfaction assessments conducted by myriad organizations is unrealistic expectations on the part of users. The included survey may serve as a template for other libraries wishing to assess customer satisfaction.

(Continued on next page)

More on evaluation appears in the *Library Connect Newsletter*, at [www.elsevier.com/libraryconnect](http://www.elsevier.com/libraryconnect)

Lankester, A. (2005). Measuring up to success in Hong Kong. *Library Connect Newsletter*, 3(1), 2-4.

Lowe, C. (2003). Measuring library value. *Library Connect Newsletter*, 1(3), 2-3.

McKenna, C. (2005). Piecing the customer service puzzle. *Library Connect Newsletter*, 3(3), 4-5.

Harrington, D. L., & Li, X. (2001). Spinning an academic web community: Measuring marketing effectiveness. *The Journal of Academic Librarianship*, 27(3), 199-207.  
DOI: 10.1016/S0099-1333(01)00181-1

The authors surveyed participants of Texas A&M University's virtual learning community (VLC) "Academic Libraries of the 21st Century" and evaluated effectiveness of marketing activities promoting the VLC. Evaluated activities included print and electronic communications. Using an online survey, the authors collected information on how participants learned about the VLC and how they preferred to be informed of future VLC events. Survey results corroborated the server log file, indicating advertising via listservs proved most effective for promoting the VLC.

Jankowska, M. A. (2004). Identifying university professors' information needs in the challenging environment of information and communication technologies. *The Journal of Academic Librarianship*, 30(1), 51-66.  
DOI: 10.1016/j.jal.2003.11.007

To determine how faculty used information and communication technologies for research and teaching, the author deployed a Web-based survey targeting faculty at the University of Idaho. Regarding how to improve e-resources and services provided by the library, a significant percentage of respondents addressed the need for improved marketing.

Johnson, P. (2004). Marketing, liaison, and outreach activities. In *Fundamentals of collection development & management* (pp. 172-198). Chicago: American Library Association.

The author begins this chapter by reviewing marketing concepts and terminology found in today's libraries, where "liaison" may be heard more often among academic libraries and "outreach" more often among public and school libraries. The author then states, "Performance measurement is the final P in marketing" (p. 190). (The first four are, of course, product, price, place and promotion.) Surveys, focus groups and tracking frequency of user-initiated communications number among library performance measurement methods cited.

Julien, H., & Boon, S. (2004). Assessing instructional outcomes in Canadian academic libraries. *Library & Information Science Research*, 26(2), 121-139.  
DOI: 10.1016/j.lisr.2004.01.008

As stated in the abstract, "This article reports on a three-year study of information literacy instruction in Canadian academic libraries." During the study, groups of students received information literacy instruction as well as tests to gauge their learning. Study results demonstrated benefits of sound pedagogy. For librarians seeking to evaluate information literacy instruction, comprising customer service in libraries worldwide, or wondering if such instruction is worth all the effort, this article offers guidance and assurance.

King, S. F., & Liou, J. (2004). A framework for Internet channel evaluation. *International Journal of Information Management*, 24(6), 473-488.  
DOI: 10.1016/j.ijinfomgt.2004.08.006

Proposed here is a framework to guide assessment of effectiveness of Internet channels, including informational channels, transactional channels, intranets and other varieties. Development of the evaluative framework involved interviews with managers and users of specific channels, including a pensions system and university systems used to conduct teaching and marketing as well as a comprehensive university system. The proposed framework may help move evaluation of Internet channels closer to a melding of operational metrics (e.g., numbers of hits and site response times) and more sophisticated measurements (e.g., value to users and long-term business benefits).

Koontz, C. M., Jue, D. K., & Lance, K. C. (2005). Neighborhood-based in-library use performance measures for public libraries: A nationwide study of majority-minority and majority white/low income markets using personal digital data collectors. *Library & Information Science Research*, 27(1), 28-50.  
DOI: 10.1016/j.lisr.2004.09.003

As U.S. communities experience demographic shifts and lower-income or ethnic minorities become majority populations in many locations, and as Internet use rises at many libraries, traditional library performance measures such as examination of circulation data are becoming inadequate. This article proposes innovative performance measures libraries can use in developing and evaluating services aimed at all types of users – including special populations possibly not following traditional patterns in terms of usage of library services. Among proposed new library use statistics, the authors include patrons' in-library use of materials and assistance, as well as other aspects of patrons' information-seeking behavior (ISB). Further, the authors report on a study involving public libraries that used portable devices to collect detailed library-level data on users' ISB – data that even when aggregated may still reveal more insights than circulation or e-resource usage statistics alone.

**LibQUAL+™: Charting library service quality.** (n.d.). Retrieved from LibQUAL+™ website: [www.libqual.org](http://www.libqual.org)

LibQUAL+™ consists of a suite of services provided by the Association of Research Libraries (ARL) and allowing libraries to solicit, track, understand and act upon patrons' views of the quality of library services. Libraries around the world are using LibQUAL+™, available in Afrikaans, American English, British English, Dutch, French and Swedish. Anyone wanting more information on LibQUAL+™ can visit this website or contact ARL and get additional information.

Shontz, M. L., Parker, J. C., & Parker, R. (2004). What do librarians think about marketing? A survey of public librarians' attitudes toward the marketing of library services. *Library Quarterly*, 74(1), 63-84.

By surveying members of the New Jersey Library Association, the authors identified attitudes of public librarians toward marketing of library services and related the attitudes to specific variables. Survey results revealed most respondents had not during their library education taken any marketing coursework, but nearly half had taken a marketing course or workshop during the previous five years. Results also revealed that "negative attitudes about marketing may result from a lack of understanding about, and experience with, marketing techniques" (p. 71).

Vara Lakshmi, R. S. R. (2003). Measurement of college library performance: An evaluative study with standards. *The International Information & Library Review*, 35(1), 19-37.  
DOI: 10.1006/iilr.2003.0215

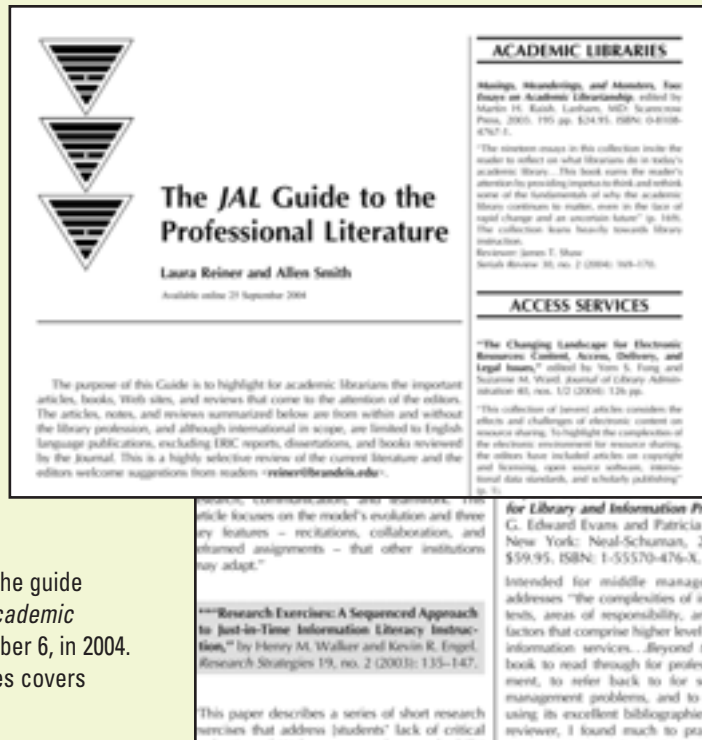
This article gives a brief overview of methods to assess libraries and gives an overview of efforts conducted in India, the UK and the US to define standards for academic libraries. Library functions and services relating to marketing and mentioned as possibly governed by evaluative measures or standards include user education and library awareness programs. The author proposes a set of standards reflecting today's technology-based information environment and expressly written for Indian college libraries. ■

## Where to Find the Guide

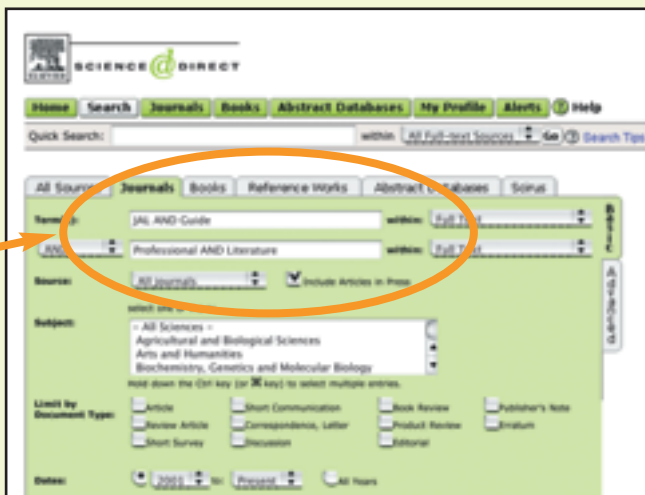
Each issue of *The Journal of Academic Librarianship* contains "The JAL Guide to the Professional Literature," an annotated bibliography.

This guide, edited by Laura Reiner and Allen Smith, highlights articles, books, websites and reviews of importance to academic librarians. However information professionals working in diverse environments may find the guide of value.

At right appear pages from the guide published in *The Journal of Academic Librarianship*, Volume 30, Number 6, in 2004. As shown, the guide sometimes covers marketing resources.



Some issues of "The JAL Guide to the Professional Literature" include annotated citations of resources pertaining to library marketing.



Run a ScienceDirect journals search on "JAL AND Guide" together with "Professional AND Literature."

## How to Receive Email Notification of New Issues of the Guide

Staying on top of current literature regarding academic libraries and marketing is easy thanks to ScienceDirect's search alerting capability. Any researcher affiliated with an institute licensed to ScienceDirect can set up a search alert and receive by email an announcement each time a new issue of "The JAL Guide to the Professional Literature" appears.

To set up such a search alert, an authorized ScienceDirect user simply needs to:

- Visit [www.sciencedirect.com](http://www.sciencedirect.com)
- Log in with a username or obtain one by clicking on "Register"
- Run a search as shown at left
- Click the "Save as Search Alert" link as shown at left



After the results appear, save the search as a "Search Alert."

[www.sciencedirect.com](http://www.sciencedirect.com)

## Additional Resources

Boaden, S. (2005). Building public library community connections through cultural planning. *Australasian Public Libraries and Information Services*, 18(1), 29-36.

Carpenter, B. (2004). *Marketing ideas for libraries*. Retrieved from Outagamie Waupaca Library System website:  
[www.owls.lib.wi.us/info/desks/bc/imarket](http://www.owls.lib.wi.us/info/desks/bc/imarket)

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# TOP PICKS

## Kotler's Top Picks for Librarians

“For professionals involved in marketing libraries, I recommend . . .

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– Philip Kotler, S.C. Johnson & Son Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University, Evanston, IL, USA

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