

## Faculty Services Staffing and Marketing

104.	Please describe the library's most successful marketing event or communiqué and how you determined its success?
<u>1.</u>	Presentations to faculty
<u>2.</u>	Faculty liaisons, determined by comments to director.
<u>3.</u>	Delivery of materials to faculty offices. Words of praise and positive feedback.
<u>4.</u>	Repeated announcements of library research training events in student e-mail newsletter
<u>5.</u>	The faculty here is never shy about giving us feedback, and they usually seem to know what is going on. I don't know what our most successful marketing event was.
<u>6.</u>	Faculty are responsive to announcements about summer research assistant training, and corresponding requests for updates in their RA names, e-mail addresses, and research agendas.
<u>7.</u>	Our Newsletter. Word of Mouth.
<u>8.</u>	The faculty services librarian meets individually with each faculty member and goes over what we offer or can make available.
<u>9.</u>	Information sessions on the creation and use of WEB CT for classes.
<u>10.</u>	Targeted e-mails to specific faculty members; they requested more information and services
<u>11.</u>	monthly marketing emails
<u>12.</u>	This survey is too long, and it is taking too much of my time to complete.
<u>13.</u>	Mass e-mails or targeted e-mails. Success is noted by responses from faculty.
<u>14.</u>	A flyer from our Media Services department. It generated the most verbal responses and requests for help from faculty than our other marketing efforts.
<u>15.</u>	Reglular email notices about Supreme Court News get very good feedback.
<u>16.</u>	Our faculty services database is the most successful marketing tool. Although we don't use it to disseminate news, it is our primary contact point with faculty.
<u>17.</u>	Postcards promoting the library conceived law school intranet (ClaraNet)
<u>18.</u>	We have an annual event honoring faculty publications. We advertised through e-mail, phone calls, and personal visits. We achieved 100 percent participation from the faculty who had published during the time period we selected to celebrate.
<u>19.</u>	The Library RA program has become the most popular program in the law school. We hear this from the dean, faculty, and prospective faculty candidates.
<u>20.</u>	LibQUAL survey. Successful because of large participation rate.
<u>21.</u>	Faculty colloquium once per year -- success determined by attendance and then follow up by Faculty Liaisons (If you feed them, they will come!)
<u>22.</u>	We have not had an 'all out' marketing event in our three years of operation. We have quarterly produced a library newsletter, in print and electronic, and a brochure and bookmark. We are planning an 'all out' event for our new facility where we will provide a print and CD version of our facility, holdings and operations.
<u>23.</u>	Presentation to faculty about resources (paper and electronic)which are available through the library. We felt it was successful simply by word of mouth.

<u>24.</u>	1st Annual Celebration of Books by Faculty, attended by at least 50 faculty. Several books were honored, introduced by another faculty member, including one book written by the university president who is a member of the law faculty. Reception held in the Law Library Reading Room, put on by the Library. We we recent recipients of the AALL Marketing Award for our PR package of activities.
<u>25.</u>	New faculty tea (% of faculty & administrators) Faculty blog subscriptions (% of faculty & administrators)
<u>26.</u>	Roll out of online catalog; word of moth from faculty
<u>27.</u>	Institution of the faculty liaison program in 2001. It has grown tremendously in scope and services. Our initial push was to assign the faculty to a librarian liaison, publicize the program, create a faculty services guide (print and web) and then do one on one outreach. The program is highly regarded and is used as a marketing tool for new faculty candidates. Everyone wants a "personal librarian liaison" and we have expanded to the visitors and co-curricular programs (CLE, Centers, journals)
<u>28.</u>	Our Millionth Vol. celebration! We engaged the faculty in many ways (from serving ice cream at a promotional event to participating as presenters in a symposium).
<u>29.</u>	We really don't do formal marketing.
<u>30.</u>	I believe the liaison communication has been the most effective. I determine this by the communications I receive from the Dean and law faculty.
<u>31.</u>	We held a session on our favorite legal and non-legal websites. We sent out the information via mass e-mail and provided lunch. We got back great e-mail responses.
<u>32.</u>	About 5 years ago, we started a semi-monthly electronic newsletter for faculty. We judge success by responses from faculty members that they appreciated learning about particular items and that they will recall seeing something in the newsletter.
<u>33.</u>	The most successful marketing is when food is involved. Alternatively, new faculty and new adjuncts have a orientation session inwhich the library takes part. This has been very effective to make the new faculty aware of our services.
<u>34.</u>	e-mail message to all fulltime and parttime faculty regarding value of the new BNA electronic package and e0mail alerts.
<u>35.</u>	The most successful marketing event was probably the faculty "tea" to which we invited the faculty to chat with their liaisons. We invited their research assistants and support staff. Not many faculty came, but the ones that did enjoyed it, got to chat with their personal liaison and their support staff and a couple of research assistants rely were pleased and happy to meet the librarians working specifically for their faculty-members. We got good feedback from them and several thanked us.
<u>36.</u>	We had a faculty "Research Roundtable" where we explained different research tools and library services to the faculty. We had a good turn out, and the faculty seemed to find the information useful.
<u>37.</u>	I think the time we spend giving library tours to every one-L ends up being a very effective marketing tool. By speaking about our service orientation and the variety of ways we can assist students throughout their law school career, we develop a good rapport with our student population. We find students more willing to approach us for help if we have already had the interaction during a tour. We frequently hear comments during the fall semesters, after tours hae been given, "You're the librarian who gave me my orientation/tour. Can you help me with..."
<u>38.</u>	National Library Week activities involve the entire law school.
<u>39.</u>	Presentations at faculty colloquium are the most successful events. Our requests and our usage always increase after we hold one.
<u>40.</u>	not applicable

<u>41.</u>	Haven't found any that work effectively. All librarians are law faculty, so we are present at law faculty meetings. This is our best means of passing on information, but anything that requires a response has a relatively low return.
<u>42.</u>	Providing presentations. By the number of faculty members in attendance.
<u>43.</u>	The most successful marketing event is our Ask a Law Librarian Table in the Law School common area every Tuesday at lunch. Statistics and word of mouth.
<u>44.</u>	New faculty lunch every year for new faculty where library services are described has been a positive program. Also the faculty newsletter has been successful in keeping the faculty abreast of new resources.
<u>45.</u>	Technology Day: We set up stations all over the library, asked vendors to come, and also staffed them ourselves. Gave a prize at each station, and had a drawing for those attending the most demonstrations.
<u>46.</u>	I think the creation of a Primary Library Contact system (faculty liaison) has been the most successful marketing effort. The faculty now each have "their librarian" - a relationship that empowers both the faculty and the librarians. Success is measured by the reduction in faculty conflicts with the library regarding expectations and services.

105. How does the library solicit feedback from faculty? Please check all that apply.	
<u>1.</u>	Statistics on services provide feedback
<u>2.</u>	recently held a faculty focus group
<u>3.</u>	Beg
<u>4.</u>	we don't
<u>5.</u>	Regular faculty workshops, presentations, faculty blog
<u>6.</u>	The Dean's library committee

106. Please describe one feedback gathering process used that garnered the most participation from faculty.	
<u>1.</u>	Faculty Survey
<u>2.</u>	Direct contact with faculty by liaison and Director
<u>3.</u>	Faculty have responded well to promotional email asking for their input on strategic directions for the law library.
<u>4.</u>	Faculty survey.
<u>5.</u>	When we have experienced budget cuts, our Library Director solicits initial feedback from a faculty advisory committee, and then requests feedback electronically or in person from the rest of the faculty.
<u>6.</u>	We have done paper and email surveys of faculty for collection development purposes. This has been particularly useful in determining what materials faculty want in the faculty library collection.
<u>7.</u>	Can't think of one.
<u>8.</u>	We asked faculty to take a look at a new database (the MOML database) and asked us to give feedback about its usefulness, value to their research. Many faculty responded.

<a href="#"><u>9.</u></a>	Survey on WEB CT use
<a href="#"><u>10.</u></a>	faculty focus group
<a href="#"><u>11.</u></a>	Mass faculty services survey - response was very good.
<a href="#"><u>12.</u></a>	faculty interest profile survey
<a href="#"><u>13.</u></a>	Sponsored luncheon with vendor representative as speaker.
<a href="#"><u>14.</u></a>	E-mails seem to work best at our institution.
<a href="#"><u>15.</u></a>	Every liaison scheduled (and sometimes persistently) a meeting with each faculty member to gather information.
<a href="#"><u>16.</u></a>	Emails announcing Library RA program and requesting information about faculty projects needing RA assistance
<a href="#"><u>17.</u></a>	LibQUAL survey
<a href="#"><u>18.</u></a>	Meeting with Faculty Liaison about current awareness needs.
<a href="#"><u>19.</u></a>	Print survey of faculty research and scholarship interests done a few years ago.
<a href="#"><u>20.</u></a>	Faculty Workshop on a Friday with lunch, where we presented information and led a discussion on legal scholarship repositories and faculty use of them. Included discussion of SSRN/LSN and our NELLCO Legal Scholarship Repository.
<a href="#"><u>21.</u></a>	Web survey of proposed topics for faculty presentations
<a href="#"><u>22.</u></a>	announcement at faculty meeting generated several responses.
<a href="#"><u>23.</u></a>	Recently, our new law school dean and associate dean for academic affairs met with all career faculty one on one. The faculty uniformly praised library services and the liaison program.
<a href="#"><u>24.</u></a>	we do an annual survey
<a href="#"><u>25.</u></a>	Not sure there's one that worked best. A variety of ways is usually needed to address different faculty styles and needs.
<a href="#"><u>26.</u></a>	Faculty survey
<a href="#"><u>27.</u></a>	one on one annual meeting
<a href="#"><u>28.</u></a>	survey
<a href="#"><u>29.</u></a>	We did a formal survey several years ago, but we have had a significant turnover in faculty since then.
<a href="#"><u>30.</u></a>	We asked them to take a look at our faculty article repository and let us know if there were any items that they wanted removed or added. Most responded promptly because the repository is putting their work out there for people to see.
<a href="#"><u>31.</u></a>	We had a professor who is Chair of the Library Committee email other faculty members and get suggestions from them about how library service could improve and whether we were lacking any services the faculty would like.
<a href="#"><u>32.</u></a>	Paper library survey/questionnaires have been used and have been somewhat successful. This year we will be using the LibQual electronic survey; hopefully we will see increased participation.
<a href="#"><u>33.</u></a>	Survey
<a href="#"><u>34.</u></a>	Discussion of the library collection and our services at the annual faculty retreat.
<a href="#"><u>35.</u></a>	We don't have a formal feedback gathering process

<u>36.</u>	Contacting individuals.
<u>37.</u>	The Faculty Services Librarian meets with each faculty member once a year.
<u>38.</u>	Questionnaires/surveys and informal means
<u>39.</u>	We did a face to face interview/survey of all faculty on their research interests. Since it was an individual interview, participation was high.
<u>40.</u>	Our Director periodically asks about library services at general faculty meetings.
<u>41.</u>	Tea/Punch and cookies with each liaison and faculty members

107. How do you measure the success of a service/program and whether or not it should be continued? Please check all that apply.	
<u>1.</u>	Usage based on statistics; Cost/benefit studies
<u>2.</u>	Statistics
<u>3.</u>	Guess
<u>4.</u>	attendance
<u>5.</u>	Use
<u>6.</u>	faculty demand trumps everything else (except for high budget impact issues)