

Marketing Plan Documents

Background Information

The following resources were created in 2012, as the GSU Law Library began working to create an overarching marketing plan. In the first phase of the marketing plan, we began analyzing various law school populations to see how we could best focus campaign materials on them. These documents were created for internal use and guidance.

Contents

This packet contains the following documents:

Outreach Analysis (Internal) (p. 2)

Questions for Library Patrons (first three target groups) (p. 3-7)

Marketing Committee Master Calendar (p. 8)

Contact Information

These materials were created by our Marketing Committee members. Questions can be directed to the committee chair, Reference/Student Services Librarian Deborah Schander (dschander@gsu.edu).



Outreach Analysis (Internal)

General Questions

Who are our current audiences?

What are our current outreach efforts?

What are we trying to accomplish with our outreach efforts?

Strengths

Which of those has been the most successful?

Why was it the most successful?

What do our users see as our strength(s)?

What makes us unique?

What can we do better than others?

What do we want to highlight (programming or services) that would be most beneficial to our audiences?

Weaknesses

Which of our outreach efforts have been the least successful?

Why?

What makes people not come into/return to the library?

What outreach methods/ideas/etc. should we avoid?

What can we improve?

Questions for Library Patrons

Questions for New 1Ls

Demographics and Habits:

How old are you?

When did you graduate from college?

What was your undergraduate major?

Do you have another graduate degree?

Do you consider yourself a recent graduate or someone returning to school?

Do you have children?

Do you have a spouse/partner?

Are you from Atlanta?

Are you a day or evening student?

What are your commitments outside of school?

Do you work full time?

Do you work part time?

How long is your commute to school?

How do you get to school? (e.g. MARTA, car)

How many hours do you spend on campus each day?

Do you have long breaks between classes that you spend at the law school?

What is the average duration of your breaks?

How do you fill these breaks?

How often do you study?

Are you in a study group?

How often do you currently visit the library?

How do you use the law library?

Did you use the library regularly as an undergraduate?

Where do you sit in the library (e.g. soft seating, carrel)?

Do you use the group study rooms? How often?

Communication and Knowledge of Library:

Have you visited the library site at law.gsu.edu?

What are you usually looking for and/or what have you been able to learn about the library from the website?

Did you know we offer LiveChat? Have you used it? If not, why?

If you have used LiveChat, was it helpful?

How do you know what's going on in the library?

Are you aware of: library blog and/or Facebook page?

Are you a follower/fan of our Facebook page or blog?

How often do you check the blog? The Facebook page?

Did you know the library has a Leisure Collection and Young Adult Collection?

Did you know that your textbooks are available on reserve?

Did you know you can eat in the library?

Have you visited during free coffee breaks?

How often do you visit the librarians when they are tabling?

Do you use the copy machines or scanner in the library?

Did you know the scanner is free?

Do you read the library's digital sign?

Did you know the library has a digital sign near the alcove?
Do your professors ever talk about the librarians and/or the library? Services the library provides?
If so, who and what?
What types of communications would you be willing to receive from the library?
E.g., emails, texts, paper flyers or handouts, etc.

Expectations, Current Assessment, and Improvement:

What do you expect from the library?
E.g., quiet, loud, friendly, open, to be left alone, easy to find things
Is the library a place to work or a place to relax?
What type of study atmosphere do you prefer? Noisy? Silent?
What do you hear about the library?
Do you feel comfortable in the library? If so, why; if not, why not?
Do you feel safe in the library? If so, why; if not, why not?
Are you encouraged/rejuvenated/inspired here? If so, why; if not, why not?
What do you like most about the library?
E.g., quiet spaces, friendly, open, 1-1 help, food, drinks, communal tables, study carrels,
copy room, leisure collection, the community, the lack of windows/distractions, the re-
serve books, etc.
What do you like least about the library?
What would make the library a more appealing place to spend the time between classes? Dedicat-
ed quiet area? Hot water? Study room access?
What services/books/equipment do you wish the library offered?
What services/books/equipment do you think is wasteful?
Do you use the equipment/copy room/Bloomberg terminal, etc?
Do you use the quiet areas v. other areas?
What is your experience with the librarians? The computer lab? The equipment/copy room?
If you could change one thing about the college of law, what would it be?

Research:

How would you rate your confidence in legal research?
How/where do you conduct most of your research?
Are you interested in attending workshops that would help you when researching?
Have you worked with a reference librarian to locate information? Describe the experience.

First-Year Thoughts:

Was there anything that you learned by the end of your first year that you wish you had been told
from the beginning?
Is the personal librarian program meaningful for students? Did the emails make students feel wel-
come?
Do you think that the work of law school is different than that of your undergrad?
If yes, ho? More difficult? More demanding? Etc.
Did you find Legal Bib useful? Did you enjoy it?
Did you enjoy RWA? Did you feel that the research component of the class was enough?

Questions for “Stuck Here” Students (those with long gaps between classes)

Demographics and Habits:

How old are you?

When did you graduate from college?

What was your undergraduate major?

Do you have another graduate degree?

Do you consider yourself a recent graduate or someone returning to school?

Do you have children?

Do you have a spouse/partner?

Are you from Atlanta?

Are you a day or evening student?

What are your commitments outside of school?

Do you work full time?

Do you work part time?

How long is your commute to school?

How do you get to school? (e.g. MARTA, car)

How many hours do you spend on campus each day?

Do you have long breaks between classes that you spend at the law school?

Did you build your schedule to have blocks of time on campus?

What is the average duration of your breaks?

How do you fill these breaks?

Student organization office, Law Review office, Rec Center, Library, reading, briefing cases, coffee shop, etc.

If you could have all your classes two days of the week, would you do so?

Studying:

How often do you study?

Where do you study most: home, law library, coffee shop, etc.?

Do you feel that - excluding the library - there are adequate places to study on campus? Downtown?

Do you have an office you regularly use to study?

Law Library:

How do you use the law library?

What do you expect from the library?

E.g., quiet, loud, friendly, open, to be left alone, easy to find things

Is the library a place to work or a place to relax?

What type of study atmosphere do you prefer? Noisy? Silent?

What do you hear about the library?

Do you feel comfortable in the library? If so, why; if not, why not?

Do you feel safe in the library? If so, why; if not, why not?

Are you encouraged/rejuvenated/inspired here? If so, why; if not, why not?

What do you like most about the library?

E.g., quiet spaces, friendly, open, 1-1 help, food, drinks, communal tables, study carrels, copy room, leisure collection, the community, the lack of windows/distractions, the reserve books, etc.

What do you like least about the library?

What would make the library a more appealing place to spend the time between classes? Dedicated quiet area? Hot water? Study room access?

What services/books/equipment do you wish the library offered?

What services/books/equipment do you think is wasteful?
Do you use the equipment/copy room/Bloomberg terminal, etc?
Do you use the quiet areas v. other areas?
What is your experience with the librarians? The computer lab? The equipment/copy room?
If you could change one thing about the college of law, what would it be?

Communication and Knowledge of Library:

Have you visited the library site at law.gsu.edu?
What are you usually looking for and/or what have you been able to learn about the library from the website?
Did you know we offer LiveChat? Have you used it? If not, why?
If you have used LiveChat, was it helpful?
How do you know what's going on in the library?
Are you aware of: library blog and/or Facebook page?
Are you a follower/fan of our Facebook page or blog?
How often do you check the blog? The Facebook page?
Did you know the library has a Leisure Collection and Young Adult Collection?
Did you know that your textbooks are available on reserve?
Did you know you can eat in the library?
Have you visited during free coffee breaks?
How often do you visit the librarians when they are tabling?
Do you use the copy machines or scanner in the library?
Did you know the scanner is free?
Do you read the library's digital sign?
Did you know the library has a digital sign near the alcove?
Do your professors ever talk about the librarians and/or the library? Services the library provides?
If so, who and what?
What types of communications would you be willing to receive from the library?
E.g., emails, texts, paper flyers or handouts, etc.
How do you feel about the library's food/drink policy? Do you know the food/drink policy?

Questions For New Faculty

Faculty Research and Library Use:

Do you know where the library is located? (snarky)

How often do you use the library?

What library resources do you find useful?

What type of research are you interested in doing?

How can we support your research?

Do you prefer to use electronic or print primary source research materials?

Would you like to tour the library?

What did you find useful/helpful about libraries at your earlier institutions?

How often did you physically walk into your prior law library?

What challenges did you face at your previous school with your law library?

What types of information can librarians provide you to make your experience using the library easier?

Did you know that X person is available to do X service? Is that a service you would take advantage of?

Are you interested in attending workshops that would help you when conducting research?

Are there any features of the library that make you more or less likely to use/visit it?

What types of communications would you be willing to receive from the library?

E.g., emails, texts, paper flyers or handouts, etc.

Assisting Your Students:

Do you ever highlight certain secondary sources in your classes?

If so, do you highlight their availability in our law library?

Do you direct students to library resources?

What types of information can librarians provide you to make your students' experience better?

Are there any features of the library that make you more or less likely to recommend it to students (or alumni/community)?

What resources do your students most cite to in papers?

Are there any topics that your students have expressed concern/difficulty in understanding or researching?

Are there any topics on which your students seem generally unprepared, that the library might be able to provide more efficiently?

Did you know that the library maintains a list of writing competitions?

Have you had a librarian come to visit your class?

Would you consider devoting some of your class time to library instruction?

Marketing Committee Master Calendar

Two Weeks Before Arrival (Beginning of June/End of May?)

New Faculty
Pre Survey

A Few Days After Arrival

New Faculty
Pam Interview

First Week of Fall Semester

1Ls
Demographics Survey

First Week of Fall Semester

Group Not Yet Formerly Known as the Stuck Here Group
Initial Survey (to coincide with 1Ls, at Week 6?)

2-3 Weeks into Fall Semester

Returning 2Ls
Personal Librarian email and reflection on first year survey

4-5 Weeks into Fall Semester

Group Not Yet Formerly Known as the Stuck Here Group
Focus Groups

4-5 Weeks into Fall Semester

All students
Website and Online Presence Focus Groups

6 Weeks into School

1Ls
Demographics and Habits Survey (to coincide with Stuck Heres in Week 1?)

Throughout School Year

All students
Did You Know? (Facebook Surveys, One Question at a Time) / Knowledge of Library: (At Library Abridged or at coffee breaks) / Library as Space: (Advisory Council and Focus Groups)

Two Weeks After School Year Ends

New Faculty
Post Survey