LAW LIBRARY
OUTREACH PLAN 2011-2012
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Outreach Mission

The goal of the outreach plan is to increase awareness and use of library services, resources, and, most importantly, library staff expertise. In a time of strong competition for resources, we must continue to remind the Law School community of our valuable role as information experts and providers.

This library also strives to be a leader in the law library community, and as such it is important that we share our activities with the wider library community and the world.

Outreach Priorities for 2011-2012

1. Coordinate library communication and social media
2. Organize marketing of ongoing and one-time events such as research consultations, classes, talks, and special events
3. Produce an Annual Report
4. Coordinate the Fall 2011 "Library Fest"
5. Work with other functional groups within the library to capitalize on outreach opportunities
6. Promote library staff and their activities within the Law School, University, and larger library communities
7. Brand outreach materials for the library to create the foundation for future efforts
8. Evaluate possibilities for future endeavors

Priority Number 1: Coordinate Library Communication and Social Media

One of the most important projects in the near term will be to update our print brochures. We currently produce seven print brochures, including: Services to Law Students; Services to Law Faculty; Services to the Public; and Services to the University Community.

Social media is becoming an increasingly important method of communication between libraries and their patrons, and we should take advantage of the opportunities that social media presents to expand our brand and name recognition. In addition to more popular social media tools like Facebook and Twitter, we should also continue to communicate through more traditional means, including print materials. We should also monitor continuing social media developments to consider for future use in library services and outreach.

Additionally, we should investigate the possibility of creating an email student newsletter to distribute on a regular basis (biweekly, perhaps), making sure to give students the possibility to opt-out. This will give us a direct channel to communicate with students about our services and programming. We should also consider whether to create a short, monthly library newsletter to distribute in both print and electronic form.

Priority Number 2: Organize marketing of ongoing and one-time events such as research consultations, classes, talks, and special events

There are three main categories to be marketed:

1. One-time (talks, special events, special exhibits, etc.)
2. Annual
3. Ongoing (research consultations)

In the future, there will be more events to put in the annual and ongoing categories, but in this first year, nearly every item has some component of each.

To streamline efforts and cut time and costs in the future, we should consider how to develop re-usable tools and materials for marketing the annual and ongoing items.

Most of the tasks involved in these efforts are relatively easy, and some can wait for less busy times of the year to complete.

Priority Number 3: Production of an Annual Report

The goal of the annual report is to provide a repository and vehicle for showing off library use statistics and other milestones. In our first annual report after a long layoff, which should be ready for release in August 2011, we must re-introduce library staff and also provide information about the completed library renovation. Other important components of this report are: the library's Mission Statement;

focus on new projects, services, and resources; key library statistics; overall figures and facts about the library; and, hopefully, a strategic plan.

Priority Number 4: Coordinate the Fall 2011 "Library Fest"

The Library Fest has the potential to become an annual opportunity to generate excitement and goodwill about library services and resources. This first Library Fest will necessarily be an open house to show off the renovated library space and to reintroduce upperclass students to the library space. In the future, more focus can then be placed on the library's services and staff as research experts.

Some items we may wish to include/highlight in the 2011 Library Fest:

- Computer Lab
- Computer Classroom
- Student Lounge
- Free scanner
- Handouts on printing options
- Rare Books
- Past Exams
- Research Guides
- New and exciting online resources (BNA, etc.)

Planning for this event should begin early in the summer and will require cooperation from multiple library departments.

Priority Number 5: Work With Other Functional Groups Within the Library

There are many outreach opportunities available in the work that is already done by many members of the library staff. We must work together to capitalize on these opportunities. Some current opportunities are:

- Work with the Student Services Coordinator on the creation of the Student Advisory Group. This group can assist with outreach to students and enhance student feedback and focus group efforts.
- Work with the Faculty Services Coordinator to promote existing faculty services and programming, such as faculty talks and faculty database training.

- Work with the Resource Services Coordinator to promote new and existing resources to our patrons.

During the 2011-12 academic year, an important part of the outreach plan must be to both take advantage of current outreach opportunities among library units and work together with library staff to create new opportunities.

Priority Number 6: Promotion of Library Staff

The most valuable part of the Law Library is our knowledgeable, experienced, and innovative staff. We should be shameless about promoting our expertise – no one else will do it for us!

We must make it easier for the Law School community to identify library staff, as well as create more avenues for showcasing library staff accomplishments.

Because people have various levels of comfort with photographs and personal information, we should discuss some of these plans with affected groups, but most tasks in this category are fairly straightforward.

Priority Number 7: Branding

Because this is the first year of a coordinated outreach plan, we must start developing a foundation for future materials. A standardized appearance for different types of publications will assist users in associating materials that they see around the law school and online with the library.

To strengthen the library brand, we must be consistent in using the library's logo on our different publications and signs to function as visual shorthand for the library. We should also consider whether to establish a tagline to go along with the logo to further our branding strategy. Standard fonts and colors should also be established for the various library signs and publications, as well. Fonts and colors are dependent on the website branding that is being worked on by the Online Committee.

Basic templates for signs and publications should also be identified and updated, or created if they do not already exist. This will help to ensure that library publications are quickly identified as such, and so that we can quickly produce brochures, signs, and marketing materials for future exhibits and events.

A checklist of frequently used marketing venues should be used to ensure that library promotional materials are consistently posted.

These efforts are the base for many other marketing and outreach activities, so they are extremely important. Some elements, such as color, will be basic and follow Law School conventions. Others will take longer because they will require meetings, brainstorming, and approval from administration. Design for templates may also require a lot of drafting time.

Priority Number 8: Evaluate Possibilities for Future Endeavors

Some things that we may want to consider doing in the future, grouped by patron type:

For law students

- Cookie and Coffee Breaks near finals to build goodwill with students
- Explore the possibility of adding a section on the current students' page with current library news and announcements. [Currently, this page contains only static links to library information, but nothing that is updated with any regularity such as news or features. This section is also "below the fold".]
- Fine forgiveness weeks
- Annual reception for published student authors
- Creating optional library orientation sessions, focusing on:
  - What librarians are and why we are lifesavers, and
  - Library materials that will help students adapt to law school and study and cope with their initial legal research assignments
- Explore the possibility of more actively marketing our Reference Desk e-mail (web form) service to students
- Creating a self-guided printed tour to help students learn the floorplan of the library; explore the possibility of expanding this to an audio tour (podcast) or a video tour in the future
- Producing an annual memo for rising 2Ls and 3Ls, reminding them of summer library services and offering research/reference assistance for their summer employment
- Develop a Research Certificate program for law students

For law journals

- More communication with journal editors (at the end of the academic year, with outgoing editors) to brainstorm ways in which we can provide new services to help them, as well as get feedback on our existing services to law journals

For faculty

- Explore the possibility of advertising library services in the faculty handbook
- Creating a packet to hand out to prospective faculty members when they tour the library
- Work with the Faculty Services Coordinator to develop more innovative faculty services and outreach

For all patron types

- Coordinated outreach efforts for National Library Week (or Law Library Week, if we want to move the celebration up in the semester to avoid end-of-semester stress with students)
- Digital library displays for communication with patrons

Establishing outreach ties with other law school departments

- Ask the Admissions Office to include a link to our 1L Orientation Guide in their acceptance packets
- Work to establish closer ties with the Legal Research and Writing faculty as a form of library outreach

General Outreach Strategies

- Explore the possibility of using Eventbrite (www.eventbrite.com) to send email newsletters, flyers, create customize event pages, enable "one-click social media sharing" of our events, and more. Eventbrite is a free service.
- Work with the Online Committee to better describe our services on our website
- Create bookmarks for circulation staff to hand out when books are checked out – can create new bookmarks for different library events
- Design flyers or postcards that highlight portions of our website and other services that can be handed out at big marketing opportunities – organization fairs, library fest, etc.
- Develop a method for showcasing our streaming media – YouTube channel, iTunesU, etc.
- Brainstorm new series (research tips, etc.) to showcase through streaming videos

Exploring relationships with other University departments and other constituencies

- Deciding how, and whether, to pursue outreach opportunities with the public, the University community, the University Libraries, and other law libraries

Activities to Support 2011-12 Outreach Strategies

Strategy	Element	Tasks	Priority/Difficulty
Communication	Library suggestions web form	• Create procedures for writing responses • Post appropriate responses on website or blog (similar to Georgetown Law Library's Feedback Blog, perhaps: http://www.ll.georgetown.edu/feedbackblog/	High/low
Communication	Email newsletter	• Discuss whether to use a service like Eventbrite to create newsletter • How often to send?	High/medium
Communication	Print newsletter	• Decide whether this should be done if we are also doing an email newsletter; how will it be different? • How often to produce – monthly?	High/medium
Social Media	Facebook presence	• Use social media plan to create regular updates • Post all library events using the Events feature • Think about using the Photos feature to showcase library staff, services, and events	Medium/medium
Social Media	Twitter	• Use procedures laid out in social media plan to create regular updates	Low/low
Communication	Blog (ongoing)	• Identify potential series for the blog • Survey staff for interest in writing a series on the blog • Identify best intervals for each series • Coordinate and follow up with bloggers	Medium/high
One-time/ongoing marketing	Marketing materials for annual events	• Identify events that take place regularly and ongoing services that could benefit from additional marketing materials such as banners or large posters with space for each year's information • Research formats, costs, and location for placements	Medium/medium
Ongoing marketing	Elevator Display Case	• Decide on uses for elevator display case for marketing • Create list of potential display topics for each month • Create annual schedule for monthly displays • Survey staff for interest in creating displays • Assign, coordinate and follow up	Medium/high

Annual Report	Library Annual Report	• Investigate other academic libraries, particularly law libraries, that produce annual reports • Obtain sample library reports • Gather information about library staff • Gather photos and information about renovation	High/high
Promoting Staff	All-Staff photo	• Decide on location • Schedule date and time	Medium/medium
Promoting Staff	Profile pages for library staff	• Discuss with library administration • Decide on individual vs. department pages • Elements could include v-cards, individual photos, education, research interests, articles and publications, professional activities, related experience	Medium/high
Promoting Staff	Staff spotlight series on library news blog	• Write standard questionnaire • Decide on method for collection answers – could distribute questions to large groups or all staff at once, then draw one at random to post at each interval • Decide on weekly or monthly posting	Medium/low
Promoting Staff	Staff accomplishments series on library news blog	• Discuss with systems librarians the creation of a form on the intranet or Sharepoint for people to submit news about themselves or colleagues (perhaps a link to a Google form?) • Irregular series highlighting professional activities of library staff (will also help with annual report) • Post as received	Medium/low
Promoting Staff	AALL Day in the Life photo contest	• Schedule a meeting in January for everyone interested in participating to brainstorm • Take pictures in February • Coordinate and follow up on submissions	Medium/low
Branding	Tagline	• Consider whether we want a tagline • Consider holding a contest	Medium/medium
Branding	Paper Stock	• Find out what we currently use • Determine options for new stock, if necessary • For posters, bookmarks, signs, flyers, and brochures	Low/low

Branding	Templates	• Decide on priority of each type • Create for posters/flyers, brochures, bookmarks, signage, table tents, handouts, presentations, etc.	Medium/high
Branding	Fonts and colors	• Coordinate with law school and university branding and colors • Coordinate with work done by Online committee	High/medium
Branding	Events template	• Create a standard list of items to be included in events postings on Facebook and in blog posts, including link to Law School Events Calendar (which will have a calendar download option), RSVP options, etc.	Medium/low
Branding	Checklist	• Create a checklist of frequently used marketing venues to aid with consistent posting of materials	High/low