ALL-SIS Library Marketing and Outreach Roundtable
Sunday, July 13, 2014

ROUNDTABLE NOTES FOR BRANDING & IDENTITY

OVERVIEW

The roundtable discussion occurred on Sunday July 13th at the 2014 AALL conference. The roundtable on the Branding & Identity portion of the toolkit developed by the Library & Marketing Committee included contributions from:

- Margaret Ambrose, Access and Research Services Librarian Cornell Law (moderator & committee member)
- Karin Johnsrud, Assistant Librarian for Research Services, Supreme Court of the United States (committee member)
- Dana B. Rubin, Educational Services & Reference Librarian, NYU School of Law (committee member)
- Travis H. Williams, Metadata Librarian & Archivist, LSU Law
- Cindy Dabney, Outreach Services Librarian, Indiana University Maurer School of Law
- Andrew Christensen Faculty Services Librarian, Washington & Lee University School of Law
- Lisa Foster, Reference Librarian Southwestern Law School
- Lindsey Ann Carpino, University of Illinois Graduate (M.L.I.S. expected August 2014)

The roundtable discussion centered on different considerations (divided into sections below) that should be addressed by an institution when thinking about using branding and identity as part of a marketing and outreach initiative.

CONSIDERATION #1: INSTITUTIONAL STYLE GUIDELINES

The first consideration identified was the need to be aware of institutional style guidelines already in place. Academic law libraries, for example may need to consider university wide style guidelines, as well as any guidelines specific to the law school.

Conversely, private law firm librarians may need to consider branding and identity style guidelines that apply across the law firm. Style guidelines may restrict color schemes and font choices, as well as icon choices. The issue here is developing a brand & identity unique to the law library, while still conforming to overall institutional style guidelines.

- ➢ Suggestion for toolkit: Find examples of law library brands that are unique to law library while still conforming to overall institutional style guidelines.

CONSIDERATION #2: FREQUENCY & TIMING OF RE-BRANDING

Another consideration was the need to consider the frequency and timing of any re-branding & identity campaign. First, it was noted that re-branding should not occur with too great a frequency because frequent re-branding could result in confusion and a dilution of the brand and identity. Instances in which re-branding might be appropriate include:

- New website – taking advantage of a website redesign to revamp a brand/identity
- Change in media status – whether the law school has received an increase or decrease in the ratings, or is the subject of positive or negative media coverage, re-branding could be a way to address this change in status, either as an attempt at damage control or capitalize on success.

CONSIDERATION #3: SELECTING OFFICAL NAME OF LIBRARY

The roundtable identified two possible issues that might arise when a library is selecting an official name for the library for the purposes of branding and identity.

The first issue arises where the library may be named after an individual whose reputation is less than sterling. Depending on the stipulations attached to donated funds, the library may or may not have the ability to downplay the involvement of the individual with the law library in terms of using the individual's name in branding and identity,

The second issue arises where a library's name is very similar to another's (i.e. library's that both have their state's name as part of their name). The challenge is to distinguish one library's name and identity from the others while still creating a name and identity that is brief.

One suggestion that the table discussed included using images and icons to capture the library's identity rather than long name.

➢ Suggestion for toolkit: find other examples and ways libraries have dealt with similar names and/or instances where library has been named after individual not popular with community.

CONSIDERATION #4: OUTSIDE EXPERTS VS. CREATING CAMPAIGN IN-HOUSE

One member of the roundtable talked about their library's experience with using outside experts to develop their brand and identity. Overall, the experience was positive but issues did arise in instances where the materials developed by the outside experts, because they were developed without internal knowledge of the library as an organization, were later found to be un-usable.

➢ Suggestion for toolkit: identify issues that libraries should be aware of when seeking the aide of outside experts to develop a branding and identity campaign.

Marketing/Outreach Planning Table Notes: Heather Joy

Suggestions/Requests for the Toolkit:

- Add articles about marketing
    - Including articles derived from other industries
- Information on marketing the need for marketing, to your own staff
- Add lists of ideas of activities with sample planning outline
- Include the name of the contributing library on all samples
    - So they can be used as concrete examples as libraries that "did x" and it worked...
- Include a survey of libraries that have marketing committees/people
- Possibly add a forum/wiki so people can add items/tools on their own and comment/discuss the additions
- Add a blank template of how to create a plan for marketing from start to finish

Takeaways

- Most people attending wanted to know HOW to do the planning; they were mostly new to the topic/task and so did not have examples of their own to share
- Attendees suggested copies of a sample plan be available at the table and be discussed straight through, from concept through to assessment strategy

Summary of Discussion

- The importance of conducting the user surveys before planning
    - Including identifying the goal and the audience
- What is the definition of marketing
    - How is a "marketing plan" different than merely extending services
- No one has any examples to offer of advertising that they have loved – all "too corny"
    - "Marketing a library is like marketing mayonnaise – they come when they need it, and only then remember the ad"
    - No student cares about library week
- Need to evaluate what constitutes successful advertising
    - That factor should be part of the planning; including before and after evaluations culled from students/audience
- What should be marketed?
- Examples of outreach
    - Holiday tree decorating
    - Lawdogs/ponies/mascot picture day
    - Facebook – series of photos of professors from 30 years ago
    - "Loo News" or "Toilet Paper" posted on restroom stall doors
- Concerns
    - Set library apart from others - for example do not offer pizza as the food because everyone does that
    - Conflicting messages – spending money on fun things for students but complaining of a too-tight budget for resources
- Tips
    - Exploit people/students you know to post/retweet/etc. events
    - Do not post the same information on all social media – force people to follow different sources for different information purposes
    - Plan your social media

Marketing Tools and Examples - TJ Striepe

Ideas for faculty training programs:

- Zotero/Refworks
- Ebsco
- Invite librarians from your institution's Main Library to present on its databases
- Provide brochures for those unable to attend

Law Library Newsletters:

- Need to have a hook for the newsletter
    - Law dogs at UGA – students/faculty submit pictures of their pets and favorite one is selected
    - Include trivia question for students to answer at the circulation desk to win prize – ensures people are reading it
- Different Examples
    - LIC Notes – Florida
        - Provide links to Supreme Court Opinions/posts on SCOTUS Blog
        - More tailored towards faculty members
        - Going to start doing Florida Supreme Court decisions
    - Loo News
        - Post newsletter in bathroom
        - More informal

Annual Reports

- Most institutions at the roundtable had a formal report to provide the Dean but did not produce anything publically
- Florida produced a [video](#) for its last annual report
    - Planning on making an infographic for this year's report
- Perhaps could use your law library's blog to promote information within your annual report

Brochures

- Faculty services brochure – UGA
- Duke Library Research Assistant Program Brochure
- Use infographics
- Use libguides in place of brochures

Student Outreach

- Provide Oatmeal Bar –SMU
- Coffee Beaks – provide reusable coffee mugs
- Using TWEN/Webcourses/D2L to market library services through class websites
- Ice Cream Bar Social before the Bar Exam
- Take a picture with SMU's mustang mascot
- Passing out Halloween candy directly to students while they are studying
- Unique checkout items
    - Hoola-hoops, yoga mats, frisbees, hammocks, chargers, book stands, bikes

- Message therapy
- Lunch boxes color coded to let librarians know whether they were a 1L or upper classmen
- USB drives
- Pin your hometown on a map in the library at the beginning of the semester

Library Displays

- Work with student organizations on library displays
- Peeps in the Law display
- Law student art
- Keep it informal/fun

Social Media

Roundtable participants:

- Dana B. Rubin, Educational Services & Reference Librarian, NYU School of Law (moderator & committee member)
- George Taoultsides, Acting Manager, Faculty Research and Scholarly Support Services, Harvard Law
- Debbie Shrager, Reference and Outreach Services Librarian, George Mason University Law
- Brian Detweiler, Student Services Librarian, SUNY Buffalo Law
- Mark Williams, Outreach & Scholarly Services Librarian, Cornell Law

Consideration: What Social Media services are being used, and how to get students to follow

Discussion/Suggestions
- Most participants have a library blog, Twitter, and Facebook presence
- Link to Facebook account on blog
- Facebook mostly for goodwill, not generally for important information. Blogs are the source for more important information
- Use photos for FB/Twitter to attract students
- Captive Audience: post print-out in bathroom stalls or elevators

Consideration: How often to update

At least one school used the Toolkit policy to determine frequency of updates
- Blogs
  - It was generally agreed that blog posts should be more selective
- Twitter
  - Once or twice a day. Not as concerned about bothering people – not very intrusive
- Facebook
  - No set policy on how often to update. Wayback Wednesdays (instead of Throwback Thursdays) at one school – posting old photos of professors

- **Overall thoughts**: Pretty pictures/puppy pictures attract student attention. Captive audience (bathroom/elevator) to promote library information. Toolkit policy plan helpful roadmap for how often to update, what tools to use.

USABILITY AND USER STUDIES

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- Dana B. Rubin, Educational Services & Reference Librarian, NYU School of Law (committee member)
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Consideration: How to convince librarians/library staff of the need to conduct user surveys
- Sometimes members of the library do not see the need to input from students or patrons regarding services offered or that should/could be offered

Suggestions
- A librarian wanting to conduct a survey should line up their arguments for seeking input as clearly as possible and show how the input could improve the image or reputation of the library
- A librarian wanting to conduct a survey could see what change the reluctant staff members might want to see in their environment and explain that to convince the administration of the need for that change they would need to solicit input from patrons
    - The administration would want to see concrete evidence of patron support in order to institute change
    - Showing the benefit of soliciting patron input via a survey once might make the staff more open to future surveys

Consideration: Using surveys to determine what to offer students/patrons
- One librarian asked if anyone's institution used the Law School Survey of Student Engagement
    - While there are only a few questions about libraries on the survey, it could be a useful starting point for seeing students' impressions of library services
    - Access to the survey is not free
    - No one at the table used the this survey
    - **Toolkit suggestion**: see if there is a way to add information about this survey
- NYU recently conducted a survey of their students to get feedback about the library services
    - They got a large response rate and good input from the students
    - The offer of $50 on the student's NYU card may be one reason for the high response rate
    - Survey results are being reviewed for possible action items and changes

- After a survey is conducted, it is important to share the results with patrons, especially when implementing changes suggested by the survey
  - This shows patrons that their suggestions are valued enough to be implemented by the library and may encourage them to give more feedback in the future
- Suggestions for survey topics
  - Whether to institute roving reference and where to have remote librarian stationed
  - Whether to have a chat reference service
- QR codes were discussed in relation to marketing library events and services
  - Consideration of whether QR codes could be used to link to a quick survey to get user feedback on a product or service

Examples of other ways of soliciting feedback
- Fordham did a usability study before instituting a Discovery platform for the catalog
  - Students compared searching in classic catalog and Discovery version with a set of questions.
  - Their search process was recorded using Camtasia
  - After completing the searches, they were asked specific questions about their process and experience
  - Issue was small sample to compare – only had 12 spots in computer lab, and because of winter storm, only 4 students actually participated
- One librarian mentioned an event called Valentine to the Law Library
  - The library set up a heart-shaped board
  - Students could write what they liked and disliked about the library on post-its and attach them to the board
  - Concern was that all the comments might be negative in a non-constructive way
  - However, the library received good feedback about what library services and policies worked and what the students would like to see change
- **Toolkit suggestion**: Expand the number of survey examples and try to expand the types of surveys and the topics of the surveys

Consideration: Offering inducements for students/patrons to participate
- Does incentivizing distort the pool or distort the results?
  - It is hard to get a completely representative sample because participants are generally self-selecting
  - Because of this self-selecting, incentives are not necessarily going to distort any results
- NYU and Brooklyn both had vendor events and Brooklyn had a much larger turn-out because they offered a raffle to get students to attend
  - While not a survey, it shows the benefits of offering an incentive of some sort for different types of events and can be correlated with inventive for survey participation
- **Toolkit suggestion**: Gather a sampling of different types of inventive offers to students for survey participation to see what is offered and what might work better