



Marketing and Assessment in Academic Libraries: A Marriage of Convenience or True Love?

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Research university

- 10,000 undergraduate students
- 6,500 graduate students (24 doctoral programs)
- 25% of students are native Arabic speakers
- 1,200 research & teaching faculty
- Strong in humanities & social sciences

One central library

- \$4.7 million budget (2010)
- High quality user services are priority
- Large English language collection
- Participant in ARL ESP service in April 2008
- Assessment program began in 2006

הספרייה
במרכז של האוניברסיטה

Goals of the Assessment Team



- To create a “Culture of Assessment”
- To assess the extent to which the library is meeting the needs of its customers
- To assess the extent to which library customers are satisfied with library services
- To recommend the implementation of changes in the library based on the surveys that are conducted



Goals of the Marketing Team



- To promote awareness of existing and new library resources and services
- To increase accessibility, awareness and use of library resources and services
- To increase visibility of the physical and digital library



Team Members



Marketing Team

- formed in 2006
- Six members chosen by library management



Assessment Team

- formed in 2007
- Nine members (two of whom are also members of the Marketing Team) - chosen by library management





Assessment Team reservations about working with Marketing Team



- Fear of loss of autonomy
- Difficulty of working with large number of people



Marketing Team reservations about working with Assessment Team



- Marketing is a time-consuming, expensive and labor-intensive process
- Need goodwill of users
- Need expensive incentives
- Belief that assessment is redundant
- Belief that marketing would not increase survey response rates for some assessment activities



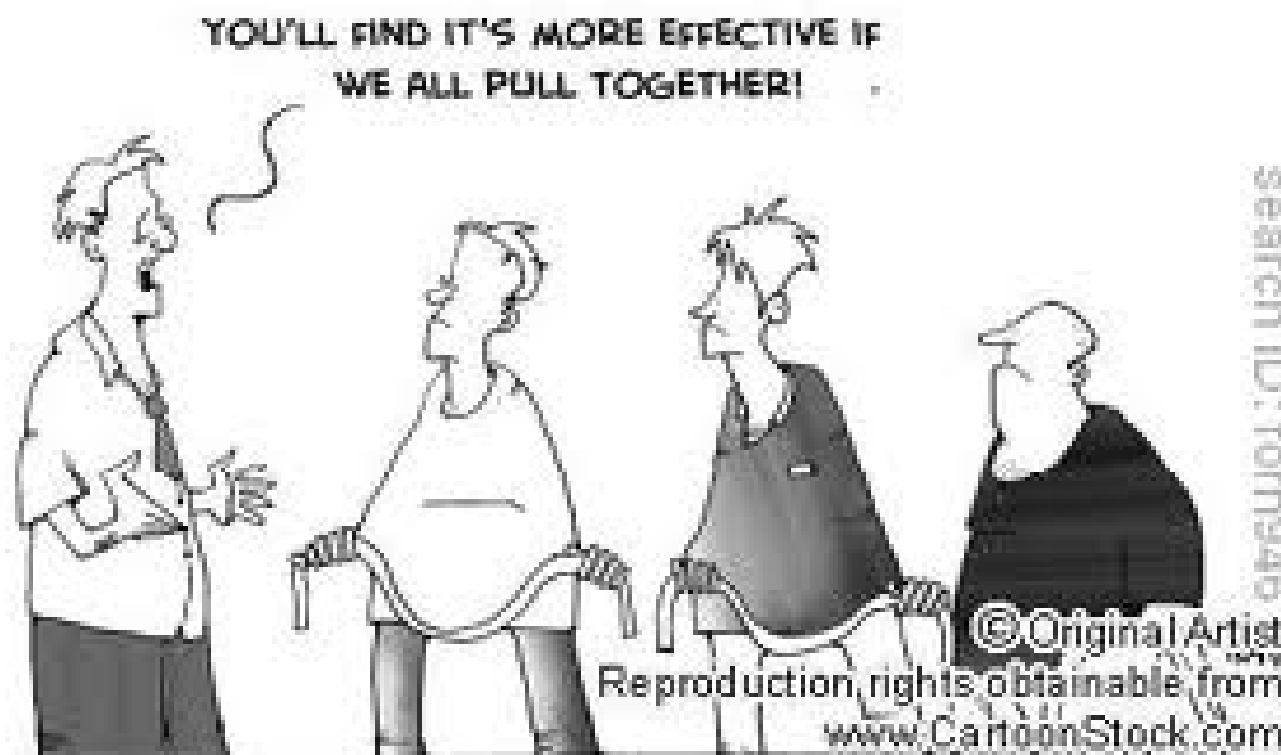
Marketing Team reservations about working with Assessment Team cont.



- Difficulty of publicizing negative results
- Library assessment activities may show deficiency of current marketing activities
- Very few courses in library schools on marketing or assessment
- Difficulty of depending on the services of other professionals e.g. graphic designer, public relations unit



Assessment & Marketing Teams working together...



search ID: form946

Assessment slogan

You Impact the Library!





Marketing Methods



Pre-survey marketing:

- Posters
- E-mail notification
- Library blog
- Library and university web sites
- Screen savers
- Plasma television screens



Marketing Methods cont.



During survey marketing

- Colorful bookmarks
- Balloons
- Sweets
- Roving laptops
- Incentives



Marketing Methods cont.



Post-survey marketing

- Blog
- University web site
- Newsletter

In-Library Use#1, In-Library Use#2

Help us to continue to improve library services

Please devote a few minutes of your time to fill in the questionnaire. "The library - My information channel"

**בספריה**
אגם משפיעים

אוניברסיטת חיפה - הספריה

**סקר**
1

**עזרו לנו
להמשיך ולשכר
את שרותי הספריה**

**אנא הקדישו מספר דקות
למילוי שאלון קצר**

**תודה על שיתוף הפעולה
צוות הספריה**

UNIVERSITY OF HAIFA - THE LIBRARY

 הספריה - קניון של למידה

הספריה
קניון של למידה

Wayfinding#1, Wayfinding#2

Hello, the library is looking for new students to participate in a survey to evaluate its services. Each session will last about one hour and will be filmed. The library is offering 50 nis to each participant.



שלום רב,

הספרייה מחפשת סטודנטים חדשים באוניברסיטה,
לצורך השתתפות בסקר להערכת שירותיה.

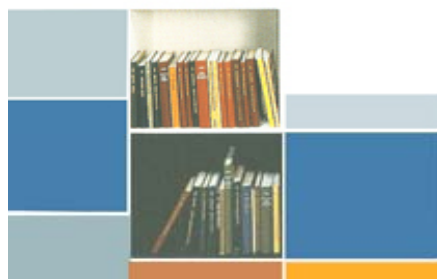
משך הסקר עד שעה והוא יתועד בצילום וידאו (לשימוש פנימי בלבד).

הספרייה מציעה לסטודנטים חדשים 50 ש"ח עבור השתתפות בסקר.

להרשמה ופרטים נוספים:

English

עברית



בברכה, צוות הספרייה



Focus Groups

The library invites you to participate in a focus group on the subject of library renovations on one of the following dates... The meetings will be filmed. Registration.



שלום רב,

הספריה מזמינה אותך להשתתף בקבוצת מיקוד בנושא שיפוץ הספריה והתנאים הפיזיים בה.

נבקשך לבחור באחד משני המועדים הבאים:

- יום ד' 17.6.09 בין השעות 10:15 ל-11:45.
- יום ד' 17.6.09 בין השעות 12:30 ל-14:00.

המפגשים יתועדו בצילום וידאו (לשימוש פנימי בלבד).

יוגש כיבוד קל.

English

עברית

להרשמה:



בתודה על שיתוף הפעולה,
צוות הערכה,
הספריה

LibQUAL+®

By participating in the survey, you can impact the quality of the library and be part of a worldwide community that is involved in this process. We will use the results to improve and enrich the library.



בספריה אגם משפיעים!

אוניברסיטת חיפה - הספריה

שלום רב,

אני פונה אליך לקחת חלק בסקר על מידת שביעות הרצון משירותי הספריה שיערך בין התאריכים 10.05.2009 - 24.05.2009.

הסקר הוכן ומנוהל על ידי הארגון לספריות המחקר בארה"ב והוא חלק מסקר בין לאומי שנערך עד כה ביותר מ-1,000 ספריות אקדמיות בעולם. ספרית אוניברסיטת חיפה היא הספריה הישראלית הראשונה המשתתפת בסקר כזה ושותפה לפיתוח הגרסה העברית שלו.

בהשתתפותך בסקר תוכל/י להשפיע על איכות הספריה ולהיות חלק מקהילה גדולה המעורבת בתהליך זה בעולם.

אנו נשתמש בתוצאות הסקר כדי לשפר ולהעשיר את שירותי הספריה בין המשתתפים יוגרלו פרסים.

[To the questionnaire](#)[למילוי הסקר](#)



בתודה על שיתוף הפעולה,
אורן וינברג
מנהל הספריה

LibQUAL+® Reminder



שלום רב,

תודה ליותר מ- 1,350 חברי הסגל והסטודנטים שכבר ענו על סקר שביעות רצון של הספריה. דעתכם חשובה לנו ואנו מתחייבים לפרסם את התוצאות המלאות והתייחסותנו להערות מיד לאחר סיום עיבודן.

הסקר זמין עד תאריך 24.05.09

נשמח לעזרתם של אלו שטרם ענו כדי להשפיע על איכות השירות שהספריה תיתן בעתיד.

למידע נוסף ולמילוי הסקר בעברית ובאנגלית

בתודה על שיתוף הפעולה,
אורן וינברג
מנהל הספריה

Non-Users



איך אתם חשיגים מידע אקדמי?

שלום רב,

לפניך שאלון קצר שנועד למפות הרגלי שימוש במידע אקדמי
דעתך חשובה לנו גם אם אינך מרבה להשתמש בשירותינו.

[למילוי השאלון הקש כאן](#)

תודה על שיתוף הפעולה!
צוות הערכה, הספריה

How do you obtain academic information?

Hello,

Please find attached a short questionnaire which aims to assess patterns of
academic information use. Your opinion is important to us even
if you don't use our services very often.

[To complete the questionnaire click here](#)

Thank you for your cooperation!
Library Assessment Team

A. Ways to obtain material for research/teaching/s:

		Yes	No
1.	Last year I visited the library for research/teaching/study purposes	☐	☐
2.	Last year I used the library web site	☐	☐
3.	Last year I searched for information in Google Scholar from a campus workstation	☐	☐
4.	Last year I telephoned the library	☐	☐
5.	Last year I corresponded by email with the Library	☐	☐
6.	Last year I used "HighLearn" to obtain academic information.	☐	☐



7.	Last year I performed general searches on the Internet for research/teaching/study purpose	☐	☐
8.	Last year I obtained information for research/teaching/study purposes from my colleagues/friends	☐	☐
9.	Last year I received information for research/teaching/study purposes from my professors	☐	☐
10.	Last year difficulties in connecting remotely prevented me from using library resources from home	☐	☐
11.	Last year I used the services of other libraries in Israel/abroad	☐	☐
12.	I have participated in a library orientation session	☐	☐
13.	Last year I received information from people in forums/discussion groups	☐	☐



14.

From which other sources do you obtain information?

15.

How can we help you use the library more?

B. Personal Information

16.

Sex:

Male

☐

Female

☐

17.

Language:

☐ Hebrew

☐ Arabic

☐ Russian

☐ Amharic

☐ English

☐ Other



18.

Academic position:

- ☐ undergraduate student
- ☐ graduate student
- ☐ Ph.D student
- ☐ Faculty
- ☐ Other

19.

Main academic discipline/s:

First discipline:

If 'Other' option was
selected, please
specify:

Second discipline:

If 'Other' option was
selected, please
specify:

20.

First year at University of Haifa:

Yes
☐

No
☐

21.

The survey is anonymous, but we would appreciate it if you provide your e-mail address so we can contact you in the future :



Library Assessment site



עברית

Library Assessment Team
activities

Reports

Presentations

Library Blog posts

Other Blog posts

Articles about library
assessment



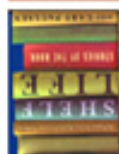
Library Assessment Team activities

The Library Assessment Team was established in 2007 in order to systematically evaluate and assess the quality of library services for users.

Since then numerous activities have been carried out (and are being carried out on an on-going basis), including: surveys, observations and focus groups which assessed the following aspects of library services: physical environment, user needs, quality of collection and services, and remote and in-house access to library resources.



You Said, We Did
or You
Requested, What
we are doing
about it



You requested ...	What we are doing about it
Quieter library	We are undergoing a "Quiet" campaign A member of the library staff roves the library during peak hours and asks people to turn off their mobile phones
Group study areas	We created a group study room on the third floor of the library which has tables, computers and a drinks machine
Help locating books on shelves	We installed an internal telephone helpline various places in the library Library staff now wear purple shirts for easy identification if help is needed among the stacks
Improved signage in library	We added signage to the entrance/exit and to the Media and Periodicals Departments as well as among the stacks



Allow entrance to the library with bags	At the beginning of the last school year we began allowing you to enter the library with bags. We will also be installing lockers in the new library wing which is currently being constructed.
One place to search for all library information	At the beginning of the current school year we launched a new system called "OneSearch" which allows you to search for books, articles, images, maps, video and databases in one go.
Easy to use library web site	At the beginning of the current academic year we launched a new user-friendly web site.
Simplified remote connection to the library systems	During the second semester, the Computing Division will provide you with a web link for simple remote connection to the library.



Continue buying books and journals	We will continue to acquire as many books and journals as possible with the budget available. We recently purchased the following: Archives of electronic journals from leading publishers; Repository of OECD statistics - donated by the Center for German and European Studies; Packages of e-books
Advanced Reference services	We offer 1 * 1 specialized Reference Service specializes for graduate students and faculty
Access to library resources through Google	We have made library resources available through Google and Google Scholar
More electrical outlets for laptops	We have added dozens of additional outlets throughout the library
More public workstations	We have added computers throughout the library including in the new Group Study room We offer laptops for use in the library



Borrow movies from the Media	Students and academic staff can now borrow DVDs overnight or over the weekend.
Access to full-text articles in Hebrew	We have begun scanning the full- texts of Hebrew journals as part of a national project.
Notification of new library resources	We have installed an electronic notice board to inform about existing and new services We issue a monthly newsletter about new and existing services which we send to the whole library community. We also notify of new services on the library blog, Facebook and Twitter.
Drinks Machine	We installed a drinks machine in the new Group Study room on the third floor of the library.



Assistance with technical problems	We plan to activate a new Help Desk to provide technical assistance.
Comfortable and welcoming physical space	During the coming year the library staff will populate the new wing and the current library building will be totally renovated and refurbished.
Shorter queues at Reference desk	We will be creating a combined Reference service desk which will enable more librarians to be available to users We offer the following remote services: chat, e-mail and phone.
Reduce cost of ordering items from other libraries	We are currently examining the possibility of reducing Interlibrary Loan charges in the next school year.

Quiet Campaign





Assistance among the shelves





Marriage of Convenience or True Love?

Despite ongoing difficulties, it is now true love

