

WHY MARKET?

94% of respondents felt that
marketing was relevant
to academic libraries

(Estall, C., & Stephens, D. 2011)

WHY YOUR STAFF?

“**staff** were a
missed marketing opportunity,
and that getting staff on board was too
often taken for granted”

(Estall, C., & Stephens, D. 2011)

STAFF UTILIZATION

Use their
personal
social media

Promote
during
customer
service
interactions

Extra
Hands/Brains

“**Employees’ knowledge and skills**
about both their jobs and the organization
provide them with the **opportunity to become**
organizational advocates with the customers,
who in turn can enhance the firm’s reputation”

(Mishra K., Boynton L., & Mishra A. 2014)

COMMUNICATE

Monthly
Reports

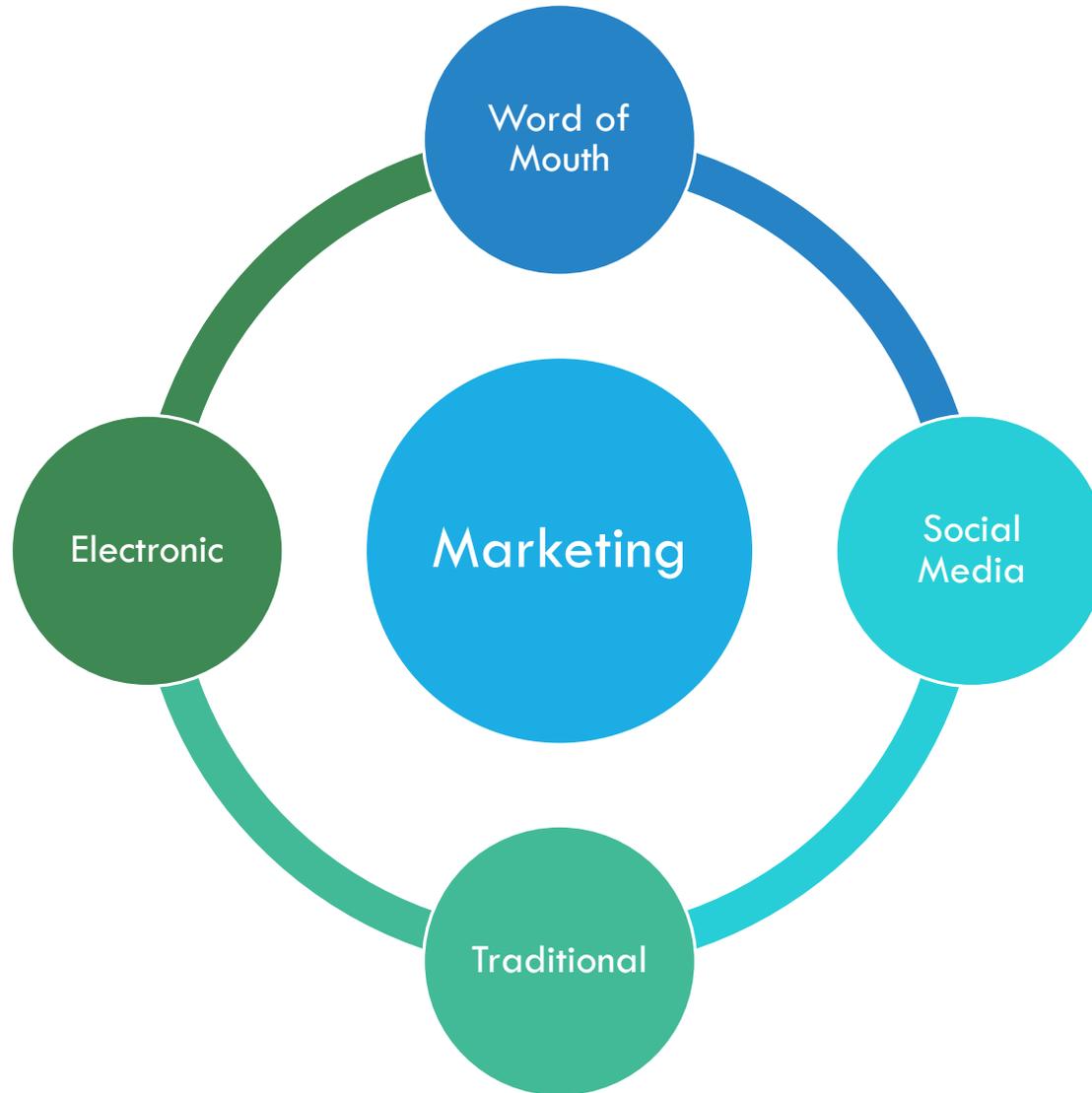
Communication
Log

Email

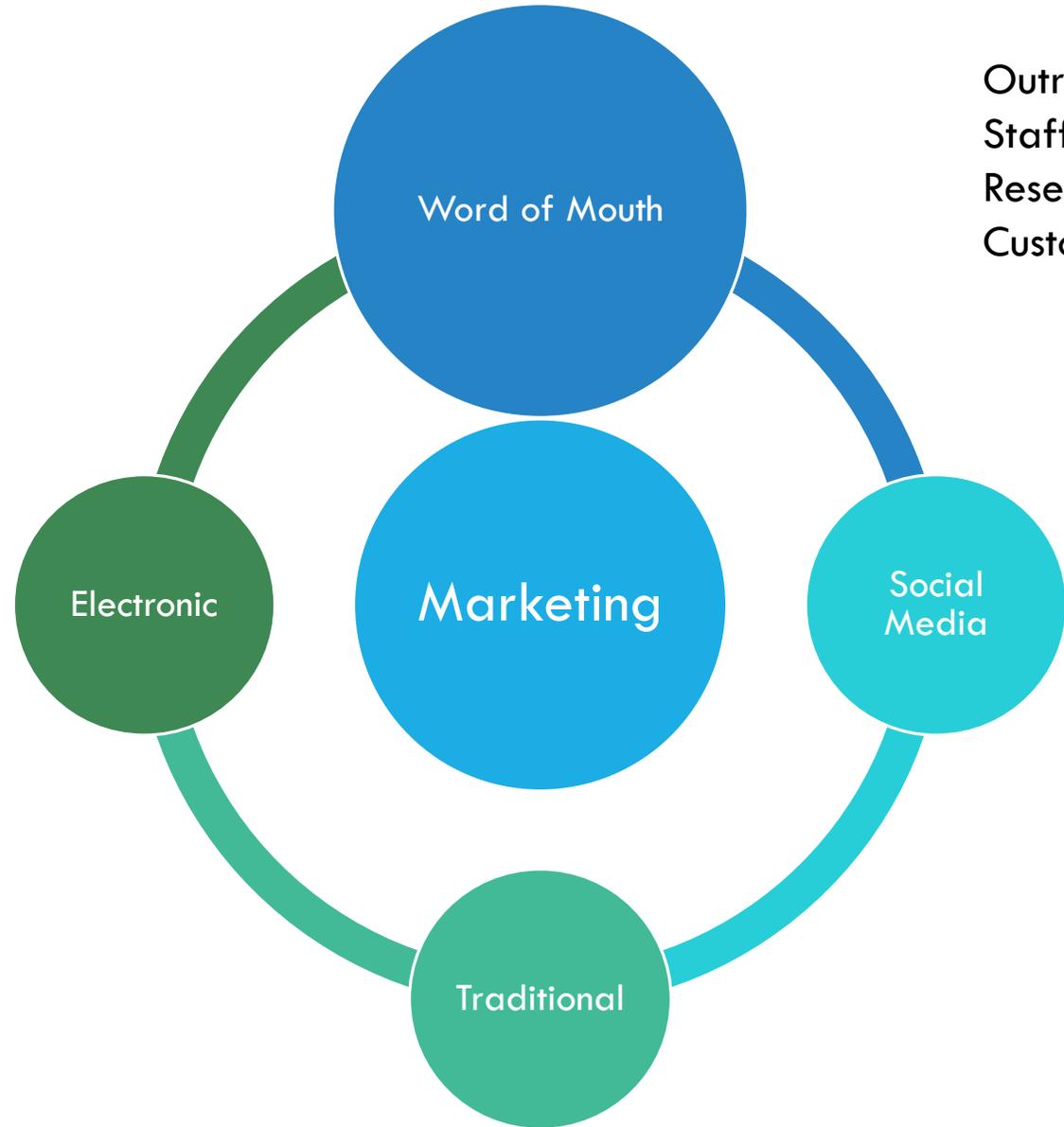
Training/Walk-
through

Include
Them/Get
Their Help

TOOLS

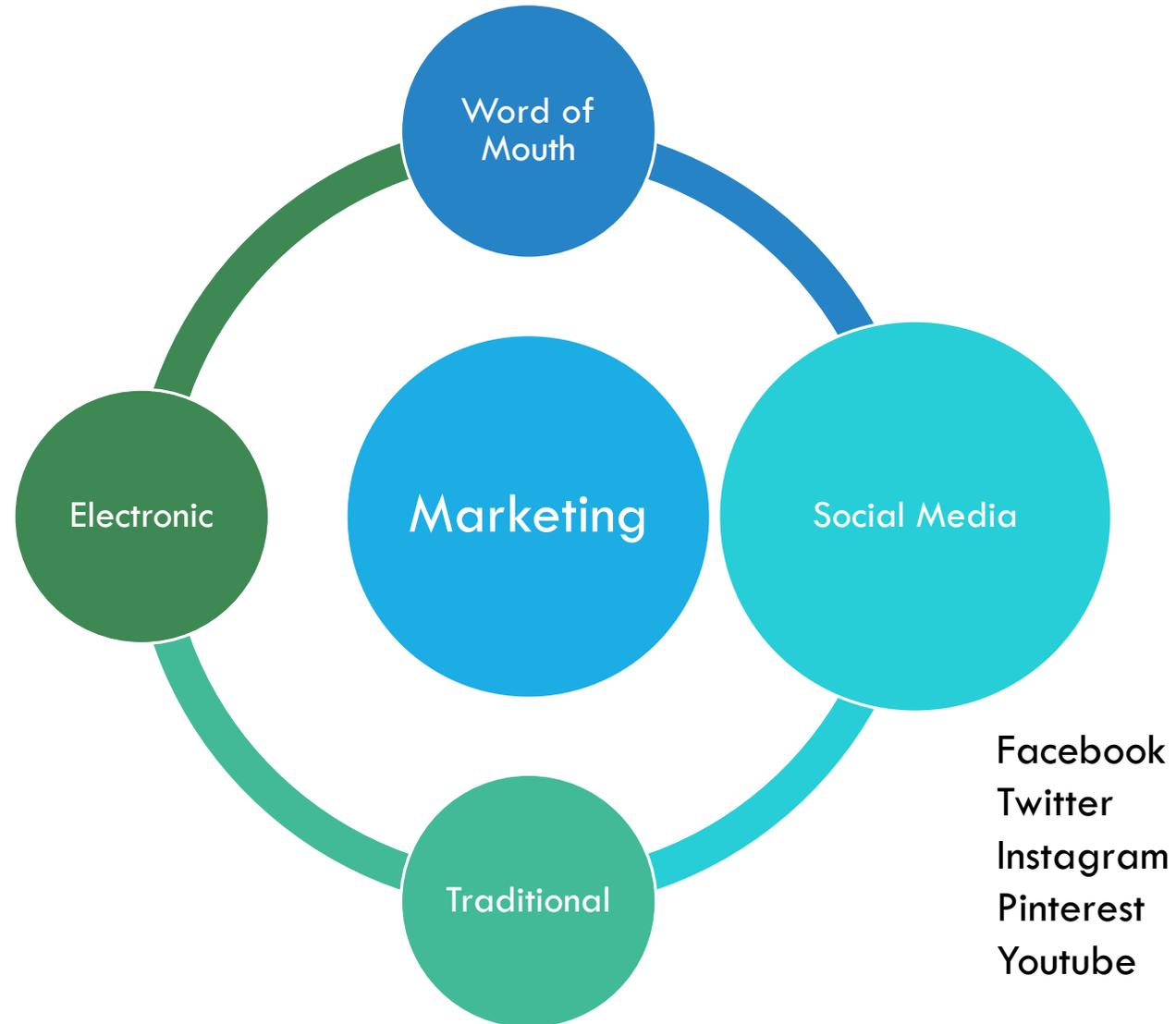


TOOLS

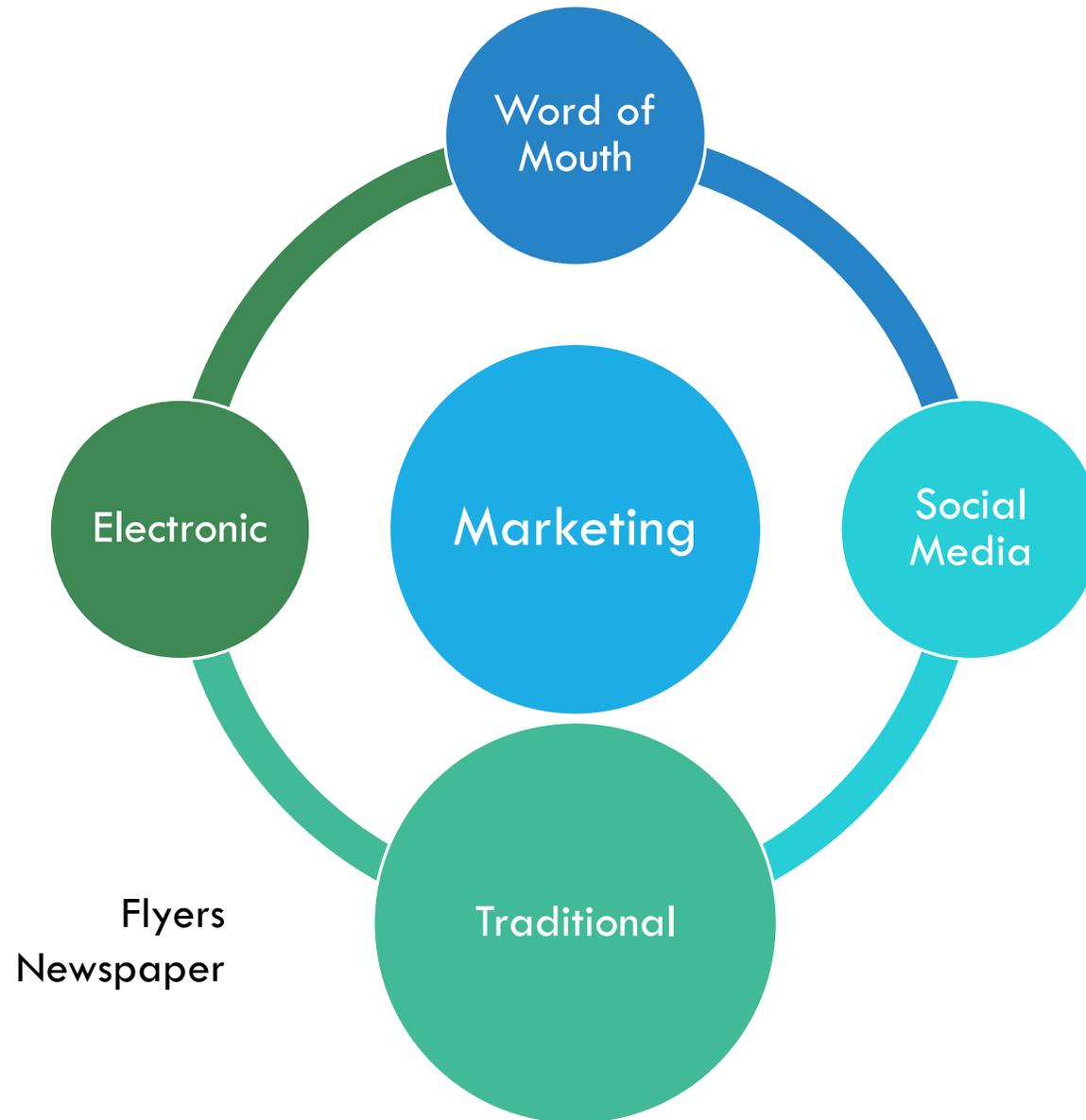


Outreach to Faculty
Staff Recommendations
Research Consultations
Customer Recommendations

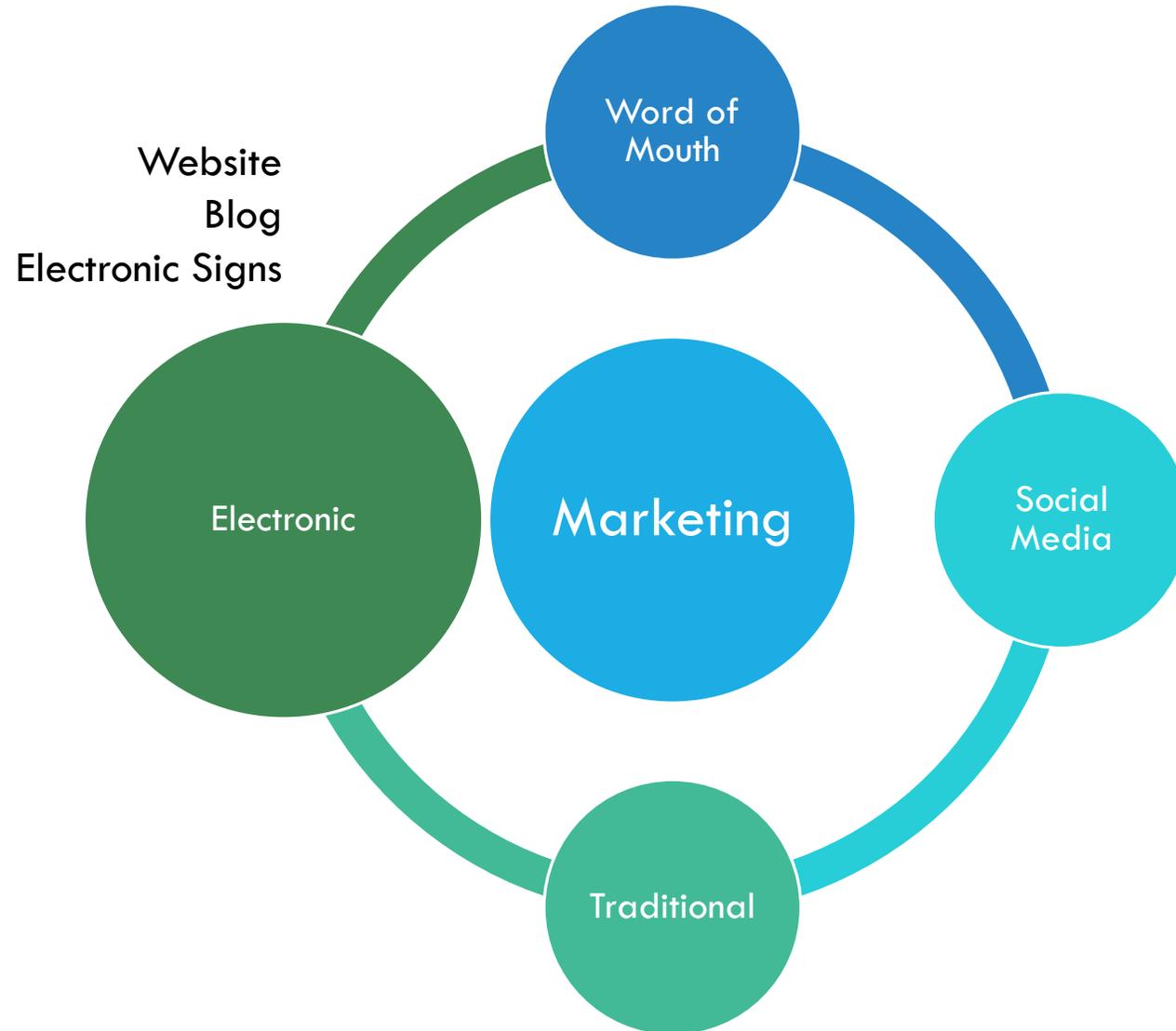
TOOLS



TOOLS



TOOLS



TOOLS

“There is no
single method
for reaching library users;

*one-size-fits-all marketing means significant
segments of a user population will be
missed.”*

(Nunn, B. & Ruane E., 2012)

RESEARCH CONSULTATION

Personal Librarian Program

Research and Instructional Services Librarian



Jennifer Beach



GREENWOOD LIBRARY
Celebrate Curiosity

Student Success Librarian



Katie Glaeser



GREENWOOD LIBRARY
Celebrate Curiosity

Head of Collections & Information Services



TAMMY Hines



GREENWOOD LIBRARY
Celebrate Curiosity

Coordinator of Reference Services



Dot Lockaby



GREENWOOD LIBRARY
Celebrate Curiosity

Research Services, Marketing & Outreach Librarian

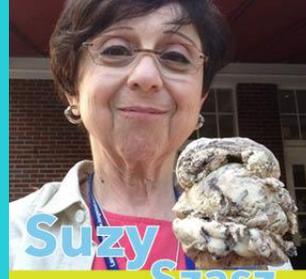


Vicki Palmer



GREENWOOD LIBRARY
Celebrate Curiosity

Dean of Greenwood Library



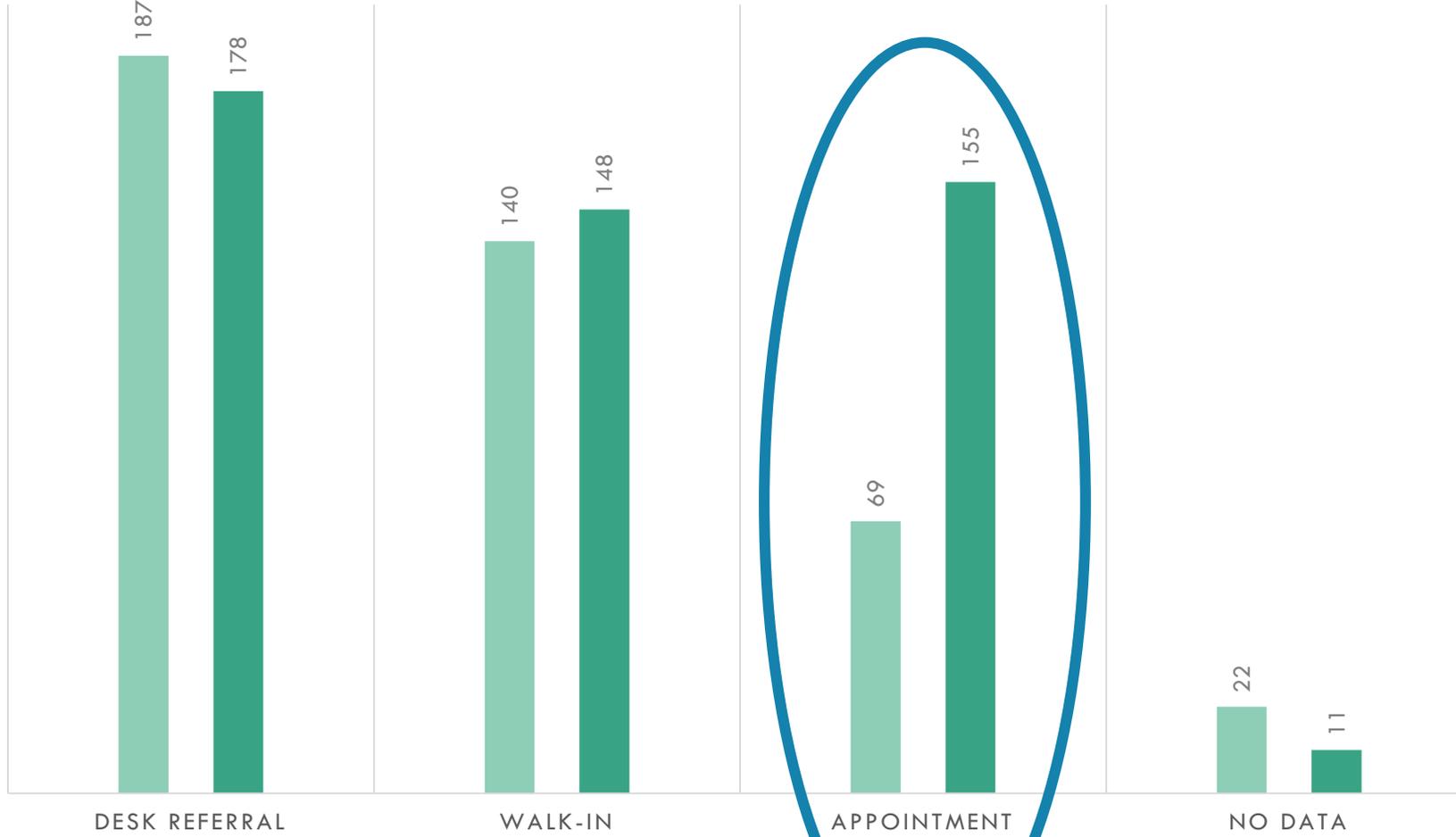
Suzy Szasz Palmer



GREENWOOD LIBRARY
Celebrate Curiosity

BEFORE AND AFTER TRADING CARDS

■ 2014-2015 ■ 2015-2016



Data as of March 31, 2016

RESEARCH CONSULTATION



Emotions of the Research Process:



Don't go at it alone. Ask a librarian!

Librarians are available in person and via chat, text, and email.

<http://libguides.jongwood.edu/home>

LIBRARY SERVICES

“many users are ***unaware***
of the **full extent** of assistance
that is available to them”

(Nunn, B. & Ruane E., 2012)

LIBRARY SERVICES

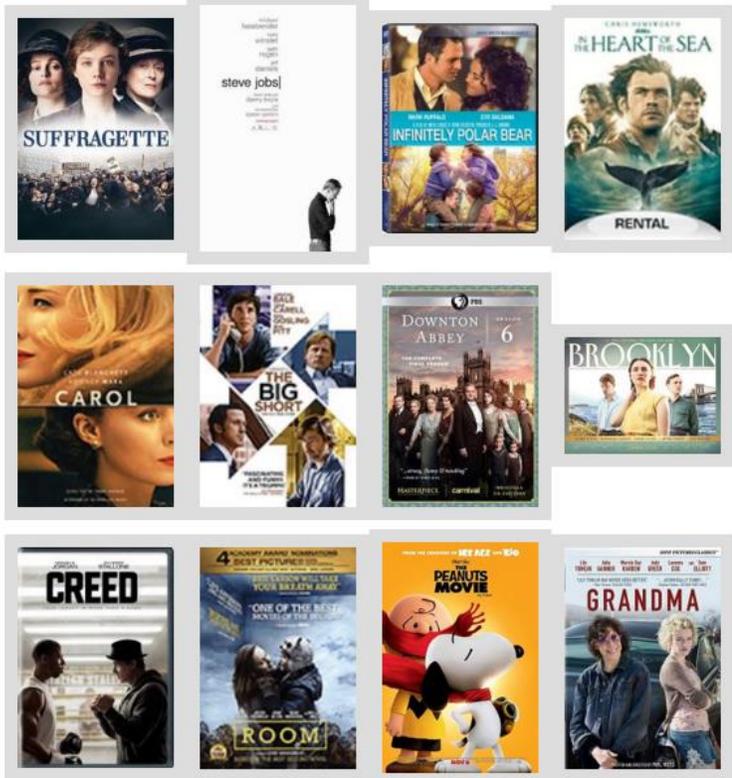


LIBRARY SERVICES

MAR 21 2016
LEAVE A COMMENT
NEW CDS, DVDS, & MEDIA,
WHAT'S NEW

NEW DVDS FOR MARCH

The semester is halfway over! Celebrate with one of the library's newest DVDs:



LIBRARY SERVICES

NEW!



3 DVDs or CDs
for 5 days

LIBRARY SERVICES



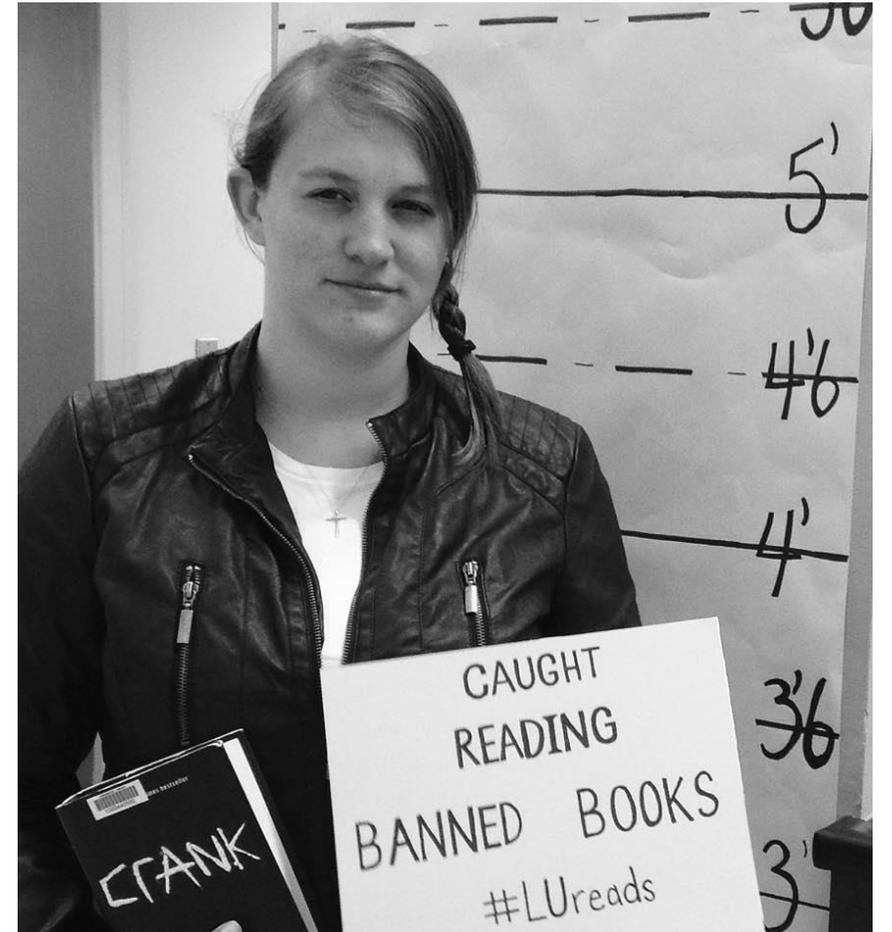
ACTIVITIES



ACTIVITIES



ACTIVITIES





EVENTS



EVENTS



EVENTS

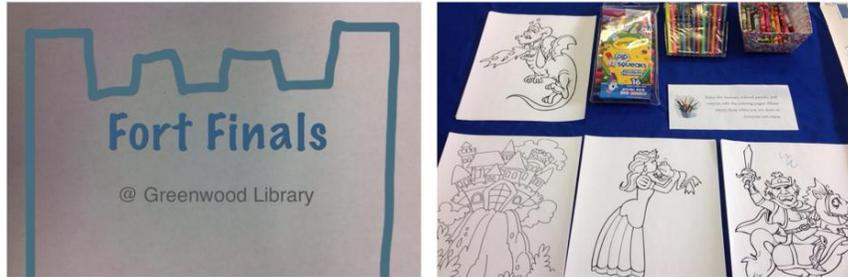
FORT FINALS

THIS 70s, 80s, AND 90s FLASHBACK WILL CHILL YOU OUT WHEN YOU NEED IT MOST.

GREENWOOD LIBRARY ATRIUM
APRIL 19 - APRIL 30
ACTIVITIES AVAILABLE ALL DAY
FOOD STARTS AT 8PM



“I really enjoy doing the activities at Fort Finals. They definitely help ease my anxiety.”



Once upon a time
at Greenwood
Library...

There was a pretty girl named Belle.
She lived in the forest. She had a big red nose.
She had a big red nose. She had a big red nose.
She had a big red nose. She had a big red nose.
She had a big red nose. She had a big red nose.
She had a big red nose. She had a big red nose.



“Fort Finals is my favorite event in the Library because there is always a different theme and fun activities to do.”