

University of Maryland Libraries Communications Plan

2005-2007

**** 9-26-06 ****

Introduction

This document helps guide the work of various groups and individuals in the Libraries, specifically the Communications & Public Relations Coordinator, through calendar year 2007.

The communications plan lays out a course, broadly, for raising the profile of the University of Maryland (UM) Libraries. It takes its direction from the Libraries' strategic plan (<http://www.lib.umd.edu/PUB/strategicplan05-07-1.pdf>), which charts directions for the Libraries' services, collections, staff and operations for maximum effectiveness in the current environment on the UM campus as well as for academic research libraries generally. Specifically, "... the Libraries will increase awareness of the information and other services provided by the Libraries to the University community."

In Plan Years One and Two priority audiences, identified in bolded text throughout the plan, will receive the most attention. Audiences identified in italics will be addressed as select strategies are carried out that are pertinent to them as well.

Goals

1. Raise profile of UM Libraries
2. Develop two-way communications strategies for campus and external audiences
3. Increase use of UM Libraries by priority audiences
4. Develop a broader base of support for UM Libraries

General Messages

1. The Libraries are indispensable to the success of this modern research university.
2. The Libraries are partners in teaching, learning and research.
3. UM Libraries staff has a high level of expertise.

Campus Audiences	Message	Strategy (the what)	Tactic (the how)	Evaluation
Faculty/Grad Students	<p>The UM Libraries connect you with a world of knowledge essential to your academic success.</p> <p>Resources of the UM Libraries are available whenever you need them.</p>	<p>Assess what faculty and grad students need to know about/from Libraries.</p> <p>Articulate what the Libraries can do to assist faculty and grad students with their work.</p>	<p><i>Analyze results of Fall 2005 LibQUAL⁺™ for what these audiences need to know.</i></p> <p><i>Consult with University Library Council, subject librarians, Liaison project task group, communications colleagues on campus and others as part of assessment.</i></p>	<p>Retool communications vehicles in accordance with assessments of what these audiences need to know.</p> <p>New plan in place from Liaison task group by (date)</p>

Campus Audiences	Message	Strategy (the what)	Tactic (the how)	Evaluation
	Library staff is here to help you find what you need.	Identify most effective means of communicating w/faculty and grad students.	<p>Identify Library champions among faculty and grad students and feature them, if appropriate, on Web sites, in newsletters, etc.</p> <p>Gain support for campus-wide LibQUAL summit</p>	<p>Four Library champions identified and featured.</p> <p>Broad event participation and buy-in to follow-up plans.</p>

Campus Audiences	Message	Strategy (the what)	Tactic (the how)	Evaluation
<p>Undergrads</p>	<p>The UM Libraries connect you with a world of knowledge essential to your academic success.</p> <p>Resources of the UM Libraries are available whenever you need them.</p>	<p>Assess what undergrads need to know about/from Libraries.</p>	<p><i>Analyze Fall 2005 LibQUAL⁺™ results for students' levels of awareness of /satisfaction with Libraries.</i></p> <p>Participate in campus events such as Stamp Union's "All-nighters", First Look Fair, MD Day, etc.</p>	<p>Retool communications vehicles in accordance with assessments of what these audiences need to know.</p> <p>Participate in at least two general, campus-wide events to promote the Libraries.</p>

Campus Audiences	Message	Strategy (the what)	Tactic (the how)	Evaluation
		<p>Identify most effective means of communicating w/ undergrads.</p>	<p>Consider one 'out-of-the-box' idea to get students' attention and inspire loyalty: live music in Footnotes, fair trade coffee in café, lifting food and drink rule during finals, making over interior of McKeldin as a student project for interior design class, etc.</p>	

Campus Audiences	Message	Strategy (the what)	Tactic (the how)	Evaluation
<p>UM Officials</p>	<p>The UM Libraries connect scholars with a world of knowledge essential to their academic success.</p> <p>Resources of the UM Libraries are available whenever patrons need them.</p> <p>Library staff is here to help patrons find what they need.</p>	<p>Assess what UM officials need to know about/from Libraries.</p> <p>Identify most effective means of communicating w/ UM officials.</p> <p>Articulate the role of the Libraries in the quest of the University to become a top research institution</p>	<p><i>Utilize campus-wide communications vehicles (Outlook, FYI, UM homepage) to deliver Library news and messaging.</i></p> <p>Gain support for campus-wide LibQUAL summit</p> <p>Mote presence in Libraries' annual report: 'Letter from the President'</p>	<p>Broad event participation and buy-in to follow-up plans</p>

Campus Audiences	Message	Strategy (the what)	Tactic (the how)	Evaluation
<p>UM Library staff</p>	<p>We connect Library patrons with a world of knowledge essential to their academic success.</p> <p>Library staff ensure that the resources of the UM Libraries are available whenever patrons need them.</p> <p>Library staff is here to help patrons find what they need.</p>	<p>Assess existing all-staff and staff-specific communications vehicles.</p>	<p>Develop Communications Toolkit for staff, to include UM Libraries fact sheet, Libraries photos, logo usage guide, style guide, presentation templates, etc.</p> <p>Identify what staff feedback opportunities currently exist and decide if others should be developed for ongoing involvement in communications planning process.</p>	<p>Develop/distribute Communications Toolkit by December 2006</p>

Campus Audiences	Message	Strategy (the what)	Tactic (the how)	Evaluation
		<p>Assess practical communications needs of Library staff.</p> <p>Involve Library staff in communications planning process and execution, as appropriate.</p>	<p>Survey staff on use of blue UM Libraries booklet</p>	<p>Revise blue UM Libraries booklet and/or develop other communications pieces, by fall 2007</p>

Campus Audiences	Message	Strategy (the what)	Tactic (the how)	Evaluation
<i>Other UM staff</i>	<p><i>The Libraries connect you with a world of knowledge which can be helpful to your professional success and personal fulfillment.</i></p> <p><i>Access to the resources of the UM Libraries are a benefit of UM employment.</i></p> <p><i>Library staff are here to help you find what you need.</i></p>			

External Audience	Message	Strategy	Tactic	Evaluation
Donors	<p>The Libraries are indispensable to the success of this modern research university.</p> <p>The Libraries are partners in teaching, learning and research.</p> <p>UM Libraries staff has a high level of expertise.</p>	<p>Identify & utilize most effective method of communicating with donors</p> <p>Utilize consistent library messaging</p> <p>Focus on events for friendraising, not fundraising</p>	<p>Develop Case for support utilizing key messages</p> <p>Re-tool donor communication materials</p>	<p>Complete case for support by (date)</p> <p>Re-tool Library Issues and develop/distribute at least two other donor pieces.</p>
Alumni	<p><i>The Libraries are indispensable to the success of this modern research university.</i></p> <p><i>The Libraries are partners in teaching, learning and research.</i></p> <p><i>Library staff is good at what they do.</i></p>			

External Audience	Message	Strategy	Tactic	Evaluation
<i>State & USM officials</i>	<p><i>The Libraries are indispensable to the success of this modern research university.</i></p> <p><i>The Libraries are partners in teaching, learning and research.</i></p> <p><i>Library staff is good at what they do.</i></p>			
<i>Professional library community</i>	<p><i>The Libraries are indispensable to the success of this modern research university.</i></p>	<i>Develop higher profile</i>	<i>Minimum of one submission a month to library publications</i>	<i>At least twelve submissions to library publications, with at least nine published.</i>

External Audience	Message	Strategy	Tactic	Evaluation
	<p><i>The Libraries are partners in teaching, learning and research.</i></p> <p><i>Library staff is good at what they do.</i></p>	<p><i>Utilize consistent library messaging</i></p> <p><i>Media relations</i></p> <p><i>Identify and capitalize on current issues</i></p> <p><i>and trends in academic library communications</i></p>	<p><i>Identify appropriate opportunities for faculty/ staff to author articles for industry pubs</i></p> <p><i>Identify appropriate opportunities to publicize faculty/ staff participation in industry conferences, symposia, etc.</i></p>	<p><i>At least twelve citations of library staff participation in conferences, symposia, etc.</i></p>

External Audience	Message	Strategy	Tactic	Evaluation
<p><i>Mainstream media</i></p>	<p><i>The Libraries are indispensable to the success of this modern research university.</i></p>	<p><i>Develop higher profile in mainstream media</i></p>	<p><i>Work with University media to promote Libraries.</i></p>	<p><i>At least three library-related press releases/year from University Media.</i></p>
	<p><i>The Libraries are partners in teaching, learning and research.</i></p>	<p><i>Utilize consistent library messaging</i></p>	<p><i>Work with appropriate library staff to identify media-worthy activities</i></p>	<p><i>Minimum of four library activities identified and promoted to mainstream media with at least two articles placed.</i></p>
	<p><i>Library staff is good at what they do.</i></p>	<p><i>Maintain awareness of trends and issues in mainstream communications.</i></p>	<p><i>Add library staff to campus database of experts for topics like copyright, intellectual property, privacy, etc.</i></p>	<p><i>At least two library experts interviewed and quoted in mainstream media.</i></p>

External Audience	Message	Strategy	Tactic	Evaluation
<i>Larger scholarly community</i>	<p><i>The Libraries are indispensable to the success of this modern research university.</i></p> <p><i>The Libraries are partners in teaching, learning and research.</i></p> <p><i>Library staff is good at what they do.</i></p>			
<i>Prospective students and faculty</i>	<p><i>The Libraries are indispensable to the success of this modern research university.</i></p> <p><i>The Libraries are partners in teaching, learning and research.</i></p>			

External Audience	Message	Strategy	Tactic	Evaluation
	<i>Library staff is good at what they do.</i>			
<i>K-12 community</i>	<p><i>The Libraries are indispensable to the success of this modern research university.</i></p> <p><i>The Libraries are partners in teaching, learning and research.</i></p> <p><i>Library staff is good at what they do.</i></p>			