

LIS 2830
MARKETING AND PUBLIC RELATIONS FOR LIBRARIES
Spring Term 2008

Instructors: Sue Alman & Adele Barsh

(Order of scheduled topics may be modified)

JANUARY

- 10 Course Overview: Develop a Definition for Marketing
Marketing Plan: Mission Statement**
- 17 Planning Process—Environmental Scan, Market Audit, Community Analysis
Class Discussions**
- 24 Evaluation of Marketing Projects**
- 31 John Cotton Dana Awards
Assignment Presentations**

FEBRUARY

- 7 Market Yourself: Portfolios
(Outside Event: ALA's Teen Tech Week, March 2-8)**
- 14 PUBLIC RELATIONS: Media Relations**
- 21 PUBLIC RELATIONS: Planning and Writing a Newsletter, Press Release**
- 28 Market to the Community**

MARCH

- 6 Development Officers, Fundraising**

Market to Funding Sources: Local, State, National

- 13 Spring Break**
- 20 Friends Groups**
- 27 Marketing Through Personal Presentations**

APRIL

- 4 or 5 TBA FastTrack on-campus weekend There will be a 3-hour class session on either Friday, April 4 (6-9 pm) or April 5**
- 10 Promotional Materials & Special Events
(Outside Event: National Library Week, April 13-19)**
- 17 Plan Presentations and Project Evaluations**
- 24 TBA**

COURSE REQUIREMENTS:

1. Individual Written Assignments and Class Participation (5 points)

These assignments will be given throughout the term.

2. John Cotton Dana Award (6 points)—Due Date: January 31st (if possible)

This assignment is to help you to realize that libraries engage in all types of marketing and PR and to know that ALA gives awards to them each year. Select a library that has won a John Cotton Dana award within the past five years—lists of them are located in the External Links section. Post the library that you select to the DB BEFORE you obtain information about the project in order to avoid duplication within the class. First person to select that library gets it so you don't need to wait for permission from me.

Try to find out as much as you can about the projects that won awards and post your findings on the DB. **ALTHOUGH** there is a due date posted I do not want you to feel anxious if you do not hear from anyone in your chosen library. Often the people who worked on the project are not available. Sometimes it takes them several months to respond. Just post what you know when you find it.

3. Personal Portfolio (15 points) – Due Date: March 27th

Develop a personal portfolio that will include a current resume, cover letter for your ideal job, materials from other courses, marketing project, marketing plan, and a press release. Portfolios will be discussed in class.

4. Collection of Marketing Materials (10 points) - Due Date: April 4th or 5th during FastTrack on-campus weekend for on-campus students and FT students who are NOT graduating in April; April 26th for graduating FastTrack students.

Collect all types of promotional material that you see in libraries, non-profit organizations, private sector. Collect book marks, collateral materials, brochures, etc.

Divide the materials into two categories of the best and worst publicity materials. Create two poster boards for each category and present them to the class explaining why the materials fit into those categories. There will be a competition to determine the "Best" and "Worst" examples of promotional materials.

5. Marketing Project (20 points) – Due Date: April 10th

Work with instructor to design a customized marketing project. Instructor will work with each student or group of students working on a project to develop criteria for evaluation. For examples of what previous classes have done, see <http://www.sis.pitt.edu/~nlw/>.

6. Develop a Marketing Plan for a Library or Information Center (20 points) – Due Date: April 3rd

Develop a complete plan for an area of your interest such as a new service or a fund-raising/special event. Details will be discussed in class. **Due by April 3rd.**

7 Annotated Bibliography (24 points) – Due Date: Weekly as assigned.

Review the literature to develop an annotated bibliography of sources that you find the most helpful to market library resources and services. Your bibliography will include the best five (5) journal publications and/or monographs for a total of 30 citations distributed over the following six (6) areas:

1. Marketing Plan (Jan. 21)
2. Environmental Scan, Market Audit, Community Analysis (Jan. 28)
3. Public Relations (Press Releases, Public Service Announcements, Media Relations, Customer Service) (Feb. 28)
4. Development Officers/Fundraising (Mar. 20)
5. Friends of the Library (Mar. 27)
6. Promotional Materials (newsletters, brochures, guides, Web sites) (Apr. 10)

Include a complete bibliographic citation and a critical annotation of at least 150 words for each source. You will post each group of 5 during on Blackboard in the appropriate Discussion Board forum the week after it is discussed in class. (The post is due before the next class session). The due dates are given in parentheses following each topic above. You will post your citations, read the postings of your peers and make substantive comments on at least 3 other submissions.

By the end of the class, you will have a total of 30 resources in this bibliography that you may want to compile into one document and add to your portfolio.

Course Bibliography (Recommended Resources)

- Alman, Susan Webreck. Crash Course in Marketing for Libraries. Westport, Conn: Libraries Unlimited, 2007.
- Evangeliste, Mary, et al. "Will it make My Teeth Whiter?" Presentation Handout from ACRL 13th National Conference Presentation. conference handout ed., 2007. https://blackboard7.cssd.pitt.edu/bbcswebdav/xid-27263_1.
- Jacob, M. E. L. Strategic Planning: A how-to-do-it Manual for Librarians. New York: Neal-Schuman Publishers, 1990.
- Walters, Suzanne. Library Marketing that Works. 1st ed. New York: Neal-Schuman Publishers, 2004.
- . Marketing: A how-to-do-it Manual for Librarians. New York: Neal-Schuman Publishers, 1992.
- Weingand, Darlene E. Customer Service Excellence: A Concise Guide for Librarians. Chicago: American Library Association, 1997.
- . Future-Driven Library Marketing. Chicago, Ill: American Library Association, 1998.
- . Marketing/planning library and information services. 2nd ed. Englewood, Colo: Libraries Unlimited, 1999. <http://www.netLibrary.com/urlapi.asp?action=summary&v=1&bookid=22226>.

Additional sources will be made available on the BlackBoard section of this course.

Course Assignments and Grading Policy:

- January 31 John Cotton Dana Awards (6 points)
 Annotated Bibliography (24 points)
- March 27 Personal Portfolio (15 points)
- April 3 Marketing Plan (20 points)
- April 10 Marketing Project (20 points)
- April 4 or 5* Marketing Materials Poster Session (10 points) On-campus students and FastTrack students during on-campus weekend
- April 24* Marketing Materials Poster Session (10 points)-FastTrack MLIS Students Who Are Graduating in April
- Weekly Class participation and in-class assignments (5 points)

- 97-100 A**
- 96-90 A-**
- 89-87 B+**
- 86-84 B**
- 80-83 B-**
- 78-79 C+**
- 74-77 C**
- 70-73 C-**

A grade of “A” is attainable, but it is awarded to those students whose
assignments are flawless. An “A-” is a high grade awarded to students
whose work is excellent. Grades of “A-” are not debatable with the
instructor.

Students with Special Needs: Physical or Learning Impairments

Students with any special needs should notify the instructor by January 24th, 2008 in order to make accommodations in the course.

Academic Integrity: Student Obligations and Adjudication for Alleged Violations (University Policy 02-03-02)

I. SCOPE

This policy establishes student obligations of academic integrity, and includes guidelines regarding adjudication for alleged student breach of these obligations.

II. POLICY

Students have an obligation to exhibit honesty, and to respect the ethical standard of his chosen profession in carrying out his academic assignments. A student may be found to have violated this obligation if he:

- Refers during an academic evaluation to materials or sources, or employs devices not authorized by the instructor.
- Provides assistance during an academic evaluation to another person in a manner not authorized by the instructor.
- Receives assistance during an academic evaluation from another person in a manner not authorized by the instructor.
- Possesses, buys, sells, obtains, or uses a copy of any materials intended to be used as an instrument of academic evaluation in advance of its administration.
- Acts as a substitute for another person in any academic evaluation process.
- Utilizes a substitute in any academic evaluation procedures.
- Practices any form of deceit in an academic evaluation proceeding.
 - Depends on the aid of others in a manner expressly prohibited by the instructor, in the research, preparation, creation, writing, performing, or publication of work to be submitted for academic credit or evaluation.
 - Provides aid to another person, knowing such aid is expressly prohibited by the instructor, in the research, preparation, creation, writing, performing, or publication of work to be submitted for academic credit or evaluation.
 - Presents as one's own, for academic evaluation, the ideas, representations, or works of another person or persons without customary and proper acknowledgement of sources.
 - Submits the work of another person in a manner which represents the work to be one's own.
 - Knowingly permits one's work to be submitted by another person without the instructor's authorization.

- Attempts to influence or change one's academic evaluation or record for reasons other than achievement or merit.
- Indulges, during a class (or examination) session in which one is a student, in conduct which is so disruptive as to infringe upon the rights of the instructor or fellow students.
- Fails to cooperate, if called upon, in the investigation or disposition of any allegation or dishonesty pertaining to a fellow student.
- Violates the Canons of ethics of the student's discipline.

Adjudication for Alleged Violation of Student Obligations

No student should be subject to an adverse finding that he committed an offense related to academic integrity, and no sanction should be imposed relating thereto, except in accordance with procedures appropriate for disposition of the particular matter involved. See Procedure 02-03-03, Student

Obligations and Adjudication for Alleged Violations.

Any sanctions imposed under this policy may be considered by the school in the preparation of any report concerning a student submitted to a government agency, accrediting body, or other person or institution in accordance with the requirement of law or the consent of the student.

The sanctions which may be imposed upon a finding that an offense related to academic integrity has been committed are the following:

- Dismissal from the University without expectation of readmission.
- Suspension from the University for a specific period of time.
- Dismissal from the department in which the offense occurred, and exclusion for courses offered in the department, permanently or for a stated period of time.
- Dismissal from the course in which the offense occurred, with or without the opportunity to be enrolled therein at a future date.
- Reduction in grade or assignment of a failing grade, in the course in which the offending paper or examination was submitted.
- Reduction in grade, or assignment of a failing grade, on the paper or examination in which the offense occurred.

Incomplete Grades (G)

All students are expected to complete course assignments on the specified due date. Deductions will be taken for late work. Only in rare cases will exceptions be made. (Ex. Hospitalization.)