

In Search of Meaning: Building a Brand for an Arts Library

February 26, 2010, 11am Pacific – 12pm Mountain – 1pm Central – 2pm Eastern

Moderator: Brian Mathews, author of *Marketing Today's Academic Library*

Transcript:

11:45 Heather Gendron As you enter the chat room, feel free to edit your nickname. The "edit nickname" option is just below the window where you type messages.

11:54 Heather Gendron Welcome everyone! We'll get started in just a few minutes. In the meantime, please introduce yourselves.

11:56 Cara List Hi I'm Cara List. I'm the art librarian at the University of Oregon, and a member of the ARLIS/NA education sub-committee.

11:57 vheidi Hi everyone, I'm Heidi Hass, ARLIS/NA Secretary, and Head of Research Services at the Morgan Library & Museum

11:58 guest1624526 Hello, I am Debra Sampson, Library Director at the Academy of Art University, San Francisco.

11:59 Elizabeth Lane Hello, I'm Elizabeth Lane, the Assistant Reference Librarian at the Frick Art Reference Library in NYC

12:02 Gail Storer Hi, I'm Gail Storer, Library Director at the Columbus College of Art & Design, Columbus, OH

12:02 Gail Storer Hi, I'm Gail Storer, Library Director at the Columbus College of Art & Design, Columbus, OH

12:02 annlind Hi, I'm Ann Lindell, at the Univ. of Florida

12:02 Gail Storer Hi, I'm Gail Storer, Library Director at the Columbus College of Art & Design, Columbus, OH

12:03 paulglassman Hi,

12:03 paulglassman I'm Paul Glassman, Felician College Library Director.

12:05 Heather Gendron Hi Brian, let's go ahead and get started. :)

12:05 Gail Gilbert Gail Gilbert, Head of the Art Library at University of Louisville

12:05 BrianMathews Hi everyone. I am Brian Mathews, an AUL @ UC Santa Barbara. (Campus is on the beach, 90 miles north of Los Angeles.)

12:06 BrianMathews I'm happy to be with you today and excited to talk with you about marketing. Thanks for the invitation.

12:06 BrianMathews Please forgive typos-- I type fast but incorrectly!

12:06 Elizabeth Lane We all do!

12:06 BrianMathews I spent two years immersed in understanding the world of marketing & advertising and captured my thoughts in my book. My goal was to be able to translate that into the realm of academic libraries with a particular focus around reaching undergraduates.

12:07 BrianMathews ILL it if you can!



<http://www.alastore.ala.org/detail.aspx?ID=2596>

12:08 BrianMathews I'll share some of my insights with you but I am really interested in reading what you have to share. Learning about your experiences—both your successes and the problems you've encountered.

12:08 BrianMathews I believe these sessions are meant to be dialogues rather than lectures... so I am happy to be part of the conversation.

12:08 BrianMathews And Heather, maybe keep us on track in terms of time???

12:08 Heather Gendron Sure!

12:09 BrianMathews On a personal note I'm looking to get more involved with the Arts Library on my campus, so I am hoping to learn from you so that I can strengthen my understanding about their operations.

12:09 BrianMathews So let's get started.

12:09 paulglassman Okay, I can start. Successes: book signings with short lectures. Also history month programs--African-American Heritage, Women's History, Latino-Hispanic, Asian-Pacific, etc.

12:09 BrianMathews I'd like to know what you feel are the three most important things that you want your users to know about your library. Can we boil it down to just a few bullet points?

12:10 guest1624526 That we are accessible. Either on the web or in person.

12:10 BrianMathews Thanks, Paul, we'll kit success at the end, but for now let's talk about what we want ppl to know about.

12:11 paulglassman I'm curious to know about patently promotional media, such as an orientation video (cf. the University of Texas Art Library project). What type of investment (time, personnel, dollars) do they require, and do they merit that investment?

12:12 paulglassman One bullet point: That they're places of discovery.

12:12 BrianMathews Ok, discovery -- what else do you want ppl to know about your library?

12:12 guest674959 hello

12:12 paulglassman That they're neutral zones, where students are not judged and do not receive grades.

12:12 BrianMathews Anything more tangible?

12:13 Natalia richness of collection, easy access to them, assistance is available.

12:13 Cara List re. the question about what we'd like people to know about our library-- that we can provide the information that the patron needs-- either from our collection or we can get it to them from another location

12:13 vheidi As a research library with fairly narrow collecting areas, I'd like for us to become better known to undergraduates and new graduate students for our secondary (i.e. reference) materials

12:14 Heather Gendron a place to find inspiration; friendly help; great resources

12:15 BrianMathews A lot of times when we talk about marketing we think of it in the most generic terms of—we need to get the word out about all that we have to offer. I've seen literary hundreds of these examples.

12:15 BrianMathews But we (as a profession) are kind of bad at is focusing our message. There are things we want to say vs. things people want/need to know and so a big part of it having goals.

12:15 BrianMathews Are we trying to get more people to visit our website?

12:15 BrianMathews Are we trying to get more people in the door?

12:15 BrianMathews Are we trying to increase instruction sessions?

12:15 BrianMathews Are we promoting an event or display

12:16 BrianMathews Do we want them to learn how to use the Catalog? or discover the richness of the collections?

12:17 BrianMathews What would you say are your goals? There was an example above about UT's investment in an Art project

12:17 BrianMathews if you are going to invest in marketing what-have you-- what is your desired outcome?

12:18 Gail Gilbert Specifically, I want faculty to integrate the library resources into some of their class assignments.

12:18 Heather Gendron Good example Gail

12:18 BrianMathews Another way-- you mentioned what you want ppl to know--- can we think in terms of goals? (not to sound all strategic plan on you)

12:18 Cara List yes, I agree with gail about that, and would like to promote other services to our faculty

12:18 BrianMathews Yes Gail, that seems to be a big theme

12:19 Paul Glassman That's a good point, Gail. Sometime, course management systems, such as Blackboard and eCompanion, can expedite that, although some faculty need encouragement to use course management systems.

12:20 BrianMathews Do you feel faculty assume that students know about the resources? any examples of reaching / persuading faculty to embrace the library in their assignments?

12:20 Paul Glassman I've developed an annual operating plan (or assessment matrix). Has anybody developed an annual or multi-year marketing plan?

12:21 Paul Glassman Re: embracing in assignments. That might be a campus-wide initiative-- perhaps something endorsed by a dean or provost. If rubrics are required for courses, perhaps one of them can relate to information-seeking?

12:21 vheidi We just completed a strategic plan, one the actin items is to establish goals and metrics related to scholarship- your book although for an academic library, has helped me to think about how we might do that

12:21 Cara List yes, absolutely. sometimes I can just get my foot in the door with a short session, the prof. will realize what a difference instruction can make, but its not always easy to persuade an instructor to give up class time for lib. instruction

12:22 guest1624209 Just show them some rarities in their field from Spec Coll

12:22 AmyT. Yes, I think it is a good idea to market to faculty first, but how? As Cara says, it can be tough to get an opportunity.

12:23 AmyT. I love special collections. but sometimes I'm trying to market online resources, etc. to them, and I'm wary of creating an impression of the library as archives (even though we encompass that too!).

12:23 BrianMathews I've found with faculty that word of mouth is helpful. There will be some that naturally want to get involved with library.

12:23 BrianMathews Then you marketing that relationship library & faculty X to others. It sets a precedent.

12:24 BrianMathews I've also found that when helping students in a particular class, I can take their problems/misunderstanding to faculty and say, this is what I am hearing from your students.

12:24 Heather Gendron So, marketing could be as simple as basic communication - chats around the water cooler so to speak

12:24 Paul Glassman I also create a monthly Library Update, which I can distribute via group e-mail to faculty, students, and staff. I usually promote workshops and new resources.

12:25 BrianMathews More often than not, this opens to door. Maybe not to instruction, but ability for me to write a handout or edit a video clip for them as well as for invitation later to meet with faculty member in future to talk about assignments.

12:25 BrianMathews Paul, do you automatically send to all faculty?

12:26 BrianMathews Having their ear is important -- a challenge many of us face...

12:26 Cara List I have created guides to resources for specific classes which can get the library some good exposure

12:26 BrianMathews Cara, LibGuides?

12:26 Cara List not using libguides, just our homegrown format which includes a meebo chat box

12:27 Paul Glassman Yes, it goes to all faculty. Brian, I like the idea of follow-up with a faculty member after a session, but is that difficult to manage in terms of the time required?

12:27 Heather Gendron Research guides are useful. I also just send out announcements when new databases are acquired - they don't have to be specifically art - just related to faculty/grad student research in some way.

12:27 Heather Gendron Brian, you use a "library product inventory" and talk about "defining the user" in your book...

12:28 BrianMathews Paul-- follow-up -- depends on size of department, i had 10 or so max one term which seemed manageable-- mix of email and in-person

12:28 Heather Gendron The product inventory can be useful in helping to define what is unique about our libraries

12:28 Cara List for a while we made posters that went up in the library entrance, but they were very time consuming and hard to maintain

12:28 Cara List about new products that is.

12:29 BrianMathews Care-- I love posters, but agree, time investment-- digital signs are another option.

12:29 BrianMathews cara, sorry, but yeah, I think if you have a course mgt system, getting your signs in there might be helpful

12:30 BrianMathews as well as on desktop image of PCs... take the poster design into other spaces

12:30 Cara List great ideas!

12:30 Heather Gendron UNC centrally designs screen savers marketing databases, services, etc. really nice and are on all public computers

12:31 BrianMathews Heather-- yes, the product inventory (which sounds very business) can help you keep track of everything you have to offer-- in terms of types of resources, but also needs such as group work space, plotter printer, etc.

12:32 Heather Gendron Brian, some of our colleagues are experiencing library or visual resource department closure - or threats of closure. How can we do a good job describing what is unique and valuable about our collections & services?

12:32 BrianMathews Like Paul mentioned, having a plan helps and a key part of that is looking holistically at everything you offer vs. everything users need

12:32 BrianMathews Ah yes. I am closing watching my neighbors at UCLA and their story.

12:33 BrianMathews It comes down to brand

12:33 BrianMathews Not just the logo or visual identity of brand

12:33 BrianMathews but like many of you mentioned before-- the discovery aspect

12:33 BrianMathews I think you need to make a case for why art libraries matter

12:33 BrianMathews why not just put the Ns in with the rest of the main library collection

12:34 BrianMathews what makes you unique

12:34 Cara List so one of the things that we have to sell is that there is value in having branch libraries. That we do something special or that there is something unique about the needs our users have.

12:34 BrianMathews One of the ideas our librarians here were kicking around was the concept of "hold the anchovies"

12:35 BrianMathews meaning, our main library is loud and filled with food consumption

12:35 BrianMathews but our Arts library is quiet and doesn't allow food

12:35 BrianMathews so it is appeal to an emotional and functional need

12:35 Paul Glassman This is an odd free association, but Paul Goldberger, the architecture critic, just published Why Architecture Matters. Maybe a newsletter article in a campus publication or an online campus blog entitled "Why (Art) Libraries Matter"?

12:36 BrianMathews I think that Arts faculty are also very passionate about libraries-- so playing to that idea or ideal would help you

12:36 BrianMathews Paul, maybe for the Chronicle of Higher Ed too

12:36 Paul Glassman Yes, Brian, cultivating champions is important, I've learned. Does anybody have an advisory library committee that serves as an advocacy group?

12:37 Heather Gendron faculty & students speaking on behalf of art libraries - the best endorsement ever

12:37 vheidi Another part of our strategic plan- create a visiting committee for research services-

12:37 BrianMathews one thing I'm getting off the group now is what we call monthly scene

12:37 BrianMathews sports and frats and student govt get a lot of attention on campus

12:37 BrianMathews but what about the artists and intellectuals

12:38 BrianMathews



<http://www.library.ucsb.edu/outreach/scene/index.h...>

12:38 BrianMathews website is very bland right now because we're moving to drupal in a few months, but you get the picture

12:39 BrianMathews long story short-- this has helped generate interest on campus-- we have posters and little "tickets" that we give away in library and around campus

12:39 BrianMathews the point is-- the library helping to spotlight talent seems to be a good thing. a cool thing. it gets them publicity but also gets ppl talking about the library

12:39 Heather Gendron maybe something similiar would work for artists - online mini-exhibits?

12:40 Paul Glassman That's a marvelous point--talent spotlight!

12:40 Paul Glassman Yes! Artists, art historians, poets who work with artists,etc.

12:40 BrianMathews this is a sort of indirect marketing that hits on the brand a bit-- but with what you mentioned-- i feel Art libraries really need to sell the idea of identity right now

12:40 BrianMathews or fear closures

12:40 Cara List what about a mini exhibit that includes the artists statements regarding finding inspiration in the library?

12:40 Heather Gendron nice Cara!

12:41 Cara List maybe a few books or articles that they found there for others to check out as well?

12:41 Richard Minsky The art project that distributed defunct catalog cards was a good example of that.

12:41 BrianMathews Cara, yeah, how can we link their success to your library

12:41 Heather Gendron UNC has also worked with students in Marketing courses - good stuff

12:41 Heather Gendron Where was that Richard?

12:41 Paul Glassman The discarded catalog cards may seem trite, but I've seen outstanding and attention-getting results.

12:42 Paul Glassman I know that LIU Brooklyn did it.

12:42 Paul Glassman P. S. LIU is Long Island University.

12:42 BrianMathews Not sure how long these typically go but let's open it up to sharing ideas of things you've tried

12:42 BrianMathews good and bad

12:42 BrianMathews lessons learned

12:42 Heather Gendron Why don't we keep going for another 10 minutes folks

12:42 BrianMathews i am really interested in how to introduce incoming students to the library

12:43 Paul Glassman Drop-in term paper clinics have had poor attendance. I'd like to try a roving librarian who goes to the student center cafeteria and sets up a table.

12:43 BrianMathews how do we create those warm, fuzzy, library is a great place feelings at the start and then ease them into learning about resources, etc

12:43 Cara List some librarians here send out montly new book lists, which I've found to be very successful. Our branch circs a larger percentage of our collection than others

12:43 BrianMathews roving campus librarian!

12:43 Paul Glassman Some libraries work with first-year-student orientation planners.

12:43 BrianMathews Cara-- do ppl subscribe to receive book lists?

12:44 Cara List no, I just send it to my faculty

12:44 Cara List if they don't want it they just hit delete

12:45 annlind I've been doing office hours in the Construction School a couple of mornings a week but have not had very many customers for consults

12:45 Paul Glassman I also like the idea of going into the studios. Although we want students to come to us, sometimes we need to go to them.

12:45 annlind However, it's been really good PR with the Director of the school and some of the faculty who like that we're offering that service

12:45 Richard Minsky I gave a copy of "The Crimson Conquest" in a Leyendecker binding to the Dean of the UA library, which he gave to the coach of the football team (The Crimson) in a public ceremony. That helped with the library branding!

12:46 Cara List i haven't done it recently, but in the past I've participated in graduate critiques as a guest. its a great way to reach out to fine art grads

12:46 AmyT. We've jazzed up our new book lists with excerpts from the book jacket, toc, and cover images. Faculty occasionally commented on the previous no frills list, so I figured this was a good thing to expand on.

12:46 Heather Gendron Maybe have a little "party" at the library during the first semester - welcoming freshman...what would be the special draw though...hmmm...

12:46 annlind They've been willing to advertise for me...on their listserves to fac & students and on powerpoint monitors in the hallway of their bldg

12:46 Paul Glassman Cara, that's a solid idea, I think. If the thesis project requires prep and research, the librarian can be there to provide the historical perspective.

12:46 AmyT. If you are interested, here's our new book lists:
<http://www.bsu.edu/library/article/0,1894,-----2-62731,00.html>

12:46 annlind I've gotten some questions from that...not during the office hours, but otherwise

12:46 BrianMathews Any thoughts on what is the Arts Library brand? Not logo, but the value or emotion that we want users to feel?

12:47 Heather Gendron That was - party - and I don't know where that happy face came from, sorry!

12:47 Cara List Heather—didn't Laura Schwartz do that and put the video on utube?

12:48 Heather Gendron Yep, here's Laura leading a scream:



<http://www.youtube.com/watch?v=phIDZe70rBQ>

12:48 AmyT. What about marketing librarians as sources of expertise and research help? I think we overlook this sometimes in our efforts to market databases and collections. Any successes in doing this?

12:48 Paul Glassman Value--what we want users to feel. I think a sense of collaborative learning--that many heads are better than one.

12:49 Heather Gendron They had pizza and balloons, etc. -

12:49 Heather Gendron Lots of great ideas folks. I think this would make an excellent conference topic.

12:49 Elizabeth Lane Agreed.

12:50 Paul Glassman Indeed!

12:50 Heather Gendron Please join me in thanking Brian for moderating our discussion today. Make sure you read his book!

12:50 guest1624526 Thanks Brian!

12:50 Paul Glassman I've read about half of it. It's terrific!

12:50 Cara List Thank you! its been great.

12:50 BrianMathews Thanks everyone for attending. Just scratched the surface. Please feel free to email me any questions or idea. I love to learn more and help out when I can. -----
- sometimes i can be slow to respond though :)

12:50 Paul Glassman Yes, thanks so much. An hour well spent.

12:50 Heather Gendron The transcript of this chat will be available on the Chats webpage within a week or so. Hope to see you all in Boston!

12:50 vheidi thanks!

12:50 AmyT. Thanks!

12:50 BrianMathews Thanks to Heather and ARLISNA for inviting me

12:50 annlind thx Brian

12:51 Richard Minsky Thanks Brian!

12:58 Heather Gendron Our next chat will be on the Future of Indexing, with Carole Ann Fabian/
March 12, 2010, 11am Pacific – 12pm Mountain– 1pm Central – 2pm Eastern

12:58 Heather Gendron Our next chat will be on the Future of ART Indexing, with Carole Ann Fabian/
March 12, 2010, 11am Pacific – 12pm Mountain– 1pm Central – 2pm Eastern