

Marketing, Communications and Libraries

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McMaster University

May 6, 2010

Agenda

- Definitions
- Top 10
- Marketing Planning

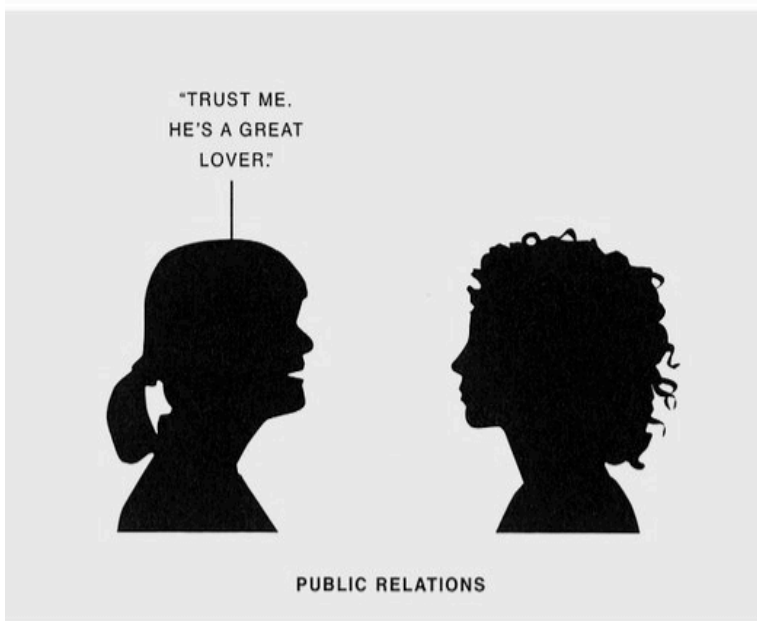


Image taken from:
Neumeyer, Marty. Zag: The #1 Discipline of of High-Performance
Brands. www.zagbook.com pp 22-23.

Definitions

- Marketing is determining what people want, delivering it, and then periodically updating that whole process.
- Promotion is furthering the growth or development of something. It's encouraging people to use something by telling people how it would benefit them.
- Advertising is calling attention to something through paid announcements.

(Dempsey, The M Word Blog)

Definitions cont.

- Public Relations is a planned, long-term communication program (via various media) that has a goal of convincing the public to have good will toward something.
- Publicity is sending a message via official channels such as news releases, newsletters, press conferences, etc.
- Branding is establishing a strong link between a company and its logo/typeface/picture or name/phrase. Branding helps build loyalty.

(Dempsey, The M Word Blog)


What is your library doing?

- Advertising
- Promotion
- Public Relations
- Publicity
- Branding
- Marketing


My Top 10

1. Tell a story

2. Internal Communication


LibStaff
McMaster University Library Staff Site

Departments
Services
Projects
Committees
Staff Training & Development
Policies & Procedures
Old StuffSearch

 Popular Links


System & Building
Problem Report Form

Recording Research
Help Statistics

Teaching & Learning
Activities Database

Suggestion Box
Maintainer Interface


Desk Blotter.pdf


 staffadmin

- Create content
- Committee

Staff Newsletter Headlines

- **Volunteerism: Necessary and Rewarding**
 Thu, 28 May 2009 20:26:34 +0000
- **Blended Service from the Trenches**
 Wed, 27 May 2009 19:51:25 +0000
- **Teaching in South Korea**
 Tue, 26 May 2009 20:54:10 +0000
- **Meet and Greet with John Kearney (CIO)**
 Mon, 25 May 2009 16:54:59 +0000
- **Staff News ~ April and May 2009**
 Fri, 22 May 2009 16:08:53



 Poll

What do you think of the new Libstaff?
I am blown away.

44%

Pretty cool!

42%

Alright.

13%

Not so hot.

0%

Can't stand it.

0%

Total votes: 45
4 comments | Older polls

Library F.Y.I.

By Library staff for Library staff!

 Search

[Home](#) [About](#) [Submissions](#)

LEAD STORY

Mary Ruth Linkert nominated for President's Award



On Thursday May 14, Mary Ruth Linkert was recognized for her outstanding service to the Library and the University community at the President's Award for Outstanding Service ceremony.

[Full story »](#)

BROWSE STORIES

Conference reports (9)
Events (23)
Featured articles (17)
Lead story (14)
Life outside the library (17)
Staff News & Newsflash (35)

BROWSE BY DATE

RECENT COMMENTS

Rosalind Clarke on Adventure in the Amazon
Catherine on Who's Reading Library F.Y.I.?
Colleen on Who's Reading Library F.Y.I.?
Dorothy Sage on Footloose M.E.S.S. Event
Catherine on 7th Annual Service Recognition Luncheon

SUBSCRIBE

■ [RSS feed for posts](#) 

FEATURED ARTICLES

Blended Service from the Trenches »



[Blended Service: Part II](#)

STAFF NEWS & NEWSFLASH

Staff News ~ April and May 2009 »

[Click here to read about the staff news for April and May 2009](#)

EVENTS

Meet and Greet with John Kearney (CIO) »

In January 2009, John Kearney was appointed as McMaster's new Chief Information Officer (CIO).

LIFE OUTSIDE THE LIBRARY

Volunteerism: Necessary and Rewarding »

Communication and Marketing Monthly Alert

Date: March 28, 2008
Feedback required by: April 3, 2009
To be posted on Libstaff by: April 6, 2009

March Activities	Type	Date	Done
Citizenship Engagement Week documentary screening	Event	March 3	✓
Citizenship Engagement Week story	Daily News story	Early March	✓
Freedom to Read Week display	Event	End February / First week of March	✓
Freedom to Read Week story, highlighting brand new webpage	Daily News	Early March	✓
Open Doors Event – Map Collection	Event	March 26	✓
Story on Manuscript Collection in Archives	Daily News story	Middle March	✓
Poster Session at Thode	Event	End March	✓
Story about the poster session at Thode	Daily News story	End March	✓
Suggestion Box story	Daily News story	End March/Early April	✓
IT Help story	Daily News story	Early March	shelved

3. Get others on board

Daily News

Thursday, May 28, 2009

Rare manuscript housed in McMaster's archives

by Renu Barrett
April 08, 2009

Hidden amongst the McMaster University Library's manuscript collections there is a small, unassuming 15th century manuscript which has been identified as a version of the *Liber Visionum* or *Book of Visions*.

The *Book of Visions* is a work by John, a Benedictine monk from the monastery of Morigny located near Charles, France in the 14th century. McMaster's copy (MS 107) is a Latin text on vellum and paper, and bound in reinforced vellum with "Codex" stamped on the spine and slip cased as a "Prayer Book, C.1460." The manuscript is embellished with 12 decorations from the life of Virgin Mary.

The rare manuscript was the topic of a talk sponsored by the Department of English and Cultural Studies. Professor Claire Fanger of Rice University discussed the investigative nature of her work on the *Book of Visions*, which she published in her edited work, *Conjuring Spirits: Texts and Traditions of Medieval Ritual Magic*. Since the manuscript's initial discovery in the 1990s at McMaster by her colleague Nicholas Watson, the *Book of Visions* has been studied and translated by the two researchers.

The *Books of Visions* was an attempt to reconcile the goals of a condemned, medieval, ritual magic text, the *Arts Notoria* after which it was loosely modeled. The new magic text was a vision by the Virgin Mary to John, and unlike its predecessor, was pleasing to God and free of demonic corruption. However, the text was later considered heretical and sorcerous, and the purity of John's work was questioned. It was burned at the University of Paris in 1323.

Fanger has been working in archives across Europe and has unearthed seven extant manuscripts containing full and partial texts of the *Book of Visions*.

To see a description of this manuscript on the Library website, please click here.

Search the Daily News

 GO


The *Book of Visions* is housed in McMaster's William Ready Division of Archives and Research Collections. Photo courtesy of the McMaster University Library.

More to Explore

- The William Ready Division of Archives and Research Collections
- McMaster University Library
- Description of the *Book of Visions*

Media Team Suggestion Box Team

The screenshot shows the McMaster University Library website. At the top, there is a navigation bar with links for Faculty & Staff Directory, Search, and Quick Links. Below this is a main navigation menu with categories like Master Home, Research, Using the Libraries, Collections, Teaching Support, About, and Help. The main content area features a search bar with a 'Go' button and a 'Library Catalogue' section. A sidebar on the left contains 'Admin options' and 'Popular Links'. A 'Spotlight' section on the right highlights a 'Thode Renovation Blog'. A 'Library News' section is highlighted with a red box, containing two articles: 'Spring Issue of McMaster Library News Now Available' and 'Forbidden City Heirloom'.

4. Have fun! Be creative!

<http://www.youtube.com/maclibraries>

Why do *you* LOVE the library?



YouTube Broadcast Yourself™
Worldwide | English

Home Videos Channels Community

Ninja Laptop Lending @ McMaster Libraries



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5. Professional

McMaster LIBRARY NEWS
library.mcmaster.ca

Library acquires Resistance Collection - offers multinational perspectives of war

A remarkable collection relating to the Resistance movement, underground literature, concentration camps, anti-Semitism, and propaganda during the Second World War has been acquired by McMaster University Library.

The Resistance Collection covers the period between 1933 and 1945, when millions of people were interned and often died in Nazi concentration camps throughout Europe. Nearly 2,000 letters from or to prisoners in Dachau, Buchenwald and Auschwitz, as well as Gestapo prisons and POW camps, comprise much of the material. In several cases there are 20 letters or more written by the same prisoner, an uncommon feature in such a collection when often only a single letter survives. There is also a diary of the Nazi evacuation from Ravensbrück (the women's concentration camp), and even a hand-fashioned recipe book, which prisoners exchanged to pass the time.

The private collection was acquired from Michel Brisebois, a former Montreal antiquarian book collector and rare book librarian at Library and Archives Canada.

"The Resistance propaganda was very potent, and anyone caught with this in their possession was immediately jailed or killed," says Carl Spadoni, director of Archives and Research Collections at McMaster University Library. "But the material is extremely important not just for the terrible period it documents but also because its multinational nature is vital to capturing different perspectives on the War."

Spadoni says the sheer number of concentration camp letters is the largest of its kind in Canada. The collection's dimensions and breadth will appeal to scholars researching the period.

The Brisebois collection also includes many trench maps from the earlier part of the war in the years 1915 and 1916 when map sheet production was limited to hundreds of copies instead of thousands, as was the case later in the war. Because they were produced in fewer numbers and trench conditions were bad for both men and materials, few of these maps have survived.

Canadian significance such as "Preparation for Battle of Arras, Vimy, March 1917" and "Central Battlefield - North: Final Advance 1918".

In order to make the maps available to researchers and the general public worldwide, they will be digitized as part of the Library's Mass Digitization Project and eventually made available online through the Library's *Peace and War in the 20th Century* website (jpw20c.mcmaster.ca) which already contains over 3500 digitized items, including photographs, diaries, maps, letters and songs. The acquisition of the maps was made possible through funding from the Movable Cultural Property Grants Program.

Library acquires trench maps from World War I

McMaster University has acquired one of the largest collections of trench maps in the world, says Carl Spadoni, director of Archives and Research Collections at McMaster University Library. The acquisition of trench maps from World War I, covering a large area of the Western Front, is a significant addition to the library's collection of historical maps. The maps are being digitized as part of the library's Mass Digitization Project and will be available online through the library's *Peace and War in the 20th Century* website.

Book a library group study room on our website or borrow a library laptop at no charge.
<http://library.mcmaster.ca>

McMaster University LIBRARY
library.mcmaster.ca

Hours and locations

10 Mills Memorial Library (Humanities/Social Sciences)
M-F 8am-midnight
Saturday 10:30am-6pm
Sunday 10:30am-11pm

38 Innis Library (Business)
M-F 8:30am-11pm
Saturday 10:30am-6pm
Sunday 12:30pm-6pm

42 H.G. Thode Library of Science & Engineering
M-F 8am-midnight
Saturday 10:30am-6pm
Sunday 10:30am-11pm

37 Health Sciences Library
M-Th 8am-11:30pm
Friday 8am-10pm
Saturday 10am-7pm
Sunday 10am-11pm
2008-09 Regular Fall/Winter Hours

Vision, Mission and Values

McMaster University Library will be recognized as Canada's innovative, user-centred, academic library.

Library advances teaching, learning and research by:


- providing access to information resources
- creating spaces for intellectual discovery
- innovative adoption of emerging learning technologies

Library service

- innovation, innovation, creativity and risk taking
- inclusiveness and respect for the individual
- accountability for our actions and decisions

McMaster University LIBRARY

6. Expose yourself



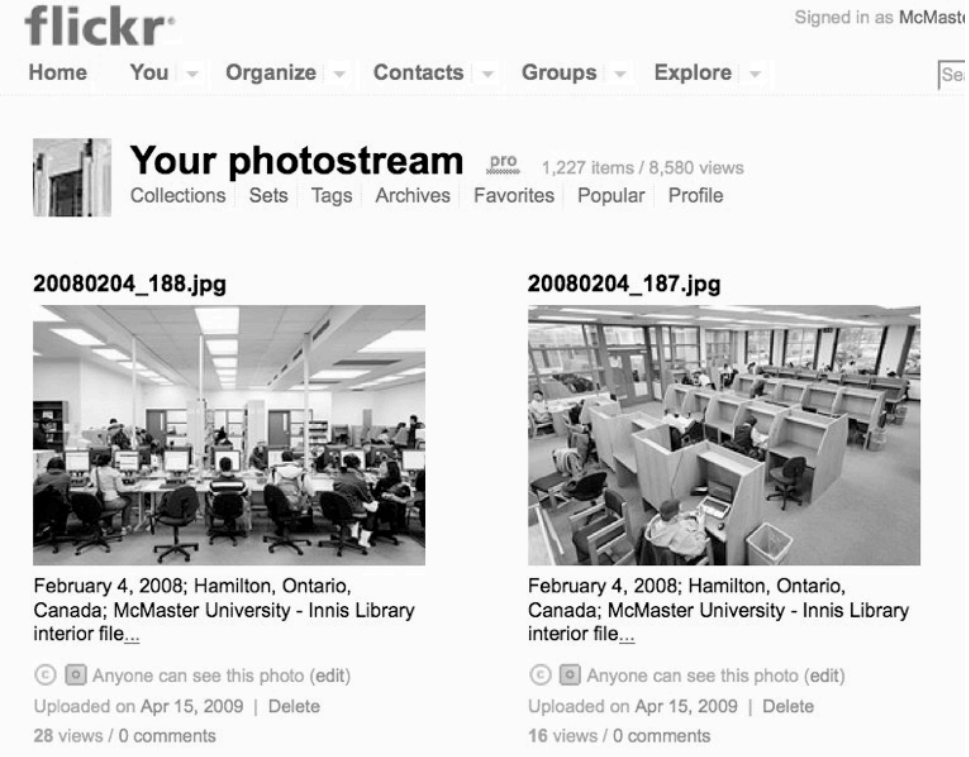
maclibraries

See the digital art exhibition creative works using materia from the library's Peace and website <http://tinyurl.com/qpmasy>

We thought you might like to print out the library hours and post them on your office wall. <http://tinyurl.com/qg23ju>

Lyons Instructional Media Centre moves to Mills Li new Lyons to be built in Mills this summer/fall. <http://tinyurl.com/cbhot2>

Small Digital Collection on Richard Sylvan/Routely - <http://tinyurl.com/djxo4>



flickr

Home You Organize Contacts Groups Explore

Your photostream 1,227 items / 8,580 views

20080204_188.jpg

February 4, 2008; Hamilton, Ontario, Canada; McMaster University - Innis Library interior file...

20080204_187.jpg

February 4, 2008; Hamilton, Ontario, Canada; McMaster University - Innis Library interior file...

McMaster University Libr

7. Celebrate

8. Open up your spaces

9. Define your target audience

10.

Template created June 2008 by: Catherine Baird, ext. 26097, bairdca@mcmaster.ca

Communications and Marketing Plan - *[Insert project name]*

Date:

To be updated:

Prepared by:



What is the need you are addressing?

Describe briefly the need you are addressing. Marketing is unlikely to be successful unless you are addressing a need.

Background

In this box, provide a short summary describing the project/event/service for which you are creating a communication plan.

Goals and Objectives

In this box, briefly explain what you would like to achieve with the communication plan. Refer to the library's strategic plan, the vision, mission, values and strategic priorities.

Target audiences and messaging

Marketing plan basics

Situation analysis

Goals and objectives

Audience analysis

Key messages

Tools and tactics

Evaluation

Marketing plan basics

Marketing speak

Plain speak

Situation analysis	What is it that you want people to care about?
Goals and objectives	What do you want to achieve?
Audience analysis	Who do you want to care?
Key messages	Why should they care?
Tools and tactics	What are you going to do to make them care?
Evaluation	How will you know if they care?

Marketing is like teaching.

Lesson Planning

- Motivation
- Outcomes
- Learner-centred
- Participatory learning
- Assessment & Evaluation

Marketing Planning

- Situation Analysis
- Goals & Objectives
- Audience analysis
- Key messages
- Tools and tactics
- Evaluation, success benchmarks

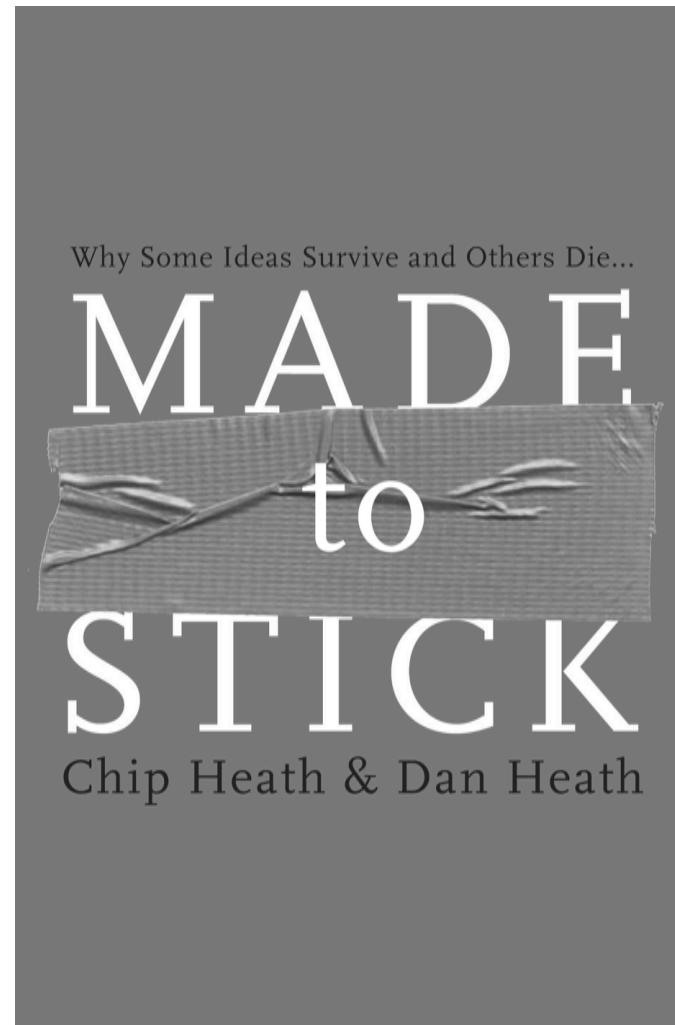
Homework

- Make a list of all of your marketing or communications activities over the year. What does it say about your library? Is it what you want?

Tactical Plan

A	B	C	D	E	F	G	H	I	J
Audience	Timing	Tactic	Type	Circulation	Deadline	Library Lead	Sponsor	Contact	Email
Undergraduates	all September	Twitter contest, sign up for our feed and win	Contest		August	Catherine Baird	UL		
Undergraduates	September Clubsfest	Video launch							
Undergraduates	end September	Library Day							
Undergraduates	October	Parent Night	Event			Catherine Baird	UL		
Undergraduates	September	First Year Handbook	Print Handbook for University Fair		June	Catherine Baird	Student Liaison Office	Andy Moonsammy/ Paula Johnson	
Undergraduates	September through May	McMaster Student Almanac	Print Handbook and Day Planner	13000	June	Catherine Baird	MSU Underground	Lesley Lilliman, Production Manager, Underground	lillima@msu.mcmaster.ca
Undergraduates	May	May @ Mac	Event	April	May	Catherine Baird		Candy Hui	
Undergraduates	November	Wild Card Bookmark distribution	Bookmark	2000		Catherine Baird	Wild Card	Maureen MacKay	mmackay@wildcards.ca
Undergraduates	September	Clubsfest booth	Event			Krista Godfrey		Krista Godfrey	godfrey@mcmaster.ca
Undergraduates	September	Clubsfest giveaway	In-person	1000	July	Krista Godfrey	UL and HPL	Krista Godfrey	godfrey@mcmaster.ca
Undergraduates	September	Library website post-it giveaways at Clubsfest	Post-it notes	1000		Krista Godfrey	UL	Krista Godfrey	godfrey@mcmaster.ca
Undergraduates	September	Library desktop backgrounds	Digital poster			Catherine Baird	UL	Catherine Baird	bairdca@mcmaster.ca

Recommended reading



In Summary

- Marketing is about fit, not fluff
- Marketing planning is about answering common sense questions
- Use lots of different blocks, but make sure they build something