Library Marketing Plan: A Case Study

as part of a Successful Outreach

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Eckles Library
The George Washington University
Eckles Library
- Free math and science tutoring
- Friendly Staff
- Study Rooms
- Wi-Fi
- 3 computer labs
- Monthly Foreign Language Cafe

IM: EcklesInfo
- Quiet comfortable study spaces
- Eckles Prize
- Awesome student lounge
- Cappuccino
- Comfy chairs

Open Late
- Coffee
- Hot Chocolate

The Writing Center
- 24-hour during finals

Eckles Rocks
Marketing Basics

Marketing is a cycle

Outreach is part of that cycle

Creating & executing a plan to reach them

Understanding what you are selling & to whom you are selling

Evaluating the results

Last slide contains suggested further reading about marketing and libraries.
History of

The George Washington University took over the Mount Vernon College campus in 1999.

The Mount Vernon Campus is now a fully integrated residential campus of GW.
Eckles Library

Built in 1987, Eckles Library was modern but not updated to encourage use and it lacked users.

Previous director saw opportunity to add value to the campus student experience -- outreach coordinator position was born!
Outreach at Eckles is made up of 4 different parts:

- Outreach is Place
- Outreach is Personality
- Outreach is Marketing
- Outreach is Attitude
Robin’s Rules for Marketing at Eckles

We NEVER say things once.

We NEVER say more than one thing at a time.

We NEVER say things quickly.
(I’m sure this is already evident to you)

We NEVER ignore what is happening around us.

We ALWAYS say it with style!
Eckles Style

Outreach

Campaign #1: Meet Eckles – Love Eckles

Purpose: Walk in the door

Message: Eckles is the relaxed, fun, non-threatening hub of the Mount Vernon Campus.

Time Period: CI (Freshman orientation) to Eckles Birthday (September 18th)
Meet Eckles – Love Eckles

What we do:

- Indoor Banner
- Front Display
- Posters in academic & residence halls
- Bookmarks with hours & website
- Outside “Welcome” Signs
- Residence Hall Recipes table at GW Bazaar
- Increased Twitter presence
- Additional directional signage
- Professional staff presence at Move In/Dine Aroun

- Move-In Day Open House
- Staff shirts and Name buttons
- Distribute Eckles mugs to residents
- Student exhibits on gallery walls
- Eckles Birthday Party*  
  *includes date specific marketing (posters, displays, bookmarks, party hats, Eckles tattoos, cake, prizes for interacting with desk staff, free coffee, etc.)
Eckles Style

Meet Eckles – Love Eckles

Outreach
Eckles Style

Find Out What's Cookin' at Eckles Library!
Your Recipe for Success!

Meet Eckles – Love Eckles
Eckles Style

Outreach

Meet Eckles – Love Eckles
Eckles Style

Outreach

Campaign #2: Don’t Leave Your Grades to Fortune

Purpose: Deeper usage of Eckles resources

Message: Eckles has the academic services you need to succeed

Time Period: Beginning of tutoring (which sort of coincides with the Chinese New Year)
Eckles Style

What we do:

Custom Eckles fortune cookies to highlight academic services
Front Display
Posters in academic & residence halls
Outside Signs
Corresponding book display
Decorate front area with lanterns
Indoor Banner
Table Tents

Don’t Leave Your Grades to Fortune
Eckles Style

Outreach

Don’t Leave Your Grades to Fortune
Eckles Style

Don’t Leave Your Grades to Fortune
Eckles Style Outreach

Don’t Leave Your Grades to Fortune
Eckles Style

Campaign #3: Don’t Fear Finals

Purpose: Walk in the door and stay in the door

Message: Eckles is the place to go for studying AND for a fun, relaxed environment.

Time Period: Reading day through finals period
Eckles Style

Outreach

What we do:
- Open 24 hours
- Free coffee, cappuccino & hot chocolate
- Late night popcorn
- Midnight snacks
- Increased study space/rearrange 1st floor
- Staff shirts
- Front Display
- Posters in academic & residence halls
- Outside Signs
- Corresponding book display
- Table Tents
- Posters in academic & residence halls

Don’t Fear Finals
Eckles Style

Outreach

Midnight Snacks
Make Your Own
PB&J Sandwich
Sunday, May 2 &
Tuesday, May 4

Donut Night
*Sponsored by RAC
Wednesday, May 5

Free Coffee
Cappuccino & Hot Chocolate too!
Remember to bring
your mug!

Open 24 hours
April 29—May 7
for that super productive
late night studying

Comfy Furniture
with plenty of spaces to
spread out and study

Late Nite Popcorn
because popcorn smells
like happiness!
And tastes really
good at 2am.

Eckles Flix
Avatar is kind of
educational, right?

Resources
you need
for whatever
reason

204 Hours of Fun!
April 29 - May 7 • Eckles Library

Don’t Fear Finals
Eckles Style

Outreach

Don’t Fear Finals
In Outreach Investment

There needs to be top-down and all-staff buy-in to make outreach economically sound.
Eckles spends between 11-16% of (non-collections) operating budget on outreach.

Outreach Staffing Budget
Non-Collection Operating

Eckles spends approximately 18% of all staffing budget on outreach (full-time coordinator position and student hours).
From 2005 to 2010, while annual campus residential population decreased slightly, from about 425 to 350 students:
Assessment factors

Gate counts increased approx. 30% (from 173,000 to 226,000)

Annual repetitive headcounts increased in excess of 100% (from approx. 35,000 to over 80,000)

Mentions in student newspaper increased dramatically, from low single digits to an all-time high of 25 in 2010

Eckles staff involvement in cross-campus and cross-departmental committees increased
Assessment factors

Winner of the 2009 Departmental Service Excellence Award (with nominations from a dean and faculty)
Assessment factors

Individual staff members (3) and overall departmental nominations for Service Excellence in 2010

Eckles voted one of 5 best services in student survey of all University services in ’09-'10 academic year
New population + major campus renovations = new challenges!

Focus will remain on making all users aware of services and delivering them with excellence.
at Eckles

Our goal for the future is to enrich the GW experience of as many students as possible!
Barber, Peggy and Linda Wallace. 
Building a buzz: libraries & word-of-mouth marketing. 

Dempsey, Kathy. 

Mathews, Brian. 
Marketing today's academic library: A bold new approach to communicating with students. 