

Marketing Plan: Using your Academic Library

Lauren Lundy

University of Denver: Morgridge College of Education

Professor Christine Dyar

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Marketing Plan

Goals and Objectives

The University of Notre Dame Hesburgh Library is putting forth a marketing plan to increase attendance at a freshman orientation event on library resources. We hope to increase program attendance by 12% and establish relationships with the students of the class of 2027.

Background

Hesburgh Library is the main branch of the library system at the University of Notre Dame. The other branches are the architectural library, the business library, the law library, and the music library. Hesburgh is at the heart of the operations of the school, and takes great pride in their role in establishing the high standards of research excellence required of an R1 institution. The library offers dissertation and research aide, professional development courses, 13 floors of books, and an expansive archives and rare books collections.

Map your Messages

Our goal is to introduce first-year Notre Dame students to the resources and collections of our library. We believe the best way to do this is in person with guided tours of our library given by one of our librarians. This event is held every year, but saw a significant dip in attendance post-pandemic that has not been rectified. For this reason, we are establishing a marketing plan reaching out to undergraduate students and letting them know about both our event. We want our message to focus on the library as a help as they begin this daunting task of being an undergraduate. Note, there is a separate event and marketing plan in place for graduate students. Since our target audience is largely comprised of 18-year-olds, we will be focusing on digital means of communications to let students know about us, our resources, and our event. We plan on posting in admitted student pages on Instagram and Facebook. We will also be using the

email addresses provided by students during the admissions process to send three email blasts reminding them of our resources and events. We are also working with the university videography intern to create a short (approximately 2:30) video where current juniors and seniors are asked the question, “What do you use the library for?” We believe our student patrons are our greatest advocates, and will be able to more directly relate to their peers. Finally, we will be printing flyers and distributing them to the residence halls to be posted prior to first-year move-in.

Mission

“Hesburgh Libraries cultivates curiosity and discovery as a hub for intellectual life. We advance the University’s research, teaching, and learning goals while fostering Notre Dame’s engagement with the global scholarly community.” (University of Notre Dame, 2023)

Our orientation event is designed to give an overview of the many ways we live out this mission without overwhelming the student. We intend to highlight our programs in research aide and the many different library resources to foster that curiosity and discovery, and make them practical to the students’ immediate assignments as well as long-term goals. We also feel our marketing program, if executed effectively, can further our goal whether students are available to attend our orientation tour program or not. We want our marketing materials to market the tools of the library, as a means of fulfilling student needs for their own research and learning goals.

Timeline

Week	Tasks
1 (July 3-7)	Send out volunteer form for student interviews (Due July 10) Compose and send out email blast #1 Post in accepted student pages (what's your favorite book?)
2 (July 10-14)	Design dorm flyers Meet with videography intern to set up plan for video Communicate video shoot dates with student volunteers
3 (July 17-21)	Post in accepted student pages with an RSVP link
4 (July 24-28)	Shoot Week Print and distribute flyers to residential staff
5 (July 31-August 4)	Video Editing and August 4 release of promo video on social media and campus TVs Post in accepted student pages (What do you want from your college experience?)
6 (August 7-11)	Compose and send out email blast #2 featuring promo video
7 (August 14-18)	Post in accepted student pages (Fun at the library)
8 (August 21-25)	Compose and send out email blast #3 Post final social media reminders day before and day of event. Host orientation event, August 25.

Budget

The Budget for this marketing plan is \$200. We plan on providing a \$100 stipend for the videography intern for their work on this project. In addition, we are printing 50 flyers for the residential staff to distribute through Canva. With our educational promo code, that will come to \$36. We do not need to pay for any of our social media or email marketing, since that will all be done through private forums (closed student groups and private email addresses. This brings our total up to \$136. The rest will be held for incidentals, and if not used, contributed towards the pizza budget of the orientation tour event.

Time Justification

I believe I can accomplish the timeline on the budget specified above by dedicating 1 hour of my working day each to these tasks. My normal librarian duties are always slowed by the summer months as students leave campus, and those that stay are likely graduate students needing my colleagues who specialize in advanced research and dissertation writing. Because of this lull, I believe I am well-equipped to get my other job duties handled in the other seven hours of my shift and allow me to dedicate the time necessary to get this program put together and marketed properly.

Assessment

As mentioned above, we saw a great decrease in student attendance of this program post-covid. Last year's orientation tours were attended by only 38% of the incoming undergraduate population. We will consider our event a success if we are able to bring that number up to 50%. Attendance will be taken at the event, and each student will be asked to complete a brief survey indicating where they heard about the event from. This data will indicate which parts of our

marketing plan, if any, were most successful, and help us to better target our marketing as we regroup and prepare for the class of 2028.

Contingencies

If at any point our marketing plan is not working, we want to be able to change course. If a new social media platform emerges that our library/school and the students are wanting to engage with, we will pivot to using that platform. At the time, the school is weary of TikTok as a platform and so we are intentionally excluding it from our marketing plan, but if those dynamics change, we would likely include TikTok videos as a part of our marketing plan, since 2 out of every 3 American teenagers used the app in 2022, according to Time Magazine. (Kohli, 2023) If for any reason our event is unable to be attended, we will offer a virtual tour at the same time as the event. We already hold a copy of the virtual event from 2020, which can be used in case of a similar emergency situation, but has a lot of social distancing plans which are not currently held in place, and so will only be showed if those protections become necessary again.



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FOR MORE INFO: ATTEND OUR WELCOME SESSION
AUGUST 25, 10-11:30AM
LUNCH WILL BE PROVIDED

References

Kohli, A. (2023, March 2). *'We Can Turn It Off.'* *Why TikTok's Teen Time Limit May Not Do Much*. Time Magazine. <https://time.com/6259863/tiktok-time-limit-teens/>

University of Notre Dame. (n.d.). *Mission and Vision*. Hesburgh Library.
<https://www.library.nd.edu/mission-vision>