Middlesex Community College Library Marketing Plan

Our library staff consists of eight librarians and six support staff serving a population of over 5,000 FTE students at campuses in Bedford and Lowell. The libraries are both busy places that serve as the only open computing space for students on campus. While the libraries are probably the most heavily used spaces on campus as the places students come to study, socialize, and get access to computers and printing, we are hoping to make a greater contribution to student success by increasing their understanding of our services and resources. We understand that students are most likely to take advantage of library services when encouraged by their faculty, and we face a challenge in that two thirds of our courses are taught by adjuncts who often have a very limited understanding of our offerings. We are interested in expanding awareness of the library’s resources to faculty and students, and extending our library instruction program beyond the classes we currently teach.

Library Mission Statement:

The Middlesex Community College libraries provide our students, faculty and staff with the resources, technology, expertise, and space they need to be successful. We provide onsite and remote access to services and resources which support the college mission, advance the curriculum, and are designed to meet the needs of a diverse student population. We offer a welcoming, active, and supportive environment in which to study, read, think and collaborate which contributes to the quality of life on campus and in the communities we serve. We enhance student learning through instruction and provide personalized assistance in navigating a complex information world.

Teaching is central to our mission to support our users in navigating today’s complex information environment and we have made a commitment to providing a variety of learning opportunities for our students to acquire the information literacy skills critical to their success. We see our role as that of faculty partner in integrating information literacy throughout the curriculum. As the importance of these skills continues to grow, we must expand our support of this instruction in collaboration with faculty.

The librarians are active participants in the effort to infuse information literacy into the curriculum, and support faculty who choose to include Information Literacy as part of their courses. Our key challenge is to find a way to reach greater numbers of students, to support faculty teaching these concepts across the disciplines, and ensure that all students leave Middlesex with a solid understanding of how to conduct library research.
Goals

• Increase the value of the library to our core constituents by better understanding and responding to their needs
• Increase awareness of library services and resources among students
• Increase awareness of library services and resources among instructors
• Increase the expectation that a research consultation with a librarian be part of completing each research assignment

Objectives

• Increase the use of library materials and eResources over the previous year
• Provide direct instruction to at least 80% of the English Comp. 101 sections offered on campus
• Increase the number of students requesting research consultations with librarians
• Increase the number of classes requesting information literacy instruction in disciplines other than English

Strategies

Faculty:

Faculty Advisory Board – The library director, along with the library coordinator from each campus will establish a faculty advisory board with faculty from each of the major disciplines on campus who are participating in our information literacy instruction program to share ideas and suggestions about possible improvements and to discuss ways to make their participation and value of this service more “visible” to the other faculty in their area.

Drive-by Information Table – The college has seven college-wide faculty/staff governance meetings throughout the academic year where many of the faculty are in attendance. Each of the seven librarians will choose one meeting to set up and staff a table outside the meeting room to showcase a different resource or service that we provide. Goodies will be available as a lure. The topics to be addressed will include an update on our OER program, current ebook content, and the streaming video service, and others.
**Personal librarian** – Each of the six public services librarians will participate in a program of outreach to both full time and adjunct faculty with a series of targeted emails to be sent at key times throughout the semester to establish a personal connection to the library and to showcase ways in which librarians can support student success.

**Infographics (and more)** – Before the start of each of the college-wide faculty/staff meetings, there is a continuous loop of informational slides being projected as people arrive. For each of these meetings, the librarians on the marketing team will produce an info graphic about the library, or a series of slides with quiz questions and answers similar to what is done in movie theaters.

**Survey faculty** – We will develop one or more brief survey tools to solicit faculty feedback in the areas of resources, services, and instruction.

**Students:**

**Pop-up librarian** – Develop a mobile library cart that librarians use to visit locations across both campuses to assist students with research at the point of need, and provide information about library resources and services.

**Adult Student Event** – Host an event for students who are returning to college after a gap in attendance or enrolling for the first time after years away from the educational setting.

**Research “Clinics”** – Collaborate with faculty to organize and promote group sessions outside of regular class times offering research help at times of the semester when research assignments are coming due.

**Library Info Sheet** – Use infographics about our library to produce a simple one-page sheet that offers a clear, standardized message that can be used as part of the student orientation package, on bulletin boards across campus, and at other college offices as a reminder about the library.

**Survey students** – We will develop one or more brief survey tools to solicit student feedback in the areas of resources, services, and instruction.
Assessment of Effectiveness

- Circulation Statistics
- Usage Statistics on eResources
- Percent of English Comp. 101 sections that included library instruction
- Number of courses in disciplines outside of English that included library instruction
- Number of personal research consultations provided
- Attendance at research clinics
- Faculty feedback
- Student feedback