Introduction: Subject Guides are the best place for students to start their research. Unfortunately, many do not know that they exist. Even though that Northeastern has librarians who are subject experts, they do not know that they curate a Subject Guide for each area of study.

Communication Goal: To see an increase in Subject Guide usage not only the classroom but also use by individual students.

SWOT Analysis:

Strengths
- Plethora of subject guides that connect to cutting-edge resources
- Curated by an expert librarian, directly points to their contact information

Weakness
- The specific vernacular for subject fields and libraries can be confusing
- All subject fields/ curriculum not uniform – some require hyper specificity
- So many subject guides to connect to resources that have many different parameters (pay wall, amount of users, time resource can be checked out)
- Library as digital resource still nebulous

Opportunities
- Plenty of room to WOMM
- Campus is technologically focused
- Subject guides link to citation tools

Threats
- Lack of tangibility
- Proliferation of search engines

Positioning Statement: Students already know and love library as the heart of campus and a place to get work done. What they aren’t familiar with is all of the subjects already have a curated resource.

Key Message: Subject Guides: step by step guide to completing your research project – fast!

Key Audience: Initially: Students (Undergraduate, Graduate) Faculty, Access Services Staff and Librarians. After WOMM: Library donors

Communication Strategies: Digital signage, targeted social media ads, targeted emails to specific majors, print collateral (bookmarks, flyers). Budget: for print collateral and paid social ads - $115
**Evaluation:** We will use Google Analytics/Integrated hit counter in LibGuides/shortened link tracking as well anecdotal success stories/testimonials