Merging academic libraries: An opportunity for a face-lift?

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Don’t you find your library a little wrinkled?

Have you ever thought of changing your management style?

Merging academic libraries: An opportunity for a face-lift?
Context and Objectives

✓ Merging libraries
✓ Enhanced workforce (staff of 24 librarians)
✓ Management project
✓ Literature review according to EBLIP
  Evidence-Based Library and Information Practice
✓ Reassuring the staff
Marketing Libraries

Definition of marketing according to Dinesh K. Gupta (IFLA, 2006)

✓ Mindset
✓ Management style
✓ Set of techniques
✓ Customer focused approach
Marketing Backbone

Environmental scanning

Users  Services  Environment

Strategic planning

Action
Other Marketing-Related Activities

- Branding
- Public relations
- Promotional activities and special services
- Fundraising
- Evaluation
Literature Review

- Overabundance of documentation
- Scoring an existing bibliography

Marketing library resources:
An annotated bibliography
Daria Decooman (Elsevier, 2005)
Scoring Method

✓ Criteria:

– P: Libraries (P+ if academic)
– I: Any aspects of marketing
– O: Detailed methodologies / protocols / procedures

✓ Scale: 1 to 4

1 = No interest / outside the topic
2 = Low interest / theoretical only
3 = P+I+O- or P-I+O+
4 = P+I+O+
Selection of Relevant Papers

- Strong theoretical background
- Protocols, methodologies, guidelines
- ALA/ACRL Procedures
  - American Library Association
  - Association of College & Research Libraries
Initiated Research
Staff-centered approach

✓ Brainstorming (3h)
  – Introduction to context (merging)
  – 30 minutes – 2 questions – written answers
  – Discussion

✓ A questionnaire
  – 2 weeks – more focused questions

✓ Data retained for further analysis
Preliminary Results

Library internal assessment

– Missions
– Strengths and weaknesses
– Services: to improve, create & promote
– Customers: categories, subgroups, characteristics & needs as perceived by the staff
ALA Procedure

✓ 3 training options
  – Working alone
  – With a small leadership team
  – With the whole staff

✓ Marketing@yourlibrary
  – "Facilitator Guide"
  – "Participant Manual"
  – Guidelines, slides, grids & examples
To summarize

- Theory
- Staff consultation
- Web site
- ALA materials
- Preliminary environmental scanning
Conclusions (1)

☑ Modified perception of our library

☑ Staff-centered approach
  – Staff as decision makers
  – Staff as agents of change

☑ Strong relationship between marketing and human resources management
Conclusions (2)

✓ Strongly dedicated leaders & coordinators
  – Data collection & analysis & planning

✓ Financial resources
  – Exernal audit
  – Promotional support
  – Adaptation of infrastructure

✓ Systematic feedbacks towards and from staff & users
Marketing approach is something that will not end!

Thank you for your attention

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