

Herrick PR Work Group Meeting March 3, 2010

Present: Sara Arrasmith, Brian Sullivan, Lois Foxwell, Erica Ernewein, Ellen Bahr

New Herrick logo

Ellen shared the new Herrick logo with those who hadn't seen it before. It will be used on the new website and in other library promotional materials.

Marketing class follow-up

Ellen shared the final report/PowerPoint from the students in Prof. Chad Harriss's class. The students were asked to research student perceptions of Herrick library and to propose a branding strategy.

We decided to follow up the student research with a more targeted survey to learn about student awareness of specific library services. Ellen and Brian will draft the survey and share it with the group for input. Erica volunteered to give the survey to students at lunchtime in Powell. We will also distribute surveys in the library. Ellen will ask Steve if we can provide a prize drawing for students who complete the survey. The results will be used to design a targeted advertising campaign aimed at students. Ads can be placed on the library website, on my.alfred.edu, and via posters around campus.

The students in Prof. Harriss's class also recommended more promotion of library services to faculty, since faculty have a big influence on students. The librarians currently do this through our 'liaison' arrangements with academic departments. We may want to consider more targeted advertising to faculty about our services.

We also discussed ways to make students in the library more aware of the availability of research help. One recommendation from the class was to put information at the front desk about the availability of research help. After discussing a variety of ideas, we hit on using a spiral flip sign that can be changed to show which librarian is on duty. Sara is going to draft something up for us.

Introduction of new website

We talked about the PR aspects of rolling out a new website. We should do some focus groups with students on the redesign, with an emphasis on usability. This will let us iron out problems before we switch to the new site. Erica recommended making students aware of the coming change, perhaps posting something on my.alfred once the site is ready, inviting students to try it out before the switch is made.

Library Facebook page

We talked again about the idea of making a Facebook group for Herrick. Student affairs recently created a group that they are using to promote student affairs events and information. Having a Facebook group would let us send messages via Facebook to Herrick's Facebook "friends."

Notes taken by Ellen Bah