Marketing Library Programs, Services, and Initiatives in Time of Infodemic

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Senior Expert
NU Library
OBJECTIVES OF THE PRESENTATION

- Recognize the need for policy, guidelines, or marketing plan improvement aligned with online library services and programs in time of pandemic;
- Develop or strengthen marketing initiatives to avoid discontinuance of library services;
- Share current practices in promoting library programs, services, and initiatives during pandemic and infodemic.
WHAT IS LIBRARY MARKETING?

“The process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals” (IFLA Section on Management and Marketing, 1998).
IS THIS LIBRARY MARKETING?
PRODUCT
- programs and services that the library provides to its users.

PRICE
- cost / fee / budget

PLACE
- location where products are distributed

PROMOTION
- communication aspect to reach target users
SPEAKING OF PROMOTION

Can we make this trend?

Post in your social media accounts

#LibraryMarketing2020

add text or photo if you want
Iwu-James, Haliso & Ifijeh (2020)

**PHYSICAL EVIDENCE**
- physical library space (ergonomics, environment-friendly, and learner-centered)
- virtual library (accessibility)

**PROCESS**
- policies, procedures, flow of activities

**PEOPLE**
- experts and excellent service
MARKETING CYCLE (Dempsey, 2020)
The Cycle of True Marketing

1. Research your audience
2. Improve steps as necessary
3. Segment into target markets
4. Study feedback, learn lessons
5. Ask targets what they want/need
6. Identify appropriate products & services
7. Get feedback/assessment
8. Identify your competition
9. Promote products & services
10. Plan how to evaluate success
11. Choose actions & set measurable goals

Write marketing plan

LibrariesAreEssential.com
Library Marketing Resources section
KNOW YOUR TARGET GROUPS

SEGMENTATION
Joseph Yap

SET GOALS AND TARGETS

connections

Join to Connect

About

SET GOALS AND TARGETS
IDENTIFY PRODUCTS AND SERVICES
IDENTIFY YOUR COMPETITION
IMAGE OF THE LIBRARY

Going back to competition, how can the library ensure its relevance?

Use your available resources. Be as authoritative as possible.
EVALUATE YOUR SUCCESS
Before we proceed, review your library mission statement one more time.

Pre-requisites
- Parent organization’s strategic plan
- Library strategic plan
- Seven Ps
STEPS TO BASIC MARKETING PLAN

TARGET MARKET
SERVICES
COMPETITION
PROMOTION
EVALUATE
The Cycle of True Marketing

1. Identify your competition
2. Identify appropriate products & services
3. Ask targets what they want/need
4. Segment into target markets
5. Research your audience
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8. Study feedback, learn lessons
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10. Choose actions & set measurable goals
11. Promote products & services
12. Write marketing plan

LibrariesAreEssential.com
Library Marketing Resources section
REVISIT PAST LIBRARY MARKETING PLAN

GMIT Library Marketing Plan

2009-2012
<table>
<thead>
<tr>
<th>Goal</th>
<th>Objective</th>
<th>Strategies</th>
<th>Measuring Outcomes</th>
<th>Timeframe</th>
</tr>
</thead>
</table>
|      | Undergraduates will increase usage of electronic resources | 1. Continue promotion of electronic resource training.  
2. Evaluation sheets will be introduced for training sessions  
3. Offer open training session on a weekly basis for a trial period – times to be decided | Database statistics by June 2010 | June 2010     |
|      | 1. Usage of databases will increase by 10%.               |                                                                            |                                     |              |
|      | 2. Usage of IReL databases will increase by 20%           | 1. Emphasise the quality of the IReL suite of databases  
2. Library Newsletter will promote the IReL databases.  
3. Academic staff will be urged to promote IReL to students |                                     |              |
|      | 3. Undergraduates will increase their use of EndNote     | 1. EndNote training will be advertised more widely  
2. More library staff will become familiar with EndNote  
3. EndNote will be promoted particularly to Postgraduates |                                     |              |
|      |                                                           |                                                                            |                                     |              |
Innovative Learning Hub - IT Taskforce

A task force to promote speedy collaboration between the Innovative Learning Hub, Library and IT was set up to discuss and follow up on all current issues and problems. The result of this was the establishment of remote access to software for faculty and students, hands-on training for faculty on how to use Zoom and Moodle for online classes, and solutions to the individual requests of faculty.

Information about all possible tools and technologies that are available for instruction at NU can be found on our web portal in the section “Instructional Technology”.

To complement what was already available, some new instructions have been added. In particular, a Distance Teaching Guide for NU Faculty and Information about the software is available for remote access.

An instruction on how to use Zoom for students has been published in a newly created section on students’ web portal – Learning Online.
PROVIDE IL TO INCOMING FIRST-YEAR STUDENTS IN A NEW NORMAL (VIRTUAL)

**Objective**
Developing the IL skills of first-year students

**Strategy**
- Collaborate with faculty members
- Develop IL LibGuides, converting IL modules to audio-recorded presentations
- Constant promotion of webinars and customized virtual sessions

**Outcomes**
- IL Assessment
- Number of LibGuide views
- Number of webinars conducted

**Timeframe**
- Fall Semester (2020)
COVID-19: Library Remote Support

E-Journals & E-Books
Off-campus access to articles, Journals and E-books through the library website: https://library.nu.edu.kz/

E-Textbooks
Please check moodle system for e-textbooks available for your course. These textbooks are available through the VitalSource platform.
- How to read e-textbook?
There are many options to find ebooks on your subject, please visit the databases list.
- A-Z Databases

E-Resource Access Issues

Video Call for Consultation

Repository
NU repository can be accessed here: https://nur.nu.edu.kz/
Information Literacy

Searching for Information
(Literature Search)
Information Literacy
Module 4: Information Ethics and Plagiarism
PANDEMIC AND INFODEMIC

Pandemic

“the worldwide spread of a new disease”


Infodemic

“rapid spread of information of all kinds, including rumors, gossip and unreliable information”

In times of pandemic, is your library ready to answer health information queries?

Table 2
H1N1 questions and information requests by health professionals as recorded and received by an outreach librarian working with a government health department

<table>
<thead>
<tr>
<th>Clinical questions</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is the effect of H1N1 on immunosuppressed or immunocompromised patients?</td>
</tr>
<tr>
<td>What is the effect of H1N1 on pregnant patients, embryos, and fetuses?</td>
</tr>
<tr>
<td>What is the effectiveness of antiviral agents and drugs for H1N1?</td>
</tr>
<tr>
<td>What is possibility of relapse after taking antiviral agents or drugs?</td>
</tr>
<tr>
<td>What is the effectiveness or duration of H1N1 vaccine?</td>
</tr>
<tr>
<td>Can there be adverse reactions to taking the H1N1 vaccine after already having influenza in the last year?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Health care administrative questions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is there any available information on: protective equipment for H1N1 for health care workers (i.e., masks, gloves, etc.)?</td>
</tr>
<tr>
<td>Is there any available information on household transmission of H1N1?</td>
</tr>
<tr>
<td>Is there any news of a third wave of H1N1?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Research questions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is there any available information on H1N1 in aboriginal populations?</td>
</tr>
<tr>
<td>How are socioeconomic factors related to H1N1?</td>
</tr>
<tr>
<td>Are there epidemiological reviews of H1N1 and influenza?</td>
</tr>
<tr>
<td>Are there reviews on Tamiflu and H1N1?</td>
</tr>
<tr>
<td>Are there research studies on the usefulness or effectiveness of H1N1 public health surveillance?</td>
</tr>
<tr>
<td>Are there any pandemic modeling studies?</td>
</tr>
<tr>
<td>Are there research studies on resilience during pandemics?</td>
</tr>
</tbody>
</table>
Media and Information Literacy: Infodemic

This guide will prepare the academic community to be competent individuals in the area of Media and Information Literacy (MIL).

Introduction

Fighting Misinformation and Disinformation During a Health Outbreak

Putting an end in spreading false information is a challenge most especially in times of health outbreak (ie. pandemic) but with coordinated efforts, we can help solve the proliferation of Infodemic. We encourage everyone to be ambassadors of propagating authentic and healthy information. Visit the following pages, watch the videos below, and remember to fact check before sharing any information.

- Coronavirus Disease (COVID-19) Advice for the Public: Myth Busters
  WHO's advice for the public.
- Coronavirus Situation in Kazakhstan
  Official health information and coronavirus situation in Kazakhstan
- COVID-19 Resources for Reporters
  SciLine is hosting a series of online briefings for reporters on different aspects of the COVID-19 story. It is also tracking common science questions that reporters have about the coronavirus pandemic
- Credible Resource List
  Includes myth busters, safety tips, and staying healthy to avoid being infected by coronavirus. This list is presented in different languages.
- Fake News on the Coronavirus Pandemic: What Do Central Asians Believe in?
  A list of common coronavirus fake information in Central Asia.
- Fighting Disinformation: Official Sources of Information about COVID-19
  Provides official list of information sources in the EU and beyond as well as from relevant EU and international organisations.
- Fighting the Infodemic: The #CoronaVirusFacts Alliance
IF YOUR PLAN IS TO GAIN MORE USERS PHYSICALLY DESPITE OF THE VIRUS
REACH OUT TO YOUR PATRONS

Q. How do I access articles, journals, and databases when I'm not on campus?

Answer

Start your search from any of these links on the library portal. Login when you are prompted with your NU credentials.

Find Articles - This is the most similar to Google Scholar because it searches almost all articles, books, and journals that the library subscribes to.

Databases - These are specialized websites.

Journals - If you know the exact title of the journal or if you just want to browse - this is where you start.

NOTE

Some resources require additional registration with @nu.edu.kz on their websites:

- Science Direct
The British Library • 📚
Friday at 8:29 PM • 📚

'There's something incredible I think about, how when we look at a map, we can transport ourselves in our imaginations to the places they show...'

Travel without leaving your home: In our latest #CuratorsOnCamera, our Lead Curator in Antiquarian Maps, Tom Harper, talks virtual tourism and explores his favourite item in the Library's collection, a beautiful celestial globe by map maker Thomas Tuttle.

This episode was filmed from our homes so you can enjoy #MuseumFromHome BBC Arts

And of course, when we consider maps

NTU Library
Monday at 10:09 AM • 📚

[Online Workshop] Academic Writing with EndNote

EndNote is a reference management software with features to:
- Keep all your references and reference-related materials in a searchable personal library
- Share your references with collaborators (or classmates)
- Add in-text citations and references to your documents

Note: As part of safe distancing measures implemented against the spread of COVID-19, NTU Library will be conducting workshops and consultations via online platforms until further notice.

MAY 2020
13 May (Wed) 2:30 pm - 3:30 pm
21 May (Thu) 10:00 am - 11:00 am
27 May (Wed) 2:30 pm - 3:30 pm

To register, visit http://bit.ly/RefManWorkshop

The Chinese University of Hong Kong Library
Friday at 7:07 AM • 📚

Whatsapp-a-Librarian
Tap here: wa.me/85255788898
Monday to Friday (except Public holidays) from... See More
Panoorin natin si Ate Melai sa kanyang kwento na ay pamagat na, “Kakanin, kailan ka kakainin?”.

Kuwento ni Mary Ann Ordinario-Floresta, guhit ni Frances Acalra at nilathala ng ABC Educational Development Center.

**NLP Book Cart Project was live.**
May 11 at 1:07 PM - 🔘

Maligayang Pambansang Buwan ng Pamana!
Tunghayan natin ang kuwentong ito na tungkol sa katutubong pagkain na pinamagatang “Kaka... See More

**Fulton County Library System was live.**
47 mins - 🔘

Welcome to @FulcoLibrary Streaming Storytime. While our... Comments and reactions will appear based on when they were shared during the video.
Benefits (Iwu-James, Haliso & Ifijeh, 2020)

- achieve customer satisfaction
- have the opportunity to introduce new information products/services to the user;
- increase the customer base of the library
- raise awareness of the services provided by the libraries;
- improve patron’s perception of library and information products and services.
References


THANK YOU!

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