

Work Team Revision Worksheet

Summarize Revision

Change Marketing from a Team to an interest Group

Reason(s) for Revision

The team does not function as a full-fledged team as it meets sporadically and does not keep minutes, have a chair, or function as a team. It meets as needed and often on the spur of the moment to address a short-term need

Name

Marketing Team

Description/Purpose

The Marketing & Messaging committee is a standing committee charged with reviewing current marketing strategies for the library and identifying new opportunities for outreach to students, faculty, and the community in alignment with campus policies and procedures. In addition to planning events and identifying strategies to situate the library more prominently on campus, the Marketing & Messaging Committee will develop best practices for library faculty and staff to follow in order to ensure a consistent message to external audiences. Integration with social media is crucial to the success of the team's efforts

Sponsor(s) (i.e. to whom the group reports)

Scott Garrison

Leader(s)

David Scott

Membership

Mari Kermit-Canfield, Stacy Anderson, Gary Maixner

Membership Rotation Schedule

2 year staggered terms with eligibility to remain on team

Membership Term Limits

2 terms unless mutually agreed to remain on team

Resource People (i.e., those who are crucial to the success of the team, but may not be expected to attend every meeting. Could be external to FLITE, as well.)

Ferris UA&M

Ferris Graphic Design Program for necessary graphics (With current hire of student, may not be necessary)

Goals

- **Identify items for purchase as giveaways/prizes for library events**
- **Propose equipment that could be used at multiple outreach events (e.g. giveaways, games, FLITE banner, etc.)**
- **Collaborate with Media Production and University Advancement & Marketing to**
 - **Establish guidelines and best practices for development and distribution of print and digital signage content with regard to [campus standards](#)**
 - **Develop a visual identity (i.e. logo) for the library**
 - **Design a long-term marketing campaign**
 - **Create templates for digital and print signage in FLITE**
- **Establish an annual calendar of events for long-term planning and budgeting, including Founders' Day, end-of-semester, etc. Events are student-focused with a goal of increasing awareness of library activities.**
 - **Consider incorporating new events such as Banned Books Week, Open Access Week, National Poetry Month, etc. Team will promote such programming to the University.**
- **Engage library faculty and staff in planning and participation for outreach activities and events**
- **Determine best practices for communicating library events within the library and to the campus community, including [University Wide Notices](#), publicity at dining halls, etc.**
- **Develop an overarching Social Media strategy for the library**
- **Manage Social Media presence and investigate new tools for outreach**
- **Partner with FLITE Space Utilization & Furnishings Team (FSUFT) to ensure marketing is aligned with user experience initiatives, overall**
- **Prepare and solicit content for digital signage (installation in FLITE in Summer 2016)**

Measures of Success

- **Increased usage of library resources and traffic counts.**
- **Increased relationships with teaching faculty who also help promote library to their students.**

- Increased satisfaction of users with physical space to engage learning outside the classroom
- Positive comments on social media

Connections to Strategic Plan (cite specific initiative[s])

- Initiative 1. Done easily to make sure our collections and services are in demand
- Initiative 2. Working with students and other departments on campus to ensure our environment meets all needs
- Initiative 3. Better information about library events, spaces, procedures etc.
- Initiative 5. All staff at the library work on marketing/promoting the library in their everyday work

Resources (e.g. new/existing data, literature, etc.)

- Reading current literature on marketing of library promotions
- Involvement with local groups in Michigan on marketing
- Being willing to try new things
- Engage students from the local chapter of the American Marketing Association

Timeline (i.e., duration or when the team should end its work)

Never

Assessment Plan/Review Cycle

- Annually review social media policy and update as needed.
- Make sure events make sense with University goals/policies

Guiding Questions

Are the marketing plans relevant to the student body as a whole?