

GMIT Library Marketing Plan

2009-2012



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Summary

The GMIT Library Marketing Plan 2009-2012 is a three year plan with realistic goals and achievable objectives. The plan places the library service in the context of the Institute as a whole and the Strategic Overview outlines some of the challenges facing the service and the Institute in the current economic climate. The SWOT analysis develops the context by examining the strengths, weaknesses, opportunities and threats which the library service faces. The plan examines the main competitors facing the library and looks at the current marketing strategies in which the library is engaged.

The marketing programme outlines goals with consequent objectives. The marketing programme recognizes the importance of the undergraduate cohort of the library users and directs the main part of the programme at this group.

Strategic Overview

The library service of GMIT caters to the study and research needs of the students and staff of GMIT. It provides the student with the study material necessary for the chosen course and the study environment conducive to the completion of that course. It provides the academic staff member with the books and journal articles needed to remain abreast of developments in subjects. It is a central resource and essential service of the Institute. It also serves the wider community by providing access to library resources through external membership.

Declining public finances has meant that the education sector has to face budget cuts and reduced staffing levels. The library service in GMIT is not immune to this reality. This marketing plan has taken account of the economic constraints and proposes a series of activities which are largely cost neutral except in the area of staff time. We recognize the difficulty the library faces in the coming year with real staff reductions already happening. However, the Marketing Group feel these are essential measures to ensure the continued relevance of the library service and to guarantee the library user gets the maximum benefit from using the library service.

Apart from the financial constraints imposed by the current state of the public finances, the downturn has influenced students' choice of college courses. 2009 CAO figures show a sharp decline in construction based courses and a 20% increase in applications for science courses. The number of apprentices has also declined. These fluctuations in course preferences, and consequently student numbers, have implications for the allocation of resources. The library will have to respond to an increase in demand for resources in one area and a decrease in another. These challenges are as a result of recent economic difficulties, there are other challenges facing third level education in Ireland which all have implications for the library service in a third level institution.

Demographic changes mean that the numbers of the traditional cohort of third level students are declining and will continue to do so into the next decade. Participation rates of students from the various social classes remain a serious issue. Children from higher professional group are much more likely to attend third level than children from unskilled manual group.

Despite the challenges facing the Institute and the Library service within the Institute, the library must remain focused on the individual user as the most important aspect of the work in which it is engaged. To this end, the library must ensure that the services it provides are the most appropriate to its users and that the users are aware of those services and confident in their ability to access them. This has been the abiding principle for this marketing exercise.

Terms of Reference and Scope

The mission of the GMIT Library is to:

“promote a learning culture within GMIT by acquiring, organising, disseminating and providing access to learning resources and services in a congenial environment. The library will support teaching, learning, research and regional development by providing a customer based service to our students, staff and stakeholders.” (GMIT Library Strategic Plan 2006-2011)

This mission statement is aligned to the GMIT strategic plan 2004-2009 and the IoT Librarians strategy statement whose mission reads as follows: “The Libraries of the Institutes of Technology operating at National and Strategic level will foster the development of flexible, accessible learning environments, drawing on international best practice and collective knowledge.” The GMIT Marketing Plan 2005-2008 recommended that marketing plans be developed for each school and campus so it is important that the library service also contributes to the process.

The GMIT Library Strategic Plan was developed to provide a strategic roadmap for GMIT Library to follow. One of the goals from this strategic plan was that “a marketing plan will be designed and implemented to promote our services”. This library marketing plan was researched and compiled to achieve the following objectives:

- Prepare a market analysis of patrons for the library and target markets
- Assess perceptions of GMIT Library by key stakeholders
- Analyze external opportunities and competition for library services
- Conduct an internal analysis of strengths and weaknesses of the library’s capabilities
- Summarize results of library surveys of patrons
- Assess current marketing strategies of GMIT Library
- Set goals and objectives for library
- Prepare action plan to identify tasks to achieve the library’s goals
- Estimate financial projections and budget to implement marketing plan
- Develop methods of evaluating performance of objectives

The marketing plan covers the libraries from the Galway and Cluain Mhuire campuses of GMIT.

What follows is the result of a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis of the Dublin Road Campus Library.

Strengths, weaknesses, opportunities and threats to the library were identified by:

Analyzing the results of the 2009 Student Survey
 Analyzing the results of the 2007 Staff Survey
 Asking library staff to identify what they perceived to be our strengths, weaknesses, opportunities and threats.

GMIT SWOT Analysis

<p>STRENGTHS (Internal)</p> <ul style="list-style-type: none"> • Public service orientation • Well-qualified, team-oriented and dedicated staff • Commitment to strong instruction program • Excellent physical facilities, building and study rooms • Good cooperation with other libraries • Relationship with campus departments, including collaborative collection development • Ongoing goal of building quality collections and providing access to information 	<p>WEAKNESSES (Internal)</p> <ul style="list-style-type: none"> • Noise in library • Opening hours • Age of print and journal collections • Impact of budget on staff, training and equipment • Temperature regulation • Continuing need for consistent communication among library campuses • Customer service (some negative comments in 2009 Survey)
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • Distance learning • Co-operation with other libraries • The intensification of information skills training of undergraduate and postgraduate students and academic staff including the L2L module • Use of new technologies in information skills delivery • Possible reconfigurations of positions • Marketing library services and collections • Support innovations in teaching and changes in learners and learning 	<p>THREATS (External)</p> <ul style="list-style-type: none"> • Budget cuts/economic uncertainties • Potential loss of further positions • Limitation on services offered to External members • Student numbers may fall • More demanding students (special needs, mature, foreign, etc.) • Changing perception of students concerning the role of the Library • Challenge of staying current with rapidly changing technology and difficulty of supporting that technology with limited resources

styles across campus with new collections, services, and technologies	
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Strengths:

- **Public service orientation**

The public service attitude of the staff makes the Library a welcoming place. Student surveys show high satisfaction rates for service received at the library (85% for students in the GMIT Library Survey 2009). Survey respondents frequently added comments such as: "Great service, nice staff, and great 'space'" or "Excellent service provided in a very professional manner."

- **Well-qualified, team-oriented and dedicated staff**

Library staff, in addition to their belief in service, bring a high level of education and motivation to their positions. They are committed to providing high quality library service to not only the campus but the community as well. They are active in staff development and in voluntary and community organizations.

- **Commitment to a strong instruction program**

GMIT library staff are dedicated to teaching students the research process, which has become increasingly complex and can be daunting to students. Through the Library, students and other users have access to a vast array of print and electronic resources, and their ability to use those resources enhances their research and their education. Numbers of library inductions, online resource and EndNote training sessions, continue to rise. Library staff are also part of the Learning 2 Learn Module instruction team.

- **Excellent physical facilities, building and study rooms**

GMIT Library moved into a new Library and Learning Centre building in 2003 which is a wonderful facility for the students. The inclusion of 15 group study rooms in its design has proved to be a great resource for students in their group projects and course work.

- **Good cooperation with other libraries**

GMIT library is part of an Institute of Technology libraries consortium which aims to procure electronic and other resources at competitive rates through cooperative purchasing. In 2009, the Irel e-journals initiative was introduced into the IoT sector with

the funding of the BSP/ASP collection of e-journals. A cost effective price for the journals has been achieved through joint procurement with the universities. GMIT Library now has access to the Ebsco journals as a result of this initiative. There has also been a Digital Mapping Project with Galway Public Library and the National University of Galway Library.

- **Relationship with GMIT campuses, including collaborative collection development**

Each GMIT Campus spends an annual library materials allocation and are involved in decision-making on databases and journals in their fields. A subject librarian is assigned to each school to liaise with the school on all library matters and assist with any related queries.

- **Ongoing goal of building quality collections and providing access to information**

The Library works hard to maximize limited resources to build print and electronic collections which will support the study and research needs of students and staff. Inter-branch borrowing allows users to borrow directly from other GMIT campus libraries when required. The Interlibrary Loan department processed almost 800 ILL requests last year including journal articles, books and theses. Library electronic resources are available 24/7 remotely.

Weaknesses:

- **Noise in library**

Noise in the library has been a problem over recent years. In the Library survey 2009, comments were received such as “need more staff to keep noise levels down” and “only real problem is the amount of chatting and laughing that is allowed to go on”.

- **Opening hours**

There have been complaints about the library’s opening hours in the last two library surveys. In the Library Survey 2009, 51% of students rated the library’s opening hours as ‘Poor’ or ‘Adequate’. 44% of respondents gave a preference for earlier morning opening times as their first choice of extended opening times. 31% indicated a first preference for longer Saturday opening and 25% gave a first preference for longer opening times in the evenings. Comments were received like “I think longer hours morning and evening would provide a better service again” and “Weekend hours are a joke”.

- **Age of print and journal collection**

The GMIT Library Review 2007 indicated that 80% of the library's book stock is pre-2000. The library was not given an extra allocation of funding for books when it moved to the new library building in 2003. Consequently, the bookstock is in need of updating. Comments in the GMIT Library Survey 2009 include "Books out-dated - need modern version" and "Books lecturers recommend for reading are not in the library and course books are not in the library either".

Journal price increases combined with flat library budgets have created serious problems in the library world. Although electronic databases, especially with linked full-text journals, increase research effectiveness and access, the switch from print indices to electronic databases incurs a large financial commitment.

- **Impact of budget on staff, training and equipment**

Staff: When open positions are not filled, those duties must be reassigned or dropped, and the remaining staff feel the burden. The library is in the process of losing two half-time positions and the recruitment of a replacement for the Librarian's retirement is uncertain at this point.

Training: About a quarter of the library staff give library inductions or other library resource training, but the pool is not large enough for the forecasted increasing demand for training (i.e. the Learning 2 Learn module).

Equipment: Funds are insufficient to replace the PCs on the library floor for students. These computers are now 6 years old and the Library Survey 2009 showed many complaints about the slowness of these computers. Comments were received like "Computers always freezing" and "Computers in the library are very slow".

- **Temperature regulation**

The heating and ventilation system is controlled electronically via the copper sails. The library building is naturally ventilated to comply with BRE guidelines. However, the temperature in the GMIT library varies considerable from very cold in some parts to very warm in others. Comments from the GMIT Library Survey 2009 include "Library cold frequently" and "Too hot or too cold".

- **Continuing need for consistent communication among library campuses**

No Campus library works in isolation, and what one group does may affect other parts of the Library, sometimes in unexpected ways. The sharing of new projects, policy changes, new services, committee minutes, and news benefits the whole Library.

Opportunities:

- **Distance learning**

There are two courses in the School of Science that are run through distance learning. While this number of students is small relative to the total student body, it is likely that GMIT will operate more courses in this manner in future years. GMIT will need to support remote services for distance learners, promote electronic access to the library and offer inductions on library services to students when they visit the college.

- **Co-operation with other libraries**

While GMIT Library has good relations with other libraries, it is important to maintain these relationships. There may be opportunities for future partnerships with some of these libraries in acquiring resources. For example, the Digital Mapping Project with Galway Public Library and NUIG Library, the Irel Project, the National Digital Repository and the possibility of a Union Catalogue.

- **The intensification of information skills training of undergraduate students, postgraduate students and academic staff**

The Learning 2 Learn module (L2L) is due to roll out in September 2009 for all first year students. There is a Library Information Skills section in this module which involves 6 hours of instruction. This kind of training could be expanded in future years to include other undergraduate students, postgraduate students and academic staff. As more patrons become aware of our EndNote software for creating and storing references, they may avail of training on this software also.

- **Use new technologies in information skills delivery**

New technologies in delivering information skills training can be explored such as Moodle and Camtasia. The library can also use Moodle for its course details and assignments.

- **Possible reconfigurations of positions**

Although loss of experience and knowledge is a concern, retirements afford the Library the opportunity to evaluate the overall staffing patterns and workflow and change positions as the Library's needs have changed.

- **Marketing library services and collections**

The Library does not have a history of promoting its services in a systematic manner, although marketing has always been carried out. With vast and changing Library resources available for use, outreach to the campuses and larger community would increase awareness and use of these resources. Assessment of what our users and non-users need and want could lead to targeted marketing.

- **Support innovations in teaching and changes in learners across campus with new collections, services, and technologies**

Libraries are evolving from repositories to active partners in the teaching mission of the Institute. Today's learners need services and spaces that support their collaborative learning styles. Living in a world of almost constant communication and social networking, students would benefit from Library assistance in learning and evaluating new methods of researching. The Library could assume a leading role in helping students conduct research using Web 2.0 technologies.

Threats:

- **Budget cuts/economic uncertainties**

Lack of sufficient funding has already affected many areas of the Library as detailed under 'Weaknesses' above. The current recession in Ireland and the likelihood of further cuts undermine the development of long-range plans.

- **Potential loss of further positions**

As well as the current proposed job cuts, further decreases in staff numbers cannot be ruled out. Pressure on individuals will increase as the number of library staff drops, leaving little time for developing new initiatives. Further loss of staff would increase stress and burnout for the remaining individuals.

- **Limitation on services offered to External members**

There are no I.T. facilities or access to electronic resources available for external members of the library who are physically visiting the library. While they can access library electronic databases at home on their own computers once they have set up a PIN number, the same facility for browsing the internet on one of the student PCs is not available.

- **Student numbers may fall**

With population numbers falling in GMIT's target age group coupled with increased competition from other colleges, undergraduate student numbers attending GMIT may fall. There is an increased impetus for stronger marketing and targeting of other patron types to ensure continued exploitation of library resources.

- **More demanding students (special needs, mature, foreign, etc.)**

The age group of GMIT's students varies from young to mature. There are also students with special needs and foreign students attending the Institute. Staff need to be trained in customer service to ensure appropriate service to these patrons.

- **Changing perception of students concerning the role of the Library**

The Library is not the first stop (even virtually) for many students doing research. Many students resort to web search engines (Google, Yahoo, etc.) as their first port of call for research assignments. 68% of students in the Library Survey 2009 used Library Electronic Resources occasionally or frequently.

- **Challenge of staying current with rapidly changing technology and difficulty of supporting that technology with limited resources**

Given the accelerating rate of technical change, it is becoming increasingly difficult for staff to stay informed and become proficient in working with new technologies. Electronic resources coordination has become more complex and time-consuming. Changing technology requires hardware and software replacements with the consequent budget increases and staff retraining.

GMIT Library's Main Competitors

Three main sources of competition have been identified and explored.

1. The Internet as a source of information

The ease of a Google search of the internet as opposed to library-based research is obvious. The library must convince patrons that the quality, range and depth of the information gleaned from the use of library electronic resources is superior to a general web search.

Users need to be made aware that library.gmit.ie is a gateway to more relevant information than that found on Google or other search engines. The GMIT Library website gives access to much more valuable and reliable information via subscription databases, alongside information on where to locate books on a particular topic, and order full text articles through ILL.

General Google and other web search engines can be accessed from the GMIT Library website as can Google Scholar for more academic information. A trial of LibraryThing is currently getting underway for GMIT. The library already has the Syndetics catalogue enrichments which are of benefit to users. Reviews are also possible through LibraryThing. A Google Analytics account has also been set up for the Library. This will demonstrate how and when the Library is being accessed through Google and will also make staff aware of possible keywords they can add to the website to make it more retrievable via Google.

The Library blog puts it on the Internet in another way and will encourage participation and discussion on topics of users' interest (<http://gmitlibrary.blogspot.com/>). It is linked through from the main library page and library main menu on GMIT library web pages. RSS Feeds also make the library website more interactive. Rather than regarding the internet and the various search engines as a threat, the library must use the technologies available and integrate them into the library service options, but all the while stressing that accessing library electronic resources will give a richer return than general web searching.

2. Competition from other libraries

GMIT library patrons may also make use of other libraries. The reasons for patrons' use of other libraries should be explored: they may be better stocked for their subject area; more conducive to study or in a more convenient location.

GMIT Library welcomes co-operation with other libraries. It is already part of a PARTNERS consortium with other IoT libraries; GMIT patrons may use any of 11 other institute libraries for study or lending, once they have a Partners card from their own institution.

GMIT Library also co-operates with the James Hardiman Library in NUIG. Students may use the NUIG library if they provide a letter signed by a GMIT Librarian. GMIT have already joined forces with NUIG in participating on the 1842 OS map digitization project for Galway county.

Public libraries may be sought after as places to do research and study and may be located more conveniently to some patrons. GMIT could promote its external membership using public libraries, making patrons aware of what is available to them from online databases, for example. Its existing multi-campus approach means GMIT library has an established ethos of resource sharing which can be broadened to include other libraries.

GMIT Library also has a good history of involving itself with public libraries through the Library Association of Ireland, particularly the Western Regional Section. At least one staff member from GMIT has been an officer on the WRS committee for many years. GMIT Library has also run a number of successful WRS activities in recent years. Other libraries should be seen as opportunities for co-operation.

3. Competition from Home Study

Using home instead of the library for study may be a more viable option for patrons or any number of reasons: they do not live near the library, home is quieter for study or that a good internet connection for home gives access to all GMIT's online resources. It is important for those studying outside the library to be aware of services both in-house and

online, that they get access to news from the library and that they are aware of the range of services and facilities available to them.

It is important to get patrons to talk to library staff, either via telephone, email, blogs, Facebook etc. so that they know what these users want and how best they can meet their needs. The library online suggestions box and Ask A Librarian should be promoted for this purpose.

Target markets ~ User groups

Undergraduates

Undergraduates form the largest group of library patrons. 3954 students registered in 2007/08, representing 50% of total library patrons. Library needs of undergraduates vary according to their course year. First years need induction tours and more assistance from staff at the Issue Desk. They may also need instruction on how to use the photocopiers. First years access books as their main information resource. Second, third, and fourth year students are more experienced in how to use the library and their library needs include researching theses, multimedia, journals and online resources. They are given more detailed research assignments and so require some guidance from library staff on how to access information. Many are still unaware of the depth of information available from GMIT's journal collection (both print and electronic) and may need to be guided to those resources by staff at the Issue Desk if help is requested. All undergraduates look for past exam papers and many print them off from the library catalogue.

Most of the reported library requirements of undergraduates from the GMIT Library Survey 2009 are for studying, checking out books, getting exam papers, using the photocopiers and computers and for availing of group study rooms for group work. Other library facilities such as maps, multimedia, getting Inter-library loans, using EndNote software and accessing online resources are currently under-utilized by undergraduates.

Although this group is advanced in internet usage, their level of research skills and comfort utilizing library services can be relatively poor. Many rely on Google and have no sense of evaluation of results. The library can teach them skills that they will be able to use not only during college, but also throughout their lives.

Postgraduates

Post-graduates represented 1% of GMIT library patrons in 2007/08. This group has different requirements for library services than the undergraduates. They are all acquainted with how to find books in the library and have some awareness of its journal collection. Post-graduates use inter-library loan service and access the electronic databases more frequently than other patrons. Library staff may need to assist in the search for information for these patrons, although many do not ask for it. As these patrons are undertaking Masters and Ph.D. degrees, they are strongly motivated to seek out information for their research and theses. They have a greater awareness of evaluating internet sources than their under-graduate counter-parts and access the subscribed

databases with more regularity. This can be aided by library staff offering subject specific guidance on electronic resources and other library services. Citation and referencing are a necessary part of this process and the library provides training on using EndNote Referencing software to this end. Post-graduates have also access to the dedicated library research space, the Research Room.

Staff

GMIT staff constitute the second largest patron group. There are currently staff 853 patrons, with academic staff making the highest proportion.

All GMIT staff have automatic membership of the Library and can borrow up to ten items at one time. All library members have online access to all GMIT databases from both on and off campus and staff engaged in research are heavy users of databases. Academic staff are aware of the benefits of subscription databases over the general internet, but many are not aware of the scope and coverage that GMIT online resources offer.

Academic and administrative staff have access to information from the Library via email. This information is usually about new online resources or products on trial. It is possible that there are many staff, particularly non-academic administrative and support staff, who are unaware of the extent of services and facilities that the library has to offer and that this marketing programme should address this issue.

Apprentices Motor (Mechanics and Electricians)

They make up approx. 5% of the total number of GMIT students comprising two groups twice a year. Their needs differ from mainstream students in so far as they use the library for a limited portion of the academic year. Exam papers and study spaces are their main request, online journals and databases are a lesser priority for them. They also borrow books and use the study rooms.

Adult Education ~ Short/Hobby Courses

Adult Education is founded on the belief that learning is a lifelong and life wide process. Courses are offered on a variety of levels across a diverse range of subjects, from Computing to Interior Design with approx. 1500 people enrolled.

The services required by the Library are the photocopiers, computers, access to books and journals. The courses start towards the end of September when the library is open from 9.30am to 9.30pm, therefore any students wishing to visit the Library can do so before or after class. This group of students are not a high user group of library services.

Adult Education ~ Professional Courses

There are approximately 200 students studying Professional Courses, examples of which include the *Diploma in Quality Management* and *The Institute of Accounting Technicians*. These students are Library members and have access to books, databases,

study rooms and photocopiers. They do not have access to computers on campus but once a pin number is set up, they can access databases at home.

Distance Learning Membership

Distance Learning students of GMIT are users who receive their education via electronic formats and by self-study learning materials. At present GMIT offers two science courses by distance learning. This user group comprises a small proportion of the total student group. A library induction tour is offered at the start of a DE course to enable patrons to use the library resources and services effectively. The library provides access to a high number of titles from the core reading lists. They also have access to the general library collection for other books that they may wish to borrow. Borrowing privileges include five books at any one time for a one month period. A postal loan service is provided to those unable to visit the library in person.

Remote online access to the electronic resources is essential for these students for their researching purposes. Partaking in the Learning2Learn Module would provide these students with the necessary skills to carry out their research more effectively at home. It is important that the library continues to promote electronic access to distance learners and to support and enhance remote services for the distance learners as outlined in the GMIT Library Strategic Plan 2006-2011.

External Membership

GMIT library offers and supports external membership. External patrons consist of members of public from the Galway environs who are interested in the library's broad subject areas or specific collections such as the Western Theological Trust collection. The library has developed an extensive local history section and the fiction section would include works from popular authors. Daily newspapers are also available, while in the last year regional newspapers have been introduced for patrons to browse.

Library staff may need to assist external members with use of OPACs, explain how the items are classified and with the general layout of the library when they join initially. The library recognizes the importance of external membership in promoting the regional remit of the Institute, one of the strategic drivers of the GMIT Strategic Plan.

Alumni

The library also supports Alumni membership, these former students of the college are able to continue to utilise the library's vast resources and facilities.

Retired Staff

The age profile of GMIT staff has meant that large numbers of staff have retired in the last few years. Many of these would have been regular users of the library during their time in GMIT and may still want to keep up with developments in their subject area or may want to use the library for recreational reading using the fiction or general non fiction collections. Retired staff are entitled to free membership of the library.

International Students

International students make up less than 1% of the total number of our students. They come here through the Leonardo and Socrates programmes. In this sector, one would have to pay particular attention to their cultural differences and language would be a huge part. They would need assistance in finding books. However they would be focused and inquisitive about services in general.

Innovation in Business Centre

Some members of the iBC are members of the library as they are classed as staff members. Use of the electronic resources for product and market research is seen as a vital reason for library membership for this group. The marketing group feels that a section of this report should be directed to this user group to maximize their knowledge of library resources and services.

Wider community ~ Schools

GMIT Strategic Plan lists as one of its strategies for developing its regional focus to 'develop programmes for linkage and collaboration with secondary and primary schools in the region'. GMIT library liaises with the Schools Liaison Office to bring school groups into the library, particularly during Library Ireland Week, but also at other times throughout the year. These groups usually have a tour of the library and a talk about the library given by one of the staff. A Powerpoint presentation is also available for schools groups who visit the library. School visits to the library are often conducted as part of a visit to the Institute as a whole.

Analysis of current marketing strategies

Question 12 of the 2009 User Satisfaction Survey asked: How do you keep up with library developments? The percentage of respondents who used the following communications means are listed below where applicable.

Marketing strategies

Library website

The library webpage contains a comprehensive collection of library information on all aspects of library services and is the access point for all library electronic services.

Used by 21% of Survey respondents, Dublin Rd

Used by 20% of Survey respondents, Cluain Mhuire.

Library newsletter

The purpose of the Newsletter is to inform library patrons of service developments and highlight existing services. It includes information on new services, reviews of new book and journal titles, changes in staff. The Newsletter is produced at the start of every term and is available on the library webpage.

Used by 13% of Survey respondents, Dublin Road

Used by 16% of Survey respondents, Cluain Mhuire

Students Union Newsletter

Web based newsletter produced every fortnight. This includes a page or ½ page of library information highlighting changes to opening hours, reminders of current service options and alerts to new services.

Used by 22% of Survey respondents, Dublin Road

Used by 12% of Survey respondents, Cluain Mhuire

Staff Newsletter

Occasional submissions to the Staff Newsletter produced by the GMIT Communications Office.

Used by 4% of Survey respondents, Dublin Road

Used by 0% of survey respondents, Cluain Mhuire

Email Updates

Email updates are used to alert staff on new electronic services or database trials.

Used by 25% of Survey respondents, Dublin Road (?)

Used by 19% of Survey respondents, Cluain Mhuire (?)

Ask a Librarian

Email link from the library homepage to staff member regarding any matter of library services.

Brochures

Brochures are available from the library website and in paper format in the library in the following areas:

- Subject guides for each school, e.g. Science Guide, Humanities
- Membership guides for the different membership categories e.g. Distance Learners Guide, External Membership Guide
- Electronic Services guides, e.g. Endnote Web guide, Online Databases
- General Library Guides e.g. Code of Conduct, Inter Library Loans
- Room Guides e.g. Research Room, Independent Learning Unit

Used by 15% of Survey respondents, Dublin Road

Used by 33% of Survey respondents, Cluain Mhuire

Library Ireland Week Activities

GMIT Library hosts activities for the nationwide Library Ireland Week promoted by the Library Association of Ireland since 2005. Activities are targeted internally and externally. Lectures, readings and concerts are part of the activities focused at GMIT students and staff. The wider community is served by bringing school groups to GMIT library for a morning's activities. These groups are shown the library and given a talk on the building. Also included is a library quiz. The Schools, particularly Engineering and Hotel and Catering give demonstrations and tours of their departments. This broadens the focus of the visit gives a taste of life in GMIT.

GMIT Open Day

The library has a stand in the Café Foyer during Open Day with a selection of brochures and a Powerpoint presentation running. Tours of the library are available but generally groups of students just wander in for a look.

LCD Display in the library

This electronic display gives updates on library opening hours or events.

Staff

Staff should be aware that they are marketing the library in all their dealing with library patrons.

Display cabinets

Themed displays of books and journals are housed in three large display cabinets, situated opposite the Library Information desk. Examples of recent displays are travel books towards the end of term when students and staff may be thinking of holidays, collection of Seamus Heaney titles to celebrate his 70th birthday and astronomy books to mark 2009 as the International Year of Astronomy.

Blogs

Blogs are being used increasingly by libraries as a communications tool. GMIT has just started a library blog.

Target market Undergraduates

Marketing Programme for Undergraduates

Undergraduates are the largest cohort of library patrons and are the main target for this marketing exercise. They range from the First Year student who starts in September with little knowledge of the working of the Institute or the library and its services to the 4th Year student who may be very familiar with library services or alternatively who may not have used the library service to the optimum. For the purpose of this marketing plan, the First Year student group will be viewed as a separate cohort of patrons. The Library will focus marketing strategies on this group with particular reference to the initial Induction period.

Goal

The First Year experience, including the perception of the library and its services, is widely acknowledged as vital in the students' positive perception of college life. A GMIT Partnership Project completed an Integrated programme for New Students to GMIT in 2004. The purpose of this programme is to make the initial impression of GMIT as positive as possible and to ease the transition to third level education.

The goal of the Library is that First Year students will perceive the library as an integral part of college life and central to the successful completion of their studies.

Goal	Objective	Strategies	Measuring Outcomes	Timeframe
First Year students will perceive the library as an integral part of college life.	1. The First Year student will know where to seek information and be comfortable doing so from library staff	1. A friendly greeting at the library desk 2. The presentation for the First Year Institute Induction programme will emphasize the welcoming atmosphere in the library and the value of the library service 3. The Library Newsletter will include information targeted at new students.	A survey of First Years will be undertaken in November to assess outcomes. One class from each school will be surveyed.	November 09 September 09 Library Newsletter
	2. The First Year student will be familiar with the library services and facilities	1. Welcome desk near library entrance for Week 1 of term where staff will demonstrate library website, opac and answer general queries. 2. All First Year students will complete a Library Induction programme. 3. Staff will demonstrate the Self Service machine at selected times during the first 2 weeks of term.	Comparison of circulation figures using Self Service option	Jan 2010
	3. The First Year student will see the library as a congenial location in which to engage in their studies.	1. Welcome message to First Years on Electronic notice board. 2. All staff to wear name badges 3. Staff will be particularly aware of the needs of First Year students 4. Staff will endeavour to keep noise levels to a minimum.		

Goal	Objective	Strategies	Measuring Outcomes	Timeframe
Undergraduates will increase usage of electronic resources	1. Usage of databases will increase by 10%.	<ol style="list-style-type: none"> 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
	2. Usage of IReL databases will increase by 20%	<ol style="list-style-type: none"> 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	<ol style="list-style-type: none"> 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 		

Undergraduates will increase usage of Self Service	Use of Self Service unit will increase by 50%	1. Staff demonstrations of the Self Service unit will be undertaken on an ongoing basis.	Self Service statistics by June 2010	
Undergraduates will increase usage of library bookstock	Undergraduates will exploit a core element of the library service	1. The library will address the age of collection issue. 2. The library will ensure that copies of core text materials and reading lists are available.	Circulation statistics	Jun 2010 - ongoing

Goal	Objective	Strategies	Measuring Outcomes	Timeframe
Identify and implement opportunities and outlets to inform users about GMIT Library resources and services.	1. Enhance the library's current publications into an integrated communications plan	<ol style="list-style-type: none"> 1. Update format of GMIT Newsletter 2. Email all staff on its publication and provide link to online version 3. Formalize distribution policy, including distribution to external lists 4. Encourage wider library staff input to Newsletter 5. Continue to develop library contributions to Students' Union Newsletter 6. Liaise with Communications Officer re publication dates for Staff Newsletter. 7. Ensure library input to Staff Newsletter 8. Assess guides/brochures for updating and currency of information 		<ol style="list-style-type: none"> 1. Jan 10 2. Ongoing 3. Jan 10 4. Ongoing 5. Ongoing 6. September 09 7. Ongoing 8. Each Summer
	2. Enhance the library's current communications outlets and into an integrated communications plan	<ol style="list-style-type: none"> 1. Enhance library staff awareness of the Library website as a marketing tool 2. Monitor and assess the Library blog 3. Continue to highlight Ask A Librarian email link 4. Continue email alerts of new resources to GMIT staff list. 		1. Ongoing

Goal	Objective	Strategies	Measuring Outcomes	Timeframe
Develop strategies to involve GMIT Library staff in marketing efforts	1.Encourage a shared responsibility for promoting GMIT Library to users and potential users	1.Staff are aware that all encounters with patrons are marketing opportunities 2. Encourage staff promotional ideas		
	2. Enhance commitment of all GMIT Library staff to providing and promoting excellent service.	Continuous emphasis on customer service in staff training		
	3. Heighten appreciation and support for developing GMIT Library relationships with others.	Encourage library staff participation in Institute wide activities and wider community groups		

Goal	Objective	Strategies	Measuring Outcomes	Timeframe
Align the Library with the concepts of life-long learning and love of reading	1. The library will be the cultural centre of the Institute	1. Investigate the feasibility of starting a library- based book club. 2. Promote library collections for recreational reading.		
	2. Promote library activities and resources by showcasing collections, services, exhibits and events	1. Update displays in Display cabinets more frequently. 2. Tie themes of displays to current events, celebrations and anniversaries in a more vibrant manner		
	3. Develop Library Ireland Week activities	1. Develop activities relevant to library users 2. Promote Library Ireland Week as an Institute event 3. Liaise with Communications Officer re promoting Library Ireland Week.		

Goal	Objective	Strategies	Measuring Outcomes	Timeframe
Increase the visibility of the Library in the GMIT Campuses	Expand upon existing liaison activities with academic departments on campus	<ol style="list-style-type: none"> 1. Subject Librarians will enhance promotional activities within their areas 2. Partner with the GMIT Communications office to link library marketing with relevant campus events and initiatives 		

Goal	Objective	Strategies	Measuring Outcomes	Timeframe
All GMTIT staff are aware of the range and extent of library services and facilities	1. All new GMTIT staff receive a library induction session	Liaise with Staff Development re Staff Induction Day	Measure Staff Induction attendee numbers	Ongoing
	2. Existing staff will be kept up to date with new developments	1. General communication channels 2. Subject Librarians will enhance communications with lecturing staff.		
	2. Distribute Library Newsletters to support staff	Newsletters to be delivered to canteen, café, cleaning staff rooms, porter's office and admin offices.		From Jan 10

Goal	Objective	Strategies	Measuring Outcomes	Timeframe
That IiBC members will be aware of and use library services.	30% of IiBC members will become library members.	<ol style="list-style-type: none"> 1. Library Newsletter will be circulated to IiBC. 2. Library information leaflets and application forms will be left at IiBC Reception area. 3. Library will offer a library induction session to all IiBC members. 4. Information emails to be directed through IiBC reception. 	Survey of IiBC membership numbers	Jan 2010

Goal	Objective	Strategies	Measuring Outcomes	Timeframe
Unemployed persons who require access to GMIT library will be aware of, and in a position to avail of, library services.	1 Unemployed persons be aware of GMIT library services.	1. Distribute library information re membership to FAS offices, Dept. of Social Welfare offices, Galway Peoples Resource Centre, Galway County Library.	Measurement of Concession membership at May 2010	1. October 09 2. October 09
	2. Concession Membership will make access easier for unemployed	1. Finalize the introduction of Concession membership policy 2. Liaise with Communications office re press release for concession membership fee for Unemployed persons.		October 09