PROMOTION DOESN’T END WHEN YOUR EVENT IS OVER: THE VALUE OF POST PROMOTING YOUR OUTREACH

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Berkeley College®
Build Your Own Technology Toolkit:
Create Awesome Outreach that Energizes Your Campus Community

ACRL 2017
POSTER SESSION
OUTREACH WORKFLOW

**Prepare**
- The preparation phase includes activities such as brainstorming ideas, coordinating with staff and organizing an effective plan.

**Communicate**
- The preparation phase includes activities such as brainstorming ideas, coordinating with staff and organizing an effective plan.

**Build Content**
- The preparation phase includes activities such as brainstorming ideas, coordinating with staff and organizing an effective plan.

**Post-Event**
- The preparation phase includes activities such as brainstorming ideas, coordinating with staff and organizing an effective plan.
Marketing vs. Outreach

MARKETING:
The plan you have to utilize all of the opportunities and tools below

- Liaison relationships
- Embedded librarians
- Research assistance
- Virtual & in-person

Services Marketing

ADVERTISING
- Emails/Print
- Social media
- Blogs/Websites
- Videos

Outreach

PROMOTIONS
- Activities
- Programs
- Events
- Displays
ADVERTISING VS. PROMOTION

ADVERTISING

“the action of calling something to the attention of the public especially by paid announcements”

PROMOTION

“the act of furthering the growth or development of something; especially: the furtherance of the acceptance and sale of merchandise through advertising, publicity, or discounting”

Definitions from: Merriam Webster
WHAT IS POST-PROMOTION?

Use of content or assessment data from an outreach activity to connect with users and increase awareness of the library after the activity/event is over.
WHY IS POST-PROMOTION VALUABLE?

Extends the reach of your message.
WHY IS POST-PROMOTION VALUABLE?

Audience can experience the event even if they couldn’t attend
WHY IS POST-PROMOTION VALUABLE?

Provides artifacts and data to use to show value to stakeholders.
WHY IS POST-PROMOTION VALUABLE?

Is a valuable strategy for solo librarians or libraries with communications or marketing departments.
EXAMPLE:
DANCE PARTY @ THE LIBRARY!

Pre-Event Advertising:

Post-Event Promotion:
WHY IS POST-PROMOTION VALUABLE?

Post-promotion can be just as valuable as the outreach itself!
TWO STRATEGIES TO DEMONSTRATE VALUE VIA POST-PROMOTION

(1) USE CONTENT FROM THE OUTREACH ACTIVITY

(2) USE ASSESSMENT DATA
STRATEGY ONE:
USING CONTENT IN MEANINGFUL WAYS

Recording “artifacts” throughout the event

Photos  Video  Comments

<table>
<thead>
<tr>
<th>Favorite Part of Event</th>
<th>Change of Event</th>
<th>Future Library Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Challenge</td>
<td>N/A</td>
<td>Microwave in student lounge</td>
</tr>
<tr>
<td>Multiple Choice</td>
<td>N/A</td>
<td>Game Event</td>
</tr>
<tr>
<td>It's very tricky</td>
<td>more common books/popular movies</td>
<td>Dance off or Karaoke</td>
</tr>
<tr>
<td>Was cute/fun and interactive</td>
<td>N/A</td>
<td>More small fun events like this</td>
</tr>
<tr>
<td>Unique</td>
<td>N/A</td>
<td>More Interactive event</td>
</tr>
<tr>
<td>It was different and interactive</td>
<td>N/A</td>
<td>Fashion events</td>
</tr>
</tbody>
</table>
STRATEGY ONE:
USING CONTENT IN MEANINGFUL WAYS

Video Slideshow

Link to Recorded Event

The event was held in the Woodland Park Community Room, and was livestreamed online. Screenings took place at each Berkeley College campus.

- Berkeley College Online Book Club with Jane Schwartzberg
- Naked Jane Bares All
STRATEGY ONE: USING CONTENT IN MEANINGFUL WAYS

External Social Media

Yes, this happened today. 1st ever #LibraryDanceParty Berkeley College - Middlesex. Thanks everyone for coming out today!

Internal Social Media

Message in the All Company Group

Bonnie Lafazan - July 26, 2017 at 10:06pm
This happened in the Woodbridge Campus Library Today #librarydancepart #endofsemestertressrelief
STRATEGY ONE: USING CONTENT IN MEANINGFUL WAYS

Post-Promotion Opportunities

Newsletters/Press Releases

LIBNEWS

Information Literacy Month 2016

On October 1, 2016, the President of the United States proclaimed that every October be recognized as National Information Literacy Month. In today's digital world, we are inundated with vast amounts of information and the information requirements and community institutions to help Americans access and critically evaluate information to improve their health, their environment, their education and workplace performance.

In order to support the lifelong learning skill, Berkeley College Libraries have developed and presented programs and workshops throughout Berkeley campuses each October. Some of the workshops include topics such as understanding your digital footprint, building and protecting your Creative Portfolio, and tips on effectively evaluate internet resources. This year was no exception. Librarians at all campus presented on topics ranging from information overload to sources beyond what’s accessible on Google.

Karinee Libran, Library Director, presents Information Overload: Decluttering Your Digital Life to students at the Woodbridge Campus (10/6/16)

The Online Library created a new Learning Space, “The Berkeley Wall” with information at your fingertips.” This space was designed to facilitate students with the various types of resources in the Berkeley website, library website, and FlowBook. All answers can be found at the Library’s FAQs (10/10/16)

Digital Displays

“i have always imagined that Paradise will be a kind of library” - Jorge Luis Borges
TWO STRATEGIES TO DEMONSTRATE VALUE VIA POST-PROMOTION

(1) USE CONTENT FROM THE OUTREACH ACTIVITY

(2) USE ASSESSMENT DATA
STRATEGY TWO: UTILIZING ASSESSMENT DATA

Collection of Data from Outreach

LibInsights

Tracking Documents

<table>
<thead>
<tr>
<th>DATES</th>
<th>OUTREACH NAME &amp; DESCRIPTION</th>
<th>COUNTS/ PARTICIPATION</th>
<th>COMMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>5/4/2017 – 5/26/2017</td>
<td>Star Wars “May the 4th” Research Flyer</td>
<td>As of 5/26 – 4 strips taken</td>
<td></td>
</tr>
<tr>
<td>5/5/2017 – 5/31/2017</td>
<td>Mother’s Day Display</td>
<td>As of 5/31 – 2 items checked out</td>
<td></td>
</tr>
<tr>
<td>5/1/2017 – 5/31/2017</td>
<td>Student Success Display</td>
<td>As of 5/31 – 2 items checked out</td>
<td></td>
</tr>
<tr>
<td>6/2/2017 – 6/30/2017</td>
<td>AudioBook Display</td>
<td>As of 6/30 – 4 items checked out</td>
<td></td>
</tr>
<tr>
<td>6/2/2017 – 6/30/2017</td>
<td>Effective Communication Display</td>
<td>As of 6/30 – 2 items checked out</td>
<td></td>
</tr>
<tr>
<td>6/2/2017 – 6/30/2017</td>
<td>PRIDE Month Display</td>
<td>As of 6/30 – 1 items checked out</td>
<td></td>
</tr>
</tbody>
</table>
STRATEGY TWO: UTILIZING ASSESSMENT DATA

Collection of Data from Outreach

Surveys & Forms

Online Book Club Assessment

<table>
<thead>
<tr>
<th>Please rate this statement:</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither</th>
<th>Agree</th>
<th>Strongly Agree</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>I felt engaged in the Live Author event</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Online Book Club live author event was important in helping me understand how best to support someone going through a life-altering event</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Question 1: Which of these films we should watch/discuss next?

<table>
<thead>
<tr>
<th>Answer</th>
<th>Responses</th>
<th>Total Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>My Left Foot</td>
<td>60.00%</td>
<td>3</td>
</tr>
<tr>
<td>Spirited Away</td>
<td>20.00%</td>
<td>1</td>
</tr>
<tr>
<td>Lord of the Rings</td>
<td>20.00%</td>
<td>1</td>
</tr>
<tr>
<td>Manchester by the Sea</td>
<td>20.00%</td>
<td>1</td>
</tr>
<tr>
<td>The Social Network</td>
<td>60.00%</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Responses: 8
STRATEGY TWO: UTILIZING ASSESSMENT DATA

Demonstrate the library achieving its goals

Type of Program

- Partnerships–Community-Focused: 23.62%
- Collection Based: 10.03%
- Instruction Services (excluding in-class instruction): 12.30%
- Whole Person: 17.15%
- Just for Fun: 24.60%
- Multi-Pronged Theme Events: 12.30%
STRATEGY TWO: UTILIZING ASSESSMENT DATA

Demonstrate the library achieving its goals

Institutional Goal alignment

- Accessibility & Affordability
- Employment Outcomes
- Identity and Reputation
- Innovation & Competitiveness
- Retention & Graduation

Institutional Goal alignment
STRATEGY TWO: UTILIZING ASSESSMENT DATA

Share data on the value of the library

Winter 2016: First 2 Weeks of Semester

- 200 New Borrowers
- 412 Materials Checked Out
- 110 Punchcards Completed
- 145 Library Website Visits

- New Borrowers (23.07%)
- Materials Checked Out (47.52%)
- Visits to Library Catalog (16.72%)
- Punch Cards Completed (12.69%)
STRATEGY TWO: UTILIZING ASSESSMENT DATA

Potential opportunities to collect and use assessment data
PROMOTION DOESN’T END WHEN YOUR EVENT IS OVER

Make post-promotion a regular part of your outreach workflow!

(1) USE CONTENT FROM THE OUTREACH ACTIVITY

(2) ASSESSMENT DATA