

**This project is capped at 100 participants. Sign up at the poster session to guarantee your spot!**

**Introduction:** Connecting patrons to appropriate resources is a concern for libraries as more collections are removed from traditional shelves and placed in virtual spaces. The traditional marketing techniques of placing a new-books shelf near the front door or the positioning of ready reference volumes in a study area of a library does not apply to the electronic resource world because there are no physical volumes to view. It is vital to understand library efficacy in marketing electronic resources in order to connect a patron with the appropriate resource. Based on two recent analyses of articles published by libraries about their marketing plans for electronic resources, it is clear that libraries do not successfully plan for marketing so that the process gains them actionable knowledge for further marketing efforts. The analyses find that libraries do not choose appropriate strategies for their stated marketing goals and do not correctly measure the strategies, which leaves them unable to assess their efforts; without a clear understanding if their marketing campaigns have been successes or failures libraries are not positioned to move forward in new marketing cycles. Libraries understand the need to market yet fail to develop a plan to do so. The literature suggests that this is due to marketing not being a priority and librarians not knowing how to design a marketing plan. This poster proposes a model for a national distributed project to develop marketing plans for electronic resources while collaboratively building benchmarks for the marketing of electronic resources in college and university settings.

**Proposed Methodology:** Using a benchmarking framework and the traditional cycle of marketing, the following steps are proposed to test a collaborative approach to identifying best practices in marketing an electronic resource.

1. Decide what to benchmark (for this project, this step has already been completed)
2. Plan the benchmark project (for this project, this step has already been completed)
3. Understand your own performance (from Step 3 through 6 your involvement is integral!)
4. Study others
5. Learn from the data
6. Use the findings<sup>1</sup>

**Communication Mechanism:** We will use the Wetpaint wiki (<http://benchmarking.wetpaint.com>) as our primary communication tool, supplemented with personal emails.

**Your Learning Outcomes:** By participating in this proposed collaborative working group you can expect to:

1. Learn how to employ a typical marketing plan at your library.
2. Complete one marketing campaign from start to finish.
3. Contribute to a national project that will help determine if collaborative benchmarking for marketing electronic resources is feasible.

**Requirements:** To participate in this project you must have the following qualifications:

- Be a librarian in a college or university setting
- Have permission to market electronic resources
- Have access to usage statistics for electronic resources
- Be willing to share what you learn in this project

**Timeline:** This project will run for five months, with sensitivity to seasonal holiday scheduling  
3 months (October-December 2011) – Preparation (steps 1-10 of the marketing cycle)  
1 month (January 2012) – Campaign  
1 month (February 2012) – Assessment and evaluation (steps 11-12 of the marketing cycle)

This project will be led by Marie R. Kennedy ([marie.kennedy@lmu.edu](mailto:marie.kennedy@lmu.edu)). Marie is a librarian at Loyola Marymount University, where she coordinates serials and electronic resources. She has written and presented widely on the development and use of electronic resource management systems. In her spare time she makes photographs and creates taste experiments in her kitchen. Marie writes the Organization Monkey blog <<http://orgmonkey.net>> about organization and librarianship.

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<sup>1</sup> Robert J. Boxwell, Jr., *Benchmarking for Competitive Advantage* (New York: McGraw-Hill, 1994), 22.