

Marketing & Communications Team

Overview:

The Marketing & Communications Team ensures consistent, coordinated, and professional messaging from the Library to the wider university and general public about Library collections, events, and services with the goal of increasing awareness and use of Library offerings.

Objectives/KPIs:

Experience & Engagement (Encompasses the activities, services, and spaces that promote inclusive and welcoming learning experiences and environments in an effort to support and improve student success, faculty impact, and community engagement.)

- **Objective:**
 - Work with the appropriate Teams and Units to create and regularly distribute campuswide e-newsletters targeting appropriate audiences with information on Library collections, resources, and services.
- **Key Results:**
 - Solicit, compile, and distribute content in the form of e-newsletters.
- **KPIs:**
 - *Leading:*
 - *# of subscribers to newsletter*
 - *Lagging:*
 - *# of engagements with newsletter*
 - *# of engagements with promoted content*

- **Objective:**
 - Maintain active social media accounts that distribute information about Library collections, resources, and services, as well as other information relevant to a Library-focused audience.
- **Key Results:**
 - Regularly post on active Library social media accounts with the goal of growing followers and engagement and maintaining
- **KPIs:**
 - *Leading:*
 - *# of followers*
 - *# of engagements with posts/staff & faculty time spent creating content*
 - *Lagging:*
 - *# of engagements with promoted content*
 - *# of referrers coming from social media to Library website*

Commented [W(1)]: maybe some web analytics metric, like referrers coming from social media to library website

- **Objective:**
 - Regularly compile content into an internal Library newsletter (*Brief Notes*) and distribute internally.
- **Key Results:**
 - Regular distribution of *Brief Notes* internal newsletter resulting in increased awareness of Library events, initiatives, personnel matters, and other issues of interest to an internal audience of Library employees.
- **KPIs:**
 - *Leading:*
 - % of Library employees who open the newsletter
 - *Lagging:*
 - Results of annual survey of Library faculty and staff about *Brief Notes*

- **Objective:**
 - Provide guidance and assistance to Library faculty and staff who are promoting Library collections, events, services, and other initiatives, including submissions to the *Daily Register* and *MyUI*, submissions to Creative Services, and Library giveaway items.
- **Key Results:**
 - Act as a point of contact for individuals promoting various Library offerings.
- **KPIs:**
 - *Leading:*
 - # of promotions assisted with
 - *Lagging:*
 - Use of promoted collections, events, services, and/or other initiatives.

Assessment:

Reporting:

Using the KPIs as evidence, the Team Lead will report regularly to Library leadership. A final report for the Team will be due annually that summarizes team activities and accomplishments, noting which results were met and which were not and present a revised Team document for use in the following year.

Timeframe:

- Program objectives, key results, and KPIs finalized by November 2023
- All KPIs will be reported and measured by end of Spring semester (May 2024)
- Final report due by the end of July 2024

Reporting to:

- Ben Hunter

Team/Unit Members:

- Liaison rep
- Collections rep
- Student Engagement rep
- Research & instruction Rep
- Operations & Access rep
- Spec rep

Timebound Goals for Year (optional):

- In conjunction with other Library stakeholders (e.g., Liaison Team, Collections Team), create template for campuswide newsletters and a process for soliciting, compiling, and distributing content through email newsletters.
- Create a workflow that any Library employee could use to promote Library collections, events, etc. that includes keeping the Marketing & Communications Team aware and at least nominally involved in the process.
- Determine an appropriate meeting schedule and allocation of work for the Marketing & Communications Team.