MarCom 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.

Library KPIs:

- Relevant
    - Building Usage
    - Course Reserves
    - Digital Collections
    - Electronic Resources
    - Exhibits
    - Fellowships
    - Geographic Information Systems
    - Instruction
    - Physical Circulation
    - Research and Reference Assistance
    - Research Information Management
    - Special Collections & Archives
    - Student Savings
    - Web Properties

Objectives (includes timebound goals and projects):

- Finish formalizing MarCom processes.
    - **Why:**
        - Ensure that users know about Library offerings in a timely way.
        - Save staff and faculty time.
        - Reduce confusion and redundant work.
    - **How:**
        - Create, refine, and communicate to entire library
        - Document fully in Library Annual Manual.
    - **Success looks like:**
        - Consistent use of processes throughout Library.

Final Outcomes

A form for submitting marketing and communications requests was created (https://tinyurl.com/LibraryMarCom) and distributed to the Library; usage has been low, with about twelve submissions. Continuing to remind people about this form/process will be important.

- Hire a student employee to help with social media accounts and possibly other marketing and communication activities.
    - **Why:**
        - Have more of a student voice in our marketing and communication efforts.

- - Ensure consistent marketing and communication efforts.
    - Lessen the burden on fulltime Library employees.
  - **How:**
    - Hire a student in the fall
    - Determine an appropriate scope and amount of work
    - Document processes and expectations
  - **Success looks like:**
    - A successful hire and a clear position description and set of goals that can be used from year to year.

Final Outcomes

We hired a student and had success with him contributing to social media and working with our templates. Though we gave him space to pursue his own marketing ideas, he didn't end up producing anything. It's unclear if this is due to position description, expectations, or the motivation of the individual in that position. Overall, this position was a success and could be further developed to be more successful in the coming years.

- Continue distributing and improving "Letters from the Library."
  - **Why:**
    - Ensure that users know about Library offerings in a timely way.
  - **How:**
    - Continue coordinating content and distribution using established processes.
  - **Success looks like:**
    - Increasing newsletter usage statistics.

Final Outcomes

We published a total of eight monthly newsletters, though we only received statistics for five. The table below shows a slight increase in our final newsletter, though this is not part of a sustained trendline. These numbers give us a baseline to try and improve on next year.

Month	Emails Sent	Delivered	Unique Opens	Unique Clicks	Bounces	Unsubscribes	Open Rate (%)	Click Rate (%)
Oct-24	4839	4351	1615	46	93	2	37.12	1.06
Nov-24	4829	4258	1585	45	23	0	37.22	1.06
Dec-24	4826	4238	1600	44	21	1	37.75	1.04
Mar-25	4819	4173	1660	21	15	2	39.78	0.5
May-25	4821	4148	1620	65	19	2	39.05	1.57

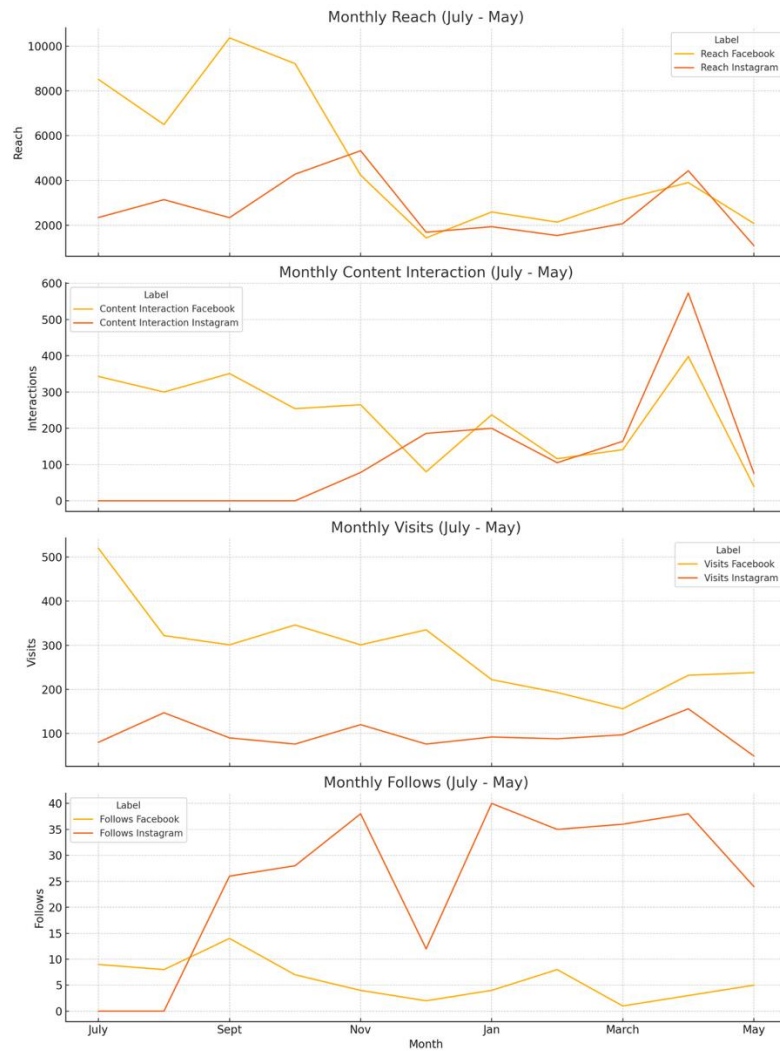**Unit/Team Metrics:**

- Engagement with Library social media

- Newsletter usage statistics

Final Outcomes

Overall social media usage was generally stable, though there seemed to be a decrease in engagement in the second half of the year.

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June
Reach Facebook	8511	6495	10365	9215	4236	1433	2589	2137	3147	3902	2081	528
Reach Instagram	2343	3141	2336	4278	5325	1685	1934	1538	2069	4433	1089	240
Content Interaction Facebook	343	300	351	254	265	80	237	116	141	398	40	28
Content Interaction Instagram	0	0	0	0	78	186	200	105	164	573	76	30
Visits Facebook	520	322	301	346	301	335	222	193	156	232	238	58
Visits Instagram	80	147	90	76	120	76	92	88	97	156	49	14
Follows Facebook	9	8	14	7	4	2	4	8	1	3	5	3
Follows Instagram	0	0	26	28	38	12	40	35	36	38	24	3

*Note June statistics were collected early in the month

Monthly Reach (July - May)

Monthly Content Interaction (July - May)

Monthly Visits (July - May)

Monthly Follows (July - May)

Membership:

- Ben Hunter (Team Lead)
- Ariana Burns
- Jessica Fleener
- Clinton Johnson
- Jylisa Kenyon
- Norman Lee

Reporting to:
- Dean