

Marketing Your Library: Listening to Your Users

NEOS Mini-Conference

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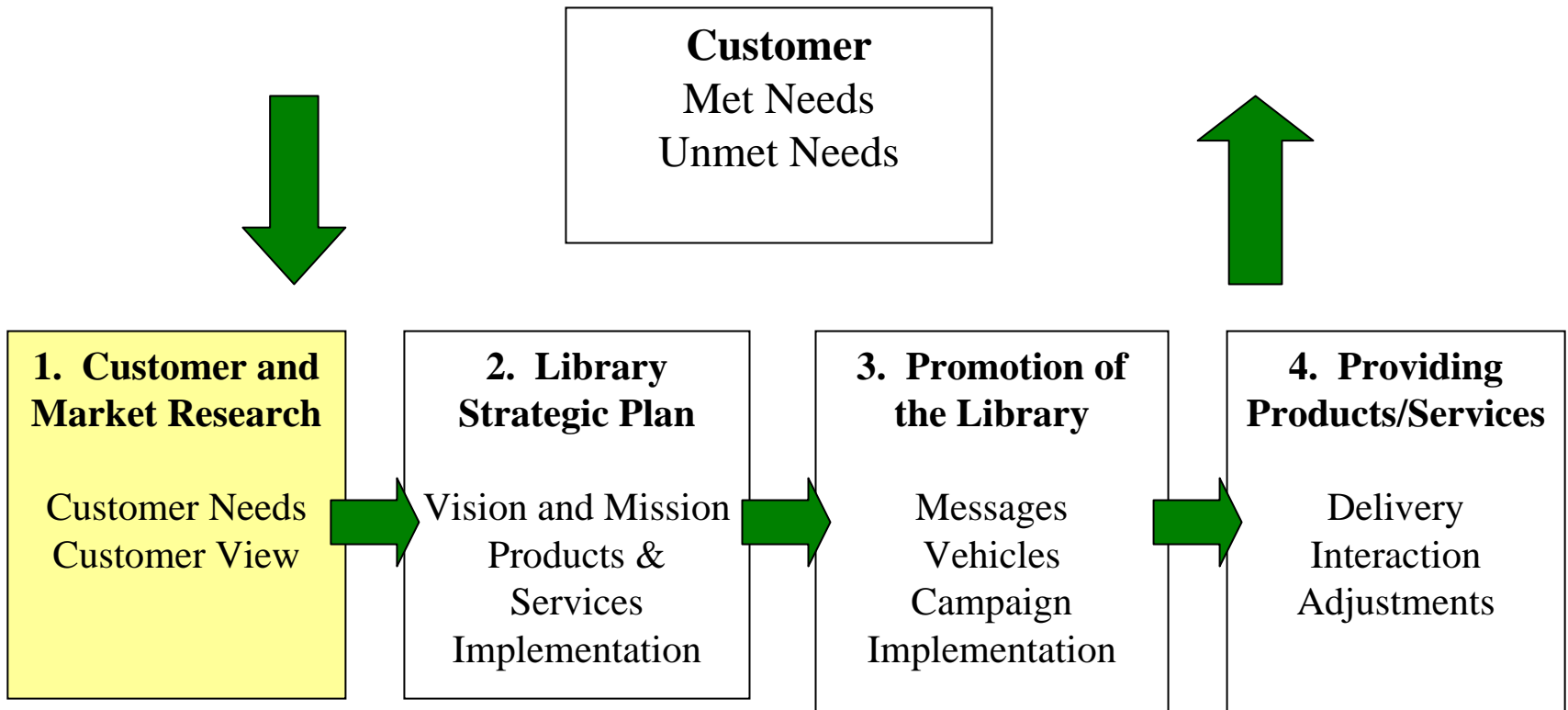
Assessment Librarian

University of Alberta Libraries

Marketing is.....

*The activities of listening to customer needs,
and then offering products and services to
meet those needs accompanied by
messages that shape audience perceptions.*

Marketing Planning Process



Changing User Behavior

The less we see our users the less sense we have of how they are using our services, how they want to be using our services and their satisfaction with our services.

Finding Print Research Journals:

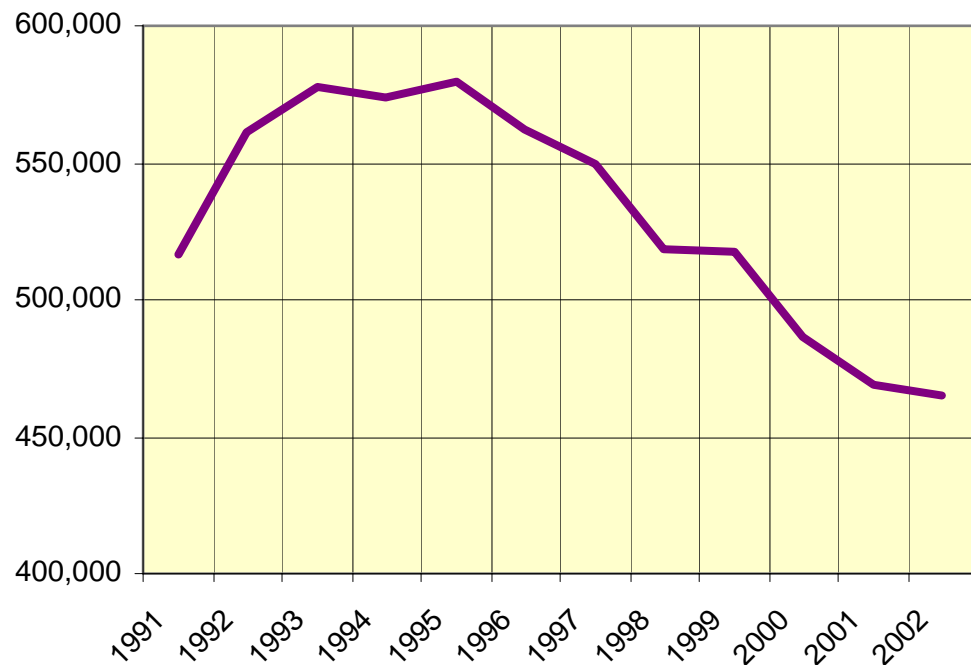
- 13.9% ask a librarian
- Only 3.2% consider consulting a librarian the preferred way of identifying information

Finding Electronic Research Journals:

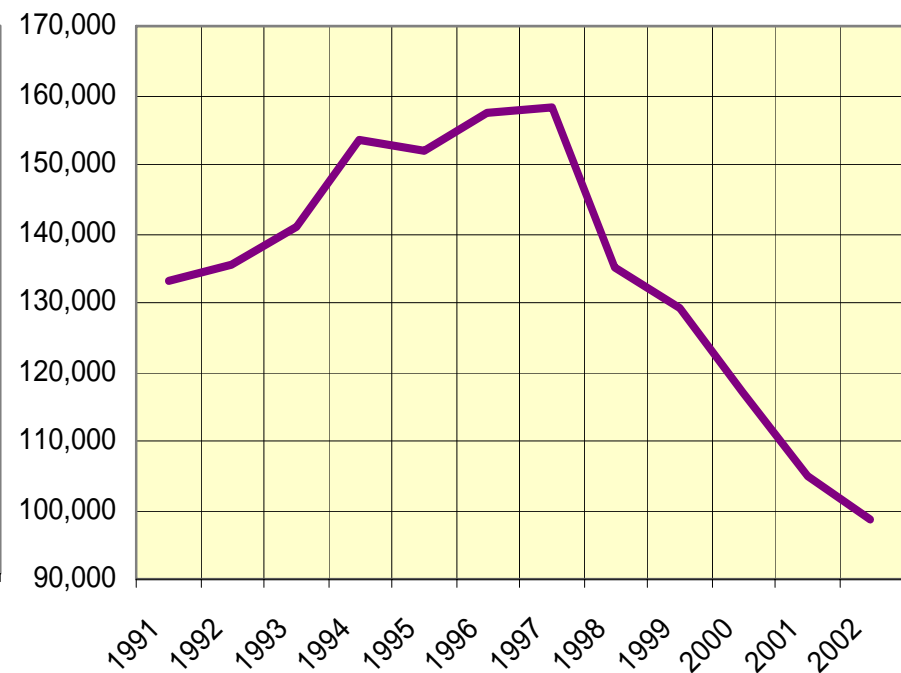
- 92.7% find out about e-journals on-line
- Only 2.5% would prefer to ask a librarian

ARL Service Transaction Statistics 1991-2002

Circulation



Reference



Ways to Listen to Your Users

- Regular surveys of user groups
- Other institution survey results
- Focus groups
- Interviews
- Advisory panels
- Quick satisfaction questionnaires
- Spot interviews
- Suggestion boxes
- Use statistics / Transaction logs
- Usability studies

University of Alberta Libraries Initiatives

- LibQUAL survey (2002, 2003, 2004)
<http://www.library.ualberta.ca/survey2003/>
- Usability studies
- One-on-one interviews
- Quick satisfaction questionnaires
- Suggestion Box
<http://www.library.ualberta.ca/feedback/index.cfm>