

CRASH COURSE

in

Marketing for Libraries

Second Edition

Susan W. Alman and
Sara Gillespie Swanson



Crash Course In Marketing For Libraries 2nd Edition

**Susan W. Alman, Sara Gillespie
Swanson**



Crash Course In Marketing For Libraries 2nd Edition:

Crash Course in Marketing for Libraries Susan W. Alman, Sara Gillespie Swanson, 2014-12-02 Explains effective marketing strategies and identifies the tools needed to boost the visibility and increase the use of your library in the community Marketing a library's programs or services takes more than sending out a flyer or posting an announcement on the website Effective marketing is important for every library as it can lead to a significant increase in library use which is a major factor in budget justification Crash Course in Marketing for Libraries Second Edition will help you develop a strategic direction for your organization and identify methods for employing your best marketing and public relations strategies Each chapter of this second edition has been updated and expanded comprehensively addressing the planning implementation and evaluation stages of the marketing and public relations process in libraries The rise of social media as a powerful marketing tool is discussed in particular detail The authors cover topics such as planning promoting through the use of the existing media or advertising and assessing the project The book's appendixes provide examples of marketing plans and projects as well as other helpful marketing resources *Crash Course in Marketing for Libraries* Susan Webreck Alman, 2007 Crash Course in Marketing gives the librarian with little formal training a member of the friends of the library who would like to help with marketing or someone who has had little experience with marketing to gain skills needed to build a marketing plan for their library Examples from libraries are used to illustrate the marketing elements described Here is everything librarians especially those in small libraries need to know about marketing PR and advocacy You'll learn what these things are and why they make sense for the librarian in a small library More important this book will teach you how to perform these important tasks including how to develop a marketing plan how to work with the media and how to raise money with events Appendixes include Useful Resources for the Librarian Created for those with little formal LIS training who are working in small rural libraries this entry in the Crash Course series will also be useful for librarians who are new to this area of service or need to brush up on their skills The reader will find easy to follow instructions with examples to illustrate the implementation of various methods **Crash Course in Marketing for Libraries** Susan W. Alman, Sara Gillespie Swanson, 2014-12-02

Explains effective marketing strategies and identifies the tools needed to boost the visibility and increase the use of your library in the community Marketing a library's programs or services takes more than sending out a flyer or posting an announcement on the website Effective marketing is important for every library as it can lead to a significant increase in library use which is a major factor in budget justification Crash Course in Marketing for Libraries Second Edition will help you develop a strategic direction for your organization and identify methods for employing your best marketing and public relations strategies Each chapter of this second edition has been updated and expanded comprehensively addressing the planning implementation and evaluation stages of the marketing and public relations process in libraries The rise of social media as a powerful marketing tool is discussed in particular detail The authors cover topics such as planning promoting

through the use of the existing media or advertising and assessing the project The book s appendixes provide examples of marketing plans and projects as well as other helpful marketing resources Video Marketing for Libraries Heather A. Dalal, Robin O'Hanlon, Karen L. Yacobucci, 2017-08-01 Today s libraries need to market their resources and services more than ever Thanks to the proliferation of digital information patrons can easily find information from other sources without recognizing the usefulness and relevance of their library Libraries have been producing their own promotional videos with success strengthening their relationships with their users and gaining new audiences You can increase awareness of your library s resources services by producing your own videos Video Marketing for Libraries provides step by step instructions on how to produce videos designed to market your library and strategies to assess their impact This book will guide you through gaining internal support crafting a clear message building the library s audience writing storyboards and scripts casting and rehearsing actors filming and recording voiceover editing publishing promoting using online tools animation software and assessing the efforts

Fundamentals of Collection Development and Management, Fourth Edition Peggy Johnson, 2018-07-23 Technical Services Quarterly declared that the third edition must now be considered the essential textbook for collection development and management the first place to go for reliable and informative advice For the fourth edition expert instructor and librarian Johnson has revised and freshened this resource to ensure its timeliness and continued excellence Each chapter offers complete coverage of one aspect of collection development and management including numerous suggestions for further reading and narrative case studies exploring the issues Thorough consideration is given to traditional management topics such as organization of the collection weeding staffing and policymaking cooperative collection development and management licenses negotiation contracts maintaining productive relationships with vendors and publishers and other important purchasing and budgeting topics important issues such as the ways that changes in information delivery and access technologies continue to reshape the discipline the evolving needs and expectations of library users and new roles for subject specialists all illustrated using updated examples and data and marketing liaison activities and outreach As a comprehensive introduction for LIS students a primer for experienced librarians with new collection development and management responsibilities and a handy reference resource for practitioners as they go about their day to day work the value and usefulness of this book remain unequaled

Crash Course in Contemporary Reference Francisca Goldsmith, 2016-10-31 A fresh detailed and thoughtful examination of reference services in the context of evolving community information needs and habits a changing technological landscape and new search strategies Professional practices in the field of library reference services have changed dramatically in the past decade in response to shrinking print reference collections and evolving technology search strategies and user needs and interests This new guide explains all the basics of reference services covering resource types and awareness of their appropriate uses collection development and maintenance techniques that support reference service work the latest online searching techniques and best practices

for service interactions through various platforms including email chat text phone and face to face Additionally it addresses reference service ethics communication and conducting reference interviews important policies related to reference service development provision and maintenance alternative reference service delivery points now in use and professional service provider networking Both experienced reference librarians and those new to reference service will benefit from in depth coverage of recent changes in online reference resources and print based resources guidelines for authoritative evaluation of web based resources explanations of online catalog searching skills and tips for reference web page construction The book also contains an expanded section on making digitized collections accessible and relevant information on the growing need of members of the general population for help with various federal government access programs ranging from Veterans Affairs and Social Security to health care access income tax regulation fulfillment and immigrant documentation and explanations of copyright in the digital sphere of resource use and transfer

Crash Course in eBooks Michele McGraw, Gail Mueller Schultz, 2016-10-11 Everything you need to know about eBooks is explained in this holistic guide to a new world of reading from selection and curation of an eBook collection to training and support for staff and patrons eBooks are a must for today's libraries making this introduction indispensable for those who have yet to delve into the ever expanding universe of downloadable material This crash course is an easy to use hands on approach that will simplify the decision and implementation processes It introduces you to eBooks and eReading and covers the many issues surrounding eBooks in circulating libraries including technology acquisition and training You'll learn how to launch a program what to buy how to let your public know you've added eBooks to your collection and how to circulate the materials The guide will also help you with decisions like vendor selection how many eBooks to purchase which delivery platforms to employ how best to offer access and licensing agreements Chapters can be consulted as stand alone overviews of key areas or the book can be used as a source of holistic instruction While it will be especially useful to small or rural circulating libraries including public libraries school libraries and specialty libraries that may have a small staff responsible for all aspects of library service tips on things like promoting an eBook collection are pertinent to enhancing any collection

Crash Course in Storytime Fundamentals Penny Peck, 2015-01-26 This manual is a one stop shop on how to present storytimes to suit different audiences including bilingual learners special needs children and those in a variety of settings such as Head Start preschools and day care situations This beginner's guide to storytelling traces the developmental stages of very young children illustrating how to present storytime for babies toddlers and preschoolers as well as in family settings to be most effective Author Penny Peck will teach you the fundamentals of reading with the intent of capturing children's imaginations showing you how to incorporate music play and hands on activities into your routine She offers expert advice on how to choose the best picture books and provides lists of books for addressing particular literacy needs A perfect primer for those new to the task this guide illustrates how to make this activity a favorite of children and provides tips for progressing in the role of storyteller

with ideas for engaging your audience and enhancing enjoyment Beginning with the basics of performing a library storytime each subsequent chapter builds on that knowledge offering ways to infuse technology special needs adaptations and music into the story The revised edition addresses such current topics as iPads apps usage online options and dance programs

Crash Course in Technology Planning Christopher D. Brown, 2016-07-18 This easy to use primer will empower anyone even those with no IT background to face the challenge of adding one or more technologies to library services or maintaining existing technologies Most of the public libraries in the United States are operating on tight budgets without allocation for IT personnel in school libraries the librarian often takes on the lion's share of IT responsibility This book is an invaluable guide for library staff members who are put in the position of maintaining their own networks and computers with very little training or support Authored by an assistant library director with years of firsthand experience working as a solo IT manager within public libraries this guide provides practical information about overcoming the unique challenges of managing IT in a smaller organization juggling multiple job roles being limited by a restrictive budget and working directly with the public *Crash Course in Technology Planning* addresses a wide variety of IT topics in the library sphere providing information in a logical manner and order It begins with an explanation of triaging existing IT issues then moves into diagnosing and repairing both individual PCs as well as the library Local Area Network LAN The following chapters cover other important topics such as the best way to inventory computers and equipment how to budget for and procure new equipment and recommended ways for an IT layperson to set and achieve goals

Crash Course in Weeding Library Collections Francisca Goldsmith, 2015-11-02 Weeding is a perennial challenge for librarians This book will help you rise to the task by offering you basic instructions including information on new formats and digital collections Weeding is often difficult who can easily decide to discard books and other materials that someone may someday want to borrow But weeding is essential to keeping your collection healthy and relevant Perfect for all types of libraries and for both paraprofessionals and librarians unfamiliar with modern weeding methods this practical guide offers clear guidance that can help you cope with the sometimes paralytic fear and distaste that can accompany a must do task Each of the book's chapters treats a specific concern for example weeding electronic collections Practical matters related to collection maintenance through material and online resource weeding are addressed as are policy and procedure documentation and communication planning and best practices You'll read about weeding ethics using vendor provided weeding tools and floating collections The book also shares advice on training volunteers as weeding assistants and on communicating with library stakeholders about collection maintenance By showing you how to make weeding a normal part of your library's routine this book will help you provide your community with a healthier better circulating and more valuable collection

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web step 1 identify what the writer has done look at the techniques used by the writer in this case the writer has used verbs and adjectives that share a sense of foreboding eg

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graphic organizers are one of my go to strategies for elevating thinking we can use them to differentiate and to guide students as we work in small groups i like to keep a variety of literary analysis graphic organizersfor see more

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