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Marketing & Communication of Studies Support Services in VU Library

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Content

- Studies and Research Support Division
- Promotion and marketing tools
- Results, challenges and opportunities
- From A to B

Studies and Research Support Division

- Established 1,5 year ago
- 10 subject/faculty librarians
- By faculties, not by subject (librarian for Life Science Center, librarian for Faculty of Philology, etc.)

Studies and Research Support Division: main tasks

- academic literacy training for students and researchers;
- participation in development of respective information resources collections;
- advise on search, management and use of information resources;
- participation in surveys aiming to assess quality of services and trends for their further development;
- carrying out surveys identifying information-related behaviour of users and their satisfaction with provided services;
- developing new services for research and studies;
- promotion of open access, institutional repository, digital collections, scholarly communication tools created/supported by the Library.

Promotion and marketing tools: formal introduction to community

- Meetings with faculty decision makers – Council of faculty, board of studies, programme committee, etc.
- Segmented, targeted information – librarian to his/her faculty
- Our services – how we can help
- Questions/answers
- Value – eye contact 😊

Promotion and marketing tools: students integration week

- Meeting and greeting new students (3 500 last year)
- Personal communication – “Hey, I’m your librarian”
- Short introduction to library services
- Guided tour around library
- Demonstration how to use self service equipment, etc

Promotion and marketing tools: trainings

- Segmented trainings: by subject, by degree, students, researchers
- Promotion of library's subscribed resources, trainings on how to use them, Going deeper into resources and tools provided by library (print, electronic, software).
- Media and information literacy platform created by library. (based on Moodle). Interactive platform for learning information literacy, as an extension of trainings, a tool for self-education.
- Information literacy trainings for students with attractive and understandable topics, such as "How to find what Google can't find?"

Promotion and marketing tools: continual communication

- In person communication with faculty community – twofold role;
- Newsletters on new materials, events and trainings
- Participation in faculty events
- Regular meetings with students association
- Librarian's own page
- Social media to reach students: posts about trainings, consultations on facebook.

Librarian's page

Vilnius
University



Vilnius
University
Library

About ▾ Services ▾ Places ▾ Science and studies ▾ Resources ▾

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Science and studies

> Scholarly Communication

▾ Subject librarians

> Business school

> Faculty of Chemistry and Geosciences

> Faculty of Communication

> Faculty of Economics and Business Administration

> Faculty of History

> Faculty of Law

> Faculty of Mathematics

Life Sciences Center



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Subject collection: Life Sciences Reading Room

Databases >

Journals >

E-books >



Evidence based results: EBA

2015 m. – agreement with su Wiley - first timid pilot project

2016 m. – agreement with Cambridge University Press;

2018–2019 m. – 2nd agreement with CUP.

Promotion and marketing: personal targeted communication + information on advantages and possibilities during all kinds of training sessions

Results – usage: 28 801 (Wiley) – 52 722 chapters downloaded (CUP).

Promotion of service:

- Individualized – for each faculty it's subjects' new releases each one or two months;
- Continual reminders (newsletters, trainings)
- Good feedback – *thank you, it's very useful* letters.

Challenges and opportunities

Second law of Ranganathan is still valid - *every person his or her book.*
Applies to all library services – every person has to receive his/her service.

Segmented marketing: individualized search results, targeted online advertising - libraries should invest into knowing its users.

Different library users: scholars, scientists, researchers students; by subject.

Different services, communication channels: to reach all community/each member - different communication channels – social media for millennials and other who use it, e-mails for most academics, phone calls, meetings

Challenges and opportunities

Orientation towards market, not product.

Products based on the feedback from customers. (Books, e resources, space without books)

Qualifications needed for library marketing

Librarian storyteller, negotiator (offer, ask, find best solution).

From A to B

Everyone is trying to get from A to B. We have to show them how we'll help get them there quickly and more successfully. As a marketer you're going to find it difficult to stop them, turn them around to pay attention to your idea, listen to it and then understand what it means for them. Your best bet is to target messages at them which truly help them get to where they're already going and make **it absolutely clear how the library helps them to do that**

Ned Potter *Library Marketing Toolkit*



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