

Notes from Arthur Public Services Committee meeting, January 30, 2001

Present: Catherine Craven, Connie May, Nina Stawski, Janet Caruthers, Bill Lowe.

1. Connie gave a tour of Page Library, Lincoln University.
2. Began ongoing discussion about promotion/marketing of libraries and library resources and targeting groups or departments. The committee wants to provide five solid promotional ideas to the Arthur libraries for possible implementation (depending on local resources) by May 2001.

Discussed articles received at the last meeting. Members will find two other articles discussing promotion/marketing and will provide copies to other members two weeks before the next meeting.

Possible marketing ideas include the thoughts listed below.

- Send a campus-wide email or provide a print copy of an annotated list of databases
- Send campus-wide email about free trial databases and provide on library's web page during trial period
- Provide library information in student packets
- Provide library information and give library tour to student campus ambassadors
- Provide a binder of library information to each faculty member
- Send a list of new books via email to all faculty
- Attend a department meeting to discuss databases pertinent to that department
- Talk with faculty members individually about databases
- Library newsletter
- Publish library newsletter or library information in preexisting publications such as a campus newsletter, student newspaper, alumni publications, etc.
- Bookmarks, rulers, key chains, bags, scratch pads, book bags, umbrellas, pens or pencils, pocket calendars with library information
- Have library promotions during library week. Providing food usually draws more people
- Develop a list of faculty and staff favorite books and why the book is important to the person
- Advertise faculty publications in library newsletter
- Develop a partnership with a campus department or a community business

Janet wondered if the libraries have a budget line item specifically for developing marketing ideas. Catherine wondered if MOBIUS has plans to purchase promotional tools for the consortium.

3. Bill brought to the committee's attention that when printing a bibliographic record with enhanced table of contents there is not a way to print only a brief bib. The committee agreed this is a concern and will forward the request for change to the Arthur Coordinator's committee.
4. Bill mentioned that when doing a keyword search in Arthur the statement "Record x of x" does not appear at the top of the bib record like it does when doing an author or subject search. The committee will forward a request for change to the Arthur Coordinator's committee.
5. Janet reported that there is a problem with the "see" references in the Webpac. This is a known "bug" and III is working on the problem.
6. The next meetings are scheduled for February 22, 1:00 pm, at Stephens College and for March 22, 1:00 pm, at Columbia College.