

Library Marketing Team living document on strategies, tactics, and measures for reaching e-learners

**[Marketing Team Goal #4] – Increase e-learners’ awareness and use of the Egan Library services**

**Strategy 1: Survey e-learners**

Tactics	Dates	Notes	Measures	Budget/workload
Create and distribute a short survey to measure user interaction with the library and user needs following UAA Library e-learning survey	By AY 2018	Communicate with UAA e-learning librarian about their survey questions and results	# students completing survey	e-learner librarian, library faculty team effort
Re-write student course evaluation questions about the library - if needed	Depends on what we decide in our Data Management Plan	In cooperation with Data Management Plan – relevant data will be identified		Library faculty team effort

**Strategy 2: Liaise regularly with faculty and departments to highlight library resources and services**

Tactics	Dates	Notes	Measures	Budget/workload
Create a map / written plan on where e-Learning faculty are located and how services get communicated to them	AY 2016		Plan written Communication channels ID'd	e-learner librarian, marketing team
Connect with department admins to encourage them to post library information on department sites	AY 2016, ongoing		# departments posting library info on websites.	By liaison librarians
Feature monthly e-learning specific information in the @Egan Newsletter	ongoing		dedicated column for e-learning	e-learner librarian, marketing team

**Strategy 3: Liaise with faculty to embed the library and instructional materials into course sites**

Tactics	Dates	Notes	Measures	Budget/workload
Create chat widget or other way to embed chat in course sites	AY 2016 to begin	May take time/be complicated without expertise – ask Maureen O advice	# courses providing direct access to chat	e-learner librarian, TLTR representative
Continue creating course-specific guides, often tied to assignments (Egan & Ketchikan libraries)	ongoing		# course / assignment specific guides	Cost of LibGuides license, part of teaching and learning
Provide asynchronous instruction (e.g. videos, documentation, etc.)	ongoing		# asynchronous instruction sessions	Expertise in-house, but also need instructional design support for close-captioning, training on new technologies
Seek opportunities for serving as an “embedded”	Dependent on library	Need to discuss strategy, refer	# classes with embedded	Workload intensive,

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librarian	faculty workloads	to literature on best practices	librarian	multiple library faculty required
<b>Strategy 4: Highlight the library in course work</b>				
<b>Tactics</b>	<b>Dates</b>	<b>Notes</b>	<b>Measures</b>	<b>Budget/workload</b>
Collaborate with discipline faculty to incorporate library research into course assignments / create bibliographies for non-research classes highlighting online materials for e-learners	ongoing  AY 2017, ongoing		# collaborations resulting in library research assignments	Liaison librarians  Liaison librarians
<b>Strategy 5: Hold events for e-Learners</b>				
<b>Tactics</b>	<b>Dates</b>	<b>Notes</b>	<b>Measures</b>	<b>Budget/workload</b>
Continue providing e-Learner Open House, improving based on experience and responses	AY 2016, ongoing		Compare to fall 2014 results  # attendees	e-learner librarian
Work with IT to make link to Open House available within UAS Online portal & automatic enrollment	Summer 2015	Linking to Blackboard awkward in fall 2014	Link available  Auto-enrollment option available	e-learner librarian
Participate in e-orientation, improving based on experience and responses	Summer 2015, ongoing	Contact Lori Klein to plan ahead for fall	Is e-orientation provided?	e-learner librarian
Connect with department admins to discuss how they disseminate info to students and use some of those methods; share suggestions with departments as to how to get info out to students: e.g. direct emails, on department website, via individual faculty, embed link to Open House in course sites, add info to syllabi	AY 2017, ongoing		# admins contacted,  resulting info	e-learner librarian with marketing team
Hold one brown bag educational session for e-Learners each semester	Spring 2016, ongoing		# sessions # attendees	e-learner librarian and other faculty librarians as a team
<b>Strategy 6: Create a Library Basics course available to all students</b>				
<b>Tactics</b>	<b>Dates</b>	<b>Notes</b>	<b>Measures</b>	<b>Budget/workload</b>
Create course	AY 2016, ongoing	Work with IT to make link to Library Basics course available within UAS	Link available, # students connected, quiz results, student feedback	e-learner librarian and information literacy librarian

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Include video or other greeting / introductory info specifically for e-Learners as part of the course	AY 2016	Online portal Develop video	e-learner librarian and information literacy librarian
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**Strategy 7: Contact e-learners directly**

Tactics	Dates	Notes	Measures	Budget/workload
Beginning of semester email (short and sweet)	July 2015, ongoing	2/6 – JW spoke with Eric Lingle, Admissions. They do not separate e-learners from on-campus learners from Banner; they do have a list of incoming students that they send a few mailings/ emails to as they are gearing up for UAS. There is an email that lists student activities and offices and he suggested the library be included on that mail. JW will contact Eric in July to get in on the mailing for fall 2015.	Is library info added to student mailing?	e-learner librarian
Message to e-learners before mid-terms – published in Whalesong, Facebook, and identify other venues for sending a mid-terms message to e-learners	AY 2017, ongoing	Problem to isolate e-learners.	Message created and published?  # Facebook views and likes	e-learner librarian with marketing team  publication fees
Direct mailings to Sitka campus students and e-learners through Sitka? Postcard or insert?	Summer 2015, ongoing	Summer 2015 note that Sitka Public Library is joining JLC!		e-learner librarian and public services librarian  PR office  Costs of pamphlets, paper, & postage

**Strategy 8: Provide consistent message**

Tactics	Dates	Notes	Measures	Budget/workload
Introduce e-Learners to the library via a specific webpage, research guide, or video (e.g. y)	?	This will be dependent on UAS website re-structuring efforts for e-learners	A portal page A library guide A video	e-learner librarian and public services librarian with marketing team
Welcome to e-learners message video	Target 2017	Clickable YouTube functions?	Video linked on library home page  Video distributed	e-learner librarian with marketing team and library faculty team approval

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				through communication channels ID'd by marketing team	
	Use consistent branding – within UAS Online, courses, etc.	Target AY 2016 as first wave of promotions, ongoing	This really needs to be developed as part of our PROMOTIONS campaign – brainstorm our messaging! JW		Marketing team with faculty librarian team approval
	Highlight the Egan Library as “your library” for e-Learners			# hits on the link	Marketing team
<b>Strategy 9: Promote course specifically for e-learners</b>					
	<b>Tactics</b>	<b>Dates</b>	<b>Notes</b>	<b>Measures</b>	<b>Budget/workload</b>
	Continue to offer LS111	ongoing		LS111 is offered with increasing enrollment	Information literacy librarian
	Promote LS 111 in conjunction with other library info to e-Learners (see also LS110 and LS111 promo ideas)	ongoing			Information literacy librarian with marketing team