

Association of College & Research Libraries
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Division-level Committee Annual Report and Work Plan Template

Committee

Committee: *Marketing Academic and Research Libraries Committee*

Charge: To address the marketing and promotion of academic and research libraries. Responsibilities for the committee may include the following assignments:

1. Solicit ideas/updates for the Academic and Research Libraries Campaign Toolkit and serve as the editorial board for the toolkit.
2. Update the ACRL @your library website
3. Provide ongoing training opportunities through workshops, preconferences, and program-possible Preconference at ACRL National Conferences and ALA Midwinter Meetings and Annual Conferences.
4. Maintain a pool of trainers who will be available to assist librarians in developing local marketing plans
5. Establish liaison with other appropriate committees throughout ALA, including the ALA Public Awareness Advisory Committee and possibly in related library and higher education organizations such as ARL, ACE, etc.
6. Monitor ACADEMICPR electronic discussion list for marketing/promotion ideas that should be given a wider audience.
7. Conclude an evaluation of committee activities after 4 years.

Is the charge an accurate description of the committee's work? Yes

General information

2010-2011 Chair: Jennifer Church-Duran

2011-2012 Chair: Douglas K. Lehman

2011-2012 Vice-chair: Heidi M. Steiner

2011-2012 Board Liaison: Mary Ann Sheble

2011-2012 Staff Liaison: David Free

2010-2011 Committee Report

This report will be included in the Committee’s official record of activities maintained by the ACRL staff.

What were the major projects/activities accomplished by your committee in the 2010-2011 membership year?

<p>1. Activity/Project Name:</p>	<p>Reviewing, revising and updating the Toolkit for Academic and Research Libraries.</p>
<p>2. Identify the one component of ACRL’s Strategic Plan most advanced by the activity/project.</p>	<p>Strategic Area: <input type="checkbox"/> Higher Education and Research <input checked="" type="checkbox"/> The Profession <input type="checkbox"/> The Association</p> <p>Goal Area: Leadership</p> <p>Strategic Objective: Strategic Objective 2 & 3 <i>“2. Design and deliver tools to ACRL members to empower them to communicate the value of their contributions to learning and scholarship”</i></p> <p><i>“3. Increase recognition of the value of libraries and librarians by leaders in higher education, information technology, funding agencies, and campus decision making.”</i></p>
<p>3. Describe the activity/project. (Its purpose and intended outcomes, and how it relates to the strategic direction identified above.)</p>	<p>Purpose: To conduct a thorough review of the current Toolkit content and structure, and ensure the currency and relevancy materials, update and enhance its usefulness to academic and research libraries.</p> <p>Intended outcomes: The updated and expanded content within the toolkit will reflect changing tools, delivery mechanisms and latest practices in marketing and outreach. Consequently, these elements can be incorporated into their respective libraries’ marketing plans, communication strategies and donor relations programs.</p> <p>Description of connection to ACRL strategic plan: to provide ACRL member libraries with the resources and tools necessary to build substantial and meaningful outreach, PR and education campaigns in their respective academic and community centers. This will empower Libraries and enable them to <i>“increase recognition of the value of libraries and librarians by leaders in higher education, information technology, funding agencies, and campus decision making. (Goal Area: Leadership, Strategic objective 3)</i></p>
<p>4. This activity/project is a:</p>	<p><input type="checkbox"/> continuous project assigned in charge <input type="checkbox"/> short-term project that will be completed this membership year <input checked="" type="checkbox"/> long-term project continuing past this membership year (timeframe: _____)</p> <p><i>Updating should be incorporated into the work flow of the Committee as a regular duty. Consider an annual or alternating year schedule – in order to keep content fresh, highlight new tools and include current examples</i></p>

Proposed completion date for the activity/project: 6/30/2012				
5. Outline the plan for the activity/project and timelines. (e.g., financial*, technology, staff support),	Specific Actions	Party Responsible	Resources Needed	Results
	Form task force assigned to review current tool-kit			
	Conduct a comprehensive review of the content, layout, structure and focus of the current toolkit. Include considerations for new approaches and directions	Jennifer Church-Duran and MARL membership via ALA Connect		First review completed. Need for updating extensive. Requires an almost complete overhaul of the content and examples. Initial recommendations for updates, new content and formatting changes included in notes and Annual meeting minutes.
	Create draft of recommended changes and submit to MARL membership for review (including any required formatting or layout adjustments for both the print and web based products	Jennifer Church-Duran		Initial draft of proposed formatting changes submitted to group via ALA connect. Changes include interactive features in pdf.
	Input from MARL membership, revisions and final draft completed.	2011-2012 MARL membership		Work in on-going. Requires assigning sections for in-depth re-writes and solicitation of new best practices, examples and contacts.
	New toolkit posted to the website and actively promoted through a variety of pre-determined outlets	2011-2012 MARL membership		

6. Assessment: How will success be measured (e.g., what indicators will be used, what tools will be used to collect data, and what targets will indicate success)?	Assessment Plans		Assessment Results
	Toolkit reviewed, updated and promoted		Initial review of content with suggested edits complete. First draft of updated formatting for Word and pdf complete.
7. Year End Status (To be completed May/June 2011)	<input type="checkbox"/> completed <input checked="" type="checkbox"/> ongoing <input type="checkbox"/> ceased Comments: The 2011-2012 committee will need to review each examples and best practices for possible updating or replacement and supply additional new content, including social media and other new tools. This should be incorporated into the new layout and make use of the interactive features such as the table of contents and hotlinks for URL in pdf form. Consider using new award winning libraries as best practices examples and make a call via the Marketing Minutes for good ideas in place around the country.		

1. Activity/Project Name:	Explore the potential for re-starting the Best Practices in Marketing Academic and Research Libraries Award.
2. Identify the one component of ACRL’s Strategic Plan most advanced by the activity/project.	Strategic Area: <input type="checkbox"/> Higher Education and Research <input checked="" type="checkbox"/> The Profession <input type="checkbox"/> The Association Goal Area: Leadership Strategic Objective: Strategic Objective 2 & 3 <i>“2. Design and deliver tools to ACRL members to empower them to communicate the value of their contributions to learning and scholarship”</i> <i>“3. Increase recognition of the value of libraries and librarians by leaders in higher education, information technology, funding agencies, and campus decision making.”</i>
3. Describe the activity/project. (Its purpose and intended outcomes, and how it relates to the strategic direction identified above.)	Purpose: To provide incentive and recognition for outstanding efforts in marketing, communication and PR and to encourage such efforts in academic libraries nationwide. Intended outcomes: An award will be made to the academic/research library in each category (community college, college, and university) that demonstrates an outstanding best practices marketing program that addresses the criteria for judging as described. Description of connection to ACRL strategic plan: to provide ACRL member libraries with the resources and tools necessary to build substantial and meaningful outreach, PR and education campaigns in their respective academic

	and community centers. This will empower Libraries and enable them to <i>“increase recognition of the value of libraries and librarians by leaders in higher education, information technology, funding agencies, and campus decision making. (Goal Area: Leadership, Strategic objective 3)</i>
4. This activity/project is a:	<input type="checkbox"/> continuous project assigned in charge <input type="checkbox"/> short-term project that will be completed this membership year <input checked="" type="checkbox"/> long-term project continuing past this membership year (timeframe: _____) Proposed completion date for the activity/project: August 2011

5. Outline the plan for the activity/project and timelines. (e.g., financial*, technology, staff support),	Specific Actions	Party Responsible	Resources Needed	Results
	Form task force assigned to specifically to this goal	Douglas Lehman		
	Work with Elizabeth Dupuis on the history and implication on restarting awards – explore any ACRL concerns or restrictions on moving forward with this activity.	MARL members during mid-winter and Annual		Confirmed process required to restart award and submit for Board approval.
	If approval given, review existing structure and criteria of awards and update, adjust or alter as necessary	MARL committee members		Drafted and reviewed at mid-winter and Annual.
	While conducting criteria review, begin process of recruiting new sponsor for the awards. Communicate with ACRL liaison to ensure appropriate contact procedures, etc.	Jennifer Church-Duran		Reviewed sponsorship options with Elizabeth Dupuis. Any solicitation of sponsors must be coordinated through ACRL Board. Due to decreasing number of sponsors, ACRL will determine priorities for sponsorship
	Create final proposal for new award – including confirmed sponsorship – to present to ACRL Awards Program for review and approval	MARL committee members.		Final proposal complete, including request for sponsorship consideration. Ready for submission to Board.

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6. Assessment: How will success be measured (e.g., what indicators will be used, what tools will be used to collect data, and what targets will indicate success)?	Assessment Plans	Assessment Results
7. Year End Status (To be completed May/June 2011)	<input type="checkbox"/> completed <input checked="" type="checkbox"/> ongoing <input type="checkbox"/> ceased Comments: Criteria and structure of award completed. Ready for Board review and approval, including sponsorship options	Revision of criteria and deadlines complete. Set to submit to ACRL Board for approval and consideration for sponsorship options

- Continued the *ACRL Marketing Minute* page on Facebook.

How did you go about getting them done?

- Conducted a thorough review of the current toolkit content and structure and ensured the currency and relevancy of materials, updated and enhance the toolkit’s usefulness to academic and research libraries.

What were the relevant results for your projects?

- A draft version of the revised toolkit has been prepared for review by the ACRL MARL Committee in 2011-12, with the new version posted to the ACRL website and actively promoted through a variety of pre-determined outlets.
- Developed criteria document for Best Practices award. Discussed funding sources with ACRL Board Liaison.
- Established schedule for *ACRL Marketing Minute* to have new post every two weeks. This schedule did not quite work out as planned.

Are any 2010-2011 projects ongoing?

- Continue the review, revision and update of the *Toolkit for Academic and Research Libraries*.
- Complete the plan for the Best Practices award.
- Continue Facebook posts for the *ACRL Marketing Minute*.

What worked well?

- A brief bulleted list is suggested here*

What could have worked better?

- A brief bulleted list is suggested here*

What do you wish someone had told you before starting work on this committee?

What made this work most rewarding (observations/comments/accolades)?

Any other comments, recommendations, or suggestions?

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Division-Level Committee 2011-2012 Annual Work Plan

This annual planning process documents the actions that ACRL will take through the activities of its division-level committees. Each committee's plans should be aligned with its charge and the [ACRL Plan for Excellence](#).

All division-level committees should identify their long and short-term activities and projects, including those directed by the committee's charge. Through this form, committees can report each activity they plan, relating it to the Plan for Excellence and providing measurable objectives, state the projected completion date, and note how the committee plans to evaluate the success of the activity or project. One useful approach to writing goals is the SMART framework (SMART goals are Specific, Measureable, Attainable, Realistic, and Timely) – this framework is the foundation of the planning grid that follows.

Funding for Division-level Committee Annual Plans:

Committee basic services funding (\$150) is intended to cover the committee's annual work. A request for additional funding may be submitted to the ACRL Board of Directors through a Board Action Form. Contact your Board Liaison or Staff Liaison for additional information.

Timeline:

- By June 13: first drafts of 2010-2011 reports and 2011-2012 work plans due: post to your ALA Connect space.
- June 23-29: Committee meetings at Annual Conference (or virtual) include discussion of draft work plan and identify questions that need to be answered and any next steps needed.
- July 11-25: Invite Board liaison to review work plans and make any final revisions needed.
- No later than August 1, final work plan for 2011-2012 posted in ALA Connect and submitted to Katie Coombes (kcoombes@ala.org).
- August 2011-June 2012: Committee accomplishes the planned activities.

Note: To report more than one activity/project, copy and paste the grid below as many times as needed.

2011-2012 Annual Work Plan			
Activity/Project Name:	ACRL Marketing Minute		
Identify the connection to the ACRL Plan for Excellence strategic goals or key performance indicators.	<p>Specific area: Value of Academic Libraries</p> <p>Description of connection: The ACRL Marketing Minute is a social networking effort to share with a wider audience information about ways to more effectively market academic and research libraries and to influence conversations concerning academic and research libraries.</p>		
This activity/project is a:	<p><input type="checkbox"/> continuous project assigned in charge</p> <p><input type="checkbox"/> short-term project that will be completed this membership year</p> <p><input checked="" type="checkbox"/> long-term project continuing past this membership year (timeframe: ongoing)</p> <p>Proposed completion date for the activity/project: This is an ongoing project.</p>		
	<p>The ACRL Marketing Minute will provide marketing research, trends, data and marketing insights inside and outside of academic libraries that will be useful to all members of ACRL . The information will be provided in a brief format that can be read in “one minute.”</p>	<p>MARL Committee members</p>	
Assessment: How will success be measured (e.g., what indicators will be used, what tools will be used to collect data, and what targets will indicate success)?	<p>We plan to survey the ACRL membership through Survey Monkey (or a similar survey instrument pending ACRL approval) to see if the tips provide valuable information in a user friendly format. A link to the survey will be sent along with the marketing minute tips.</p> <p>Through the results of the Survey Monkey tool, MARL is reaching for 50% satisfaction. The Committee will use the feedback from the survey to improve the marketing minute tips.</p>		

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*Note: If resources are required beyond the \$150 division-level committee basic services funding, please work with your Board Liaison and Staff Liaison to prepare a Board Action Form requesting additional funds.

2011-2012 Annual Work Plan				
Activity/Project Name:	Reviewing, revising and updating the Toolkit for Academic and Research Libraries.			
Identify the connection to the ACRL Plan for Excellence strategic goals or key performance indicators.	<p>Specific area: Value of Academic Libraries</p> <p>Description of connection: The toolkit can be used by librarians to assist in the development of marketing plans to promote academic libraries on their campuses and with their institutions.</p>			
This activity/project is a:	<input type="checkbox"/> continuous project assigned in charge <input checked="" type="checkbox"/> short-term project that will be completed this membership year <input type="checkbox"/> long-term project continuing past this membership year (timeframe: _____) Proposed completion date for the activity/project: 6/30/2012			
Outline the plan for the activity/project and timelines. (e.g., financial*, technology, staff support),	Specific Actions	Party Responsible	Resources Needed	Anticipated Results
	Form task force assigned to review current tool-kit	Done		Done
	Conduct a comprehensive review of the content, layout, structure and focus of the current toolkit. Include considerations for new approaches and directions.	Done		J. Church-Duran reviewed and edited much of the toolkit. Work needs to continue to prepare toolkit for next step.
	Create draft of recommended changes and submit to MARL membership for review (including any required formatting or layout adjustments for	Done		J. Church-Duran has provided copy of toolkit with changes to membership. Next step is for MARL review.

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	both the print and web based products).			
	Input from MARL membership, revisions and final draft completed.	MARL Committee		
	New toolkit posted to the website and actively promoted through a variety of pre-determined outlets.	MARL Committee		
Assessment: How will success be measured (e.g., what indicators will be used, what tools will be used to collect data, and what targets will indicate success)?	Toolkit reviewed, updated and promoted.			

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2011-2012 Annual Work Plan				
Activity/Project Name:	ACRL MARL Membership Review			
Identify the connection to the ACRL Plan for Excellence strategic goals or key performance indicators.	<p>Specific area: Value of Academic Libraries</p> <p>Description of connection: The current structure of the MARL Committee is open, with no designated slots for members from the different types of libraries. Priority will be to include members from the three types of libraries (college, university and community college).</p>			
This activity/project is a:	<input type="checkbox"/> continuous project assigned in charge <input checked="" type="checkbox"/> short-term project that will be completed this membership year <input type="checkbox"/> long-term project continuing past this membership year (timeframe: _____) Proposed completion date for the activity/project: 6/30/2012			
Outline the plan for the activity/project and timelines. (e.g., financial*,	Specific Actions	Party Responsible	Resources Needed	Anticipated Results
	Prepare revised language for the	Doug Lehman (language revised		

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technology, staff support),	committee charge.	by Jennifer Church-Duran)		
	Submit revised language to the ACRL Board of Directors.	Doug Lehman		
Assessment: How will success be measured (e.g., what indicators will be used, what tools will be used to collect data, and what targets will indicate success)?	Language will be changed in ACRL documentation reflecting changes to ACRL MARL Committee membership.			

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