CRASH COURSE

in Marketing
for Libraries

Second Edition

Susan W. Alman and
Sara Gillespie Swanson

Crash Course In Marketing For Libraries 2nd Edition

Francisca Goldsmith

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   **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 supportcrafting a clear messagebuilding the library s audiencewriting storyboards and scriptscasting and rehearsing actorsfilming and recording voiceover editing publishing promoting using online tools animation softwareand assessing the efforts   <u>Fundamentals of</u>

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 andmarketing 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 Young Adult Services* Sarah Flowers,2017-10-10 Learn how to improve teen services in public libraries by better understanding teen development and having positive interactions with teens to provide appropriate and interesting collections and services A library can be a tremendous resource for teens one that helps them to learn about themselves and the world they live in But teenagers are intrinsically different from children and from adults and these critical developmental differences affect the ways they interact with others both in the world at large and in the library Serving teens effectively in the library requires a basic understanding of who teens are and the developmental tasks they face factors that affect all aspects of library service from the specific programs and services we offer to the ways that staff provide assistance to the teen who is seeking help at a library service desk This book enables library workers to better understand adolescent development which allows them to provide a positive library experience for teens Readers will learn how to supply excellent library services with and for teens including in the areas of collection development readers advisory reference and homework help programming and advocacy The book identifies the best ways to have positive interactions with teens in the library based on their mental development and details best practices for teen services The concluding section discusses advocating for teens with emphasis on their right to privacy and equal access to materials and services   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   *Crash Course in Library Budgeting and Finance* Leslie Edmonds Holt,2016-08-22 Concise informative and well indexed this book helps readers get the big picture as well as the considerable number of details involved in managing the finances for a library For all libraries money is critical to decision making about technology staffing and collections As a result informed budgeting is critically important for any library to succeed This book explains library finance in a practical engaging way using examples of real situations in different types of libraries to teach key points Written by authors with years of experience in budgeting and financial planning within a variety of library settings and in teaching library management or fundraising at the university level Crash Course in Library Budgeting and Finance makes it painless to learn how to properly manage money in any library environment The book addresses the entire process of financial planning from a general conceptual overview of library budgeting to the details of generating and spending income and describes best practices for implementing financial controls Subjects covered include building construction and capital projects fund raising capital campaigns moving to fee based services extending and developing earned income financial best practices and assessment and evaluation The authors also make recommendations regarding when and how to share relevant financial information throughout the organization and with constituents throughout the book   **Crash Course in Basic Cataloging with RDA** Heather Lea Moulaison,Raegan Wiechert Assistant Professor,2015-10-01 Covering tools terminology and the FRBR based RDA approach to description this book explains the current principles of organization of information and basic cataloging practices for non catalogers enabling readers to understand elements of the cataloging process and interact with records in a basic manner Organization of information and cataloging is often the most daunting task for library technicians and non catalogers working in the library New RDA cataloging rules can be baffling for even the more seasoned catalogers Written by two authors with 20 years combined experience in cataloging instruction Crash Course in Basic Cataloging with RDA approaches current principles of organization of information and cataloging practices from a basic standpoint for non catalogers It makes a complex topic easy to understand and a complicated practice doable for those without the proper training and necessary experience The book gives readers a basic understanding of organization of information and cataloging practice explaining how records are created and the approaches to different formats of information in libraries including MARC records and encoding RDA cataloging records offering assistance in applying RDA identifying the cataloger s tools and providing non technical explanations for the tasks that today s catalogers do It contains an introduction a bibliography webliography and three appendices of additional resources Cataloging Tools Resources for Catalogers and Sample Catalog Records   *Crash Course in Time Management for Library Staff* Brenda Hough,2018-02-05 This book offers time management tools tips and techniques for busy librarians so they can better serve their communities and feel greater satisfaction with work and life Being short on resources is now the new normal for libraries and having too little money and too few staff members always brings library staff to the same predicament not enough time While it is not possible to create

more time by making use of the right time management tools and techniques it IS possible to make huge improvements in your productivity and as side benefits a decrease in job stress and frustration and a greater sense of work satisfaction This book shows how to apply powerful time management strategies so you can get more done deliver the best service possible to your patrons and enjoy being in an environment that fosters greater creativity and workplace satisfaction Topics include time tracking task management identifying goals and priorities beating the obstacles of procrastination and perfectionism as well as distractions and interruptions and staying on top of time management when collaborating Quotes and stories from individuals who work in libraries illustrate key points and concepts throughout the book The final chapter explains how to set a personal plan for time management using the awareness of your own patterns obstacles and goals and the experience you have gained with various time management techniques and tools to create your own unique time management strategy and make time management an ongoing long term priority   Fundamentals of Collection Development and Management Peggy Johnson,2018-01-16 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 Disaster Preparedness** Carmen Cowick,2018-10-04 Every library needs to have a disaster management plan in place before disaster strikes This short but thorough manual makes preparing for disaster less intimidating All library staff from library volunteers to library directors and branch managers have a role to play in preparing for and recovering from disaster Written by an expert in preservation services Crash Course in Disaster Preparedness contains all of the information library professionals need to prepare for an emergency should one arise Carmen Cowick identifies common terminology teaches readers how to conduct risk assessment how to write a disaster plan and how to design emergency procedures and introduces readers to the basic principles of salvaging Throughout Cowick shows readers how to prioritize library collections during a fire flood power outage and other natural and human caused disasters so as to maximize preservation of library materials   *Crash Course in Readers' Advisory* Cynthia Orr,2014-12-05 One of the key services librarians provide is helping readers find books they ll enjoy This crash course will furnish you with the basic practical information you need to excel at readers advisory RA for adults and teens The question can you recommend a good book can be one of the most daunting you face notwithstanding the fact that recommender tools are ubiquitous Often uncertainty arises because although librarians are called on to perform such services daily readers advisory is a skill set in which most have no formal training This guide will remedy that It is built around understanding books reading and readers and will quickly show you how to identify reading preferences and advise patrons effectively You ll learn about multiple RA approaches such as genre appeal features and reading interests and about essential tools that can help with RA Plus you ll discover tips to help you keep up with this ever changing field There is no other professional book that covers the full spectrum of skills needed to perform the RA service that is in such great demand

in libraries of all kinds Helping readers find what they want is a sure way to serve patrons and build your library s brand You will come away from this easy to understand crash course with the solid background you need to do both *Successful Campus Outreach for Academic Libraries* Peggy Keeran,Carrie Forbes,2018-09-22 In Successful Campus Outreach for Academic Libraries Building Community Through Collaboration Peggy Keeran and Carrie Forbes bring together a variety of ways academic libraries are engaging with their communities through outreach with creativity and the spirit of collaboration as major themes throughout As a compendium of best practices it serves as a resource for academic librarians to discover new programming ideas to learn principles of effective marketing and to help them think strategically and programmatically about outreach activities of all types Topics are presented in four sections Strategic Vision and PlanningDeveloping and Implementing Successful ProgramsCommunity Outreach The Academic Library in the CommunityBroadening Library Outreach Audiences Practitioners designing outreach programs and activities will benefit from learning about a diverse set of outreach practices from libraries The Portable MLIS Ken Haycock,Mary-Jo Romaniuk,2017-12-07 In this update of the ideal introduction to the library profession the core competencies of professional librarians are presented in 14 essays supplemented with foundational principles and context The original edition of this book gained popularity as a required work for LIS because it uniquely provided a broad accessible overview of the core curricular areas and foundations for the library profession What distinguishes the book as an introduction to the work of professional librarians is that it s not just about information in context or about libraries and their mission Importantly it also covers the required competencies of professional librarians laying a firm foundation for future courses In this second edition each chapter has been revised and updated to take into account current thinking and references As with the first edition the book is organized around the foundations of the profession and key functional areas Questions such as how to think like a librarian and how to facilitate community development are specifically and explicitly addressed In compiling the book the editors sought out the leading thinkers educators and practitioners in each core area as chapter authors Each of the contributors provides an introduction to the knowledge skills and abilities associated with their respective area of expertise discusses current and emerging applications and explores trends and issues **Exhibits and Displays** Carol Ng-He,Patti Gibbons,2021-04-13 Exhibits and displays are booming and in demand at all types of libraries From simple displays of books to full scale museum quality exhibitions library exhibits can highlight collections that surprise visitors tell stories and engage audiences in innovative ways Often exhibits feature more than books showcasing art photographs archival materials multimedia elements as well as hands on activities Stepping outside traditional walls digital exhibits reach audiences beyond the circulation desk and pave another way for libraries to share information promote resources and even lead change in the community Despite the growing interest most library and information science LIS programs do not include exhibit development courses It is not uncommon for librarians learn exhibit production on the job or through resources in the museum sector Wearing many hats

librarians absorb exhibit work as part of community outreach initiatives or take on exhibit duties as a general professional interest in the emerging field Exhibits Displays is a practical how to guide that helps librarians unleash their library s potential to engage and wow visitors The guide explains how to kick start and grow an exhibit program through expert advice insights from professional literature and winning case studies that cover exhibition development from conceptual planning through de installation packing and evaluation Exhibits Display A Practical Guide for Librarians covers Pre planning Curation and content development Project management Graphic design and writing for readability Preservation and collection care Legal considerations and loan registration Installation de installation and maintenance tips Hands on interactives and digital exhibits Educational programming Marketing Audience evaluation Supplemental examples and case studies Librarians in academic public school and special libraries will benefit from Exhibits Displays A Practical Guide for Librarians The book is also an excellent textbook for LIS courses covering exhibition development and outreach   *Managerial Leadership for Librarians* G. Edward Evans,Holland Christie,2017-10-11 Putting library management into the unique context of the not for profit world this work offers you invaluable guidance on how to manage your library effectively Managing a library presents a significantly different challenge than managing a small business a corporation or even a school or charity organization To be effective managers and excel in their careers librarians must understand their unique position in the social landscape and leverage that role to become influential leaders This guide shows librarians how to make the most of their inherent skills and develop new leadership strengths in order to become better library managers advance their careers and sustain their libraries in spite of changing environments and shrinking budgets The book examines many facets of managerial leadership defines what managerial leadership is and describes how to assess and increase leadership skills The chapters also identify the constraints unique to libraries and explain how you can develop positive relationships with government boards turn a vision into a practical strategic plan and exercise fiscal control You will gain invaluable knowledge about fund raising developing political skills advocacy and lobbying and legal and ethical concerns specifically in the library environment The final section of the book is devoted to people skills understanding yourself and others developing staff collaboration negotiation meetings and presentations and creating future success

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