



Greetings

Letter from the Editor

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Greetings!

I'm pleased to present the second issue of *Marketing Libraries Journal* (MLJ), the first, open-access scholarly journal devoted to the marketing of libraries. Since early spring, we are now indexed in the International ISSN database, as well as Ulrich's Serials Directory, and the Directory of Open Access Journals. It's exciting news to be more discoverable!

The second issue of *MLJ* provides an assortment of articles from authors from a variety of different libraries. In our feature article "Marketing Academic Library Usage," Viviana Nicholas, Renata Vickrey, Carl Antonucci, and Ben Tyson (Central Connecticut State University) provide a case study of how their library assessed students, professors, and community members' beliefs, attitudes, and behaviors regarding past and intended future use of library services.

In "Ask a Catbrarian," Teagan Eastman, Jennifer Saulnier, and Kati Richardson (University of Illinois at Urbana-Champaign) explain how their library used a cat mascot as part of their marketing campaign to promote awareness of library resources and services and to overcome undergraduate students' library anxiety.

In "Book Nook for All," Jessica Crossfield McIntosh and Kirsten Peninger write about how Courtright Memorial Library (CML) and Westerville Public Library (WPL) shared a browsable collection of their local constituents. The article explores the process, outcome, and the partnership between these two libraries.

In "Feedback as Outreach," Fred Folmer (Connecticut College) presents a case study of the ways in which librarians can take advantage of the marketing and outreach opportunities that are provided by user feedback.

In "Door to Door Outreach," Madelyn Folino writes about how the Florida Public Library (in Florida, New York) engaged in a door-to-door outreach campaign in 2016–2017 to raise its

profile in the community, reach non-users, and increase the number of patrons from 56% to 60% of its service population.

Spenser Thompson's article "A Disciplined Brand Approach to Marketing Libraries" provides a more focused definition of branding and how it applies to libraries. The author provides examples and exercises of how to use branding to create more focused marketing programs.

In "Reinventing New Student Orientation with Augmented Reality (AR)," Matthew LaBrake and Maria Deptula (Berkeley College) present a case study where their libraries incorporated AR technology and LibAnswers SMS functionality into their New Student Orientation.

In "Creating a Communication Advisory Committee and New Marketing Tools," Tallie Casucci, Donna Baluchi, and Peter Strohmeier (University of Utah) discuss how their library created a Communication Advisory Committee and how they developed the marketing tools for reaching their intended audiences, measuring success, and reporting on outcomes.

Monica Sanchez and Chloe R. Van Stralendorff's article "Marketing Strategies for Public Libraries" discusses the development of the Anaheim Public Library's marketing campaign "Anaheim Leads," held during National Library Week. They discuss other elements of their campaign, such as the Top Ten Things You Didn't Know About Your Library and Bring Imagination to Life.

In "Creating a Marketing Plan with a Marketing Team of One," Carrie Girton (Miami University Hamilton) describes how she created a marketing plan for a small academic library based on the structured, five-part process, based on Kathy Dempsey's 2009 book, *The Accidental Library Marketer*.

Carli Spina's article "Developing an Accessible and Inclusive Social Media Presence" identifies best practices for designing content that can be accessible across social media sites. She explains key accessibility features for specific popular social media sites, such as Twitter, Facebook, YouTube, and more.

In "Librarians Connect to Self-Reflect," Brooke Duffy, Lisa Thornell, and Kelleen Maluski write about their Personal Librarian Programs (PLP) at two institutions: Sarah Lawrence College and Fairfield University. They write about how they started a dialogue about their respective programs and how they learned from one another. Through their professional connections, they developed new initiatives, shared feedback, and expanded and modified their programs based on their combined knowledge and skill sets.

In "Hooking Your Audience: Tailored Instruction Marketing," Karen Doster-Greenleaf and Amy Stalker (Georgia State University) outline how their library adopted a new approach to faculty outreach via a liaison program. They launched a multiyear marketing plan by tailoring

promotional materials to specific faculty with the goal of increasing instruction numbers and collaboration.

In "Campaigner: A High-Powered E-mail Marketing Application," Leah Townsend (NorQuest College), reviews Campaigner, a web-based e-mail marketing program that can be used to send targeted e-mail messages and newsletters to patrons. She reviews the features and other options and concludes that it is a powerful tool for all libraries.

In "Public Relations for Academic Libraries in the Digital Age," Doreen Siegfried of the German National Library for Economics (ZBW) addresses how the digitization movement has made primary materials more accessible for her users. However, they still have an antiquated perception of libraries. In her article, she discusses the development of a library awareness campaign to change the outdated perception of libraries among German economists.

Lastly, in "Send in the Crowds: Planning and Benefiting from Large-Scale Academic Library Events," Michelle Demeter, Rachel Besara, Gloria Colvin, and Bridgett Birmingham (Florida State University) provide the steps to planning four large-scale library events. They argue that event planning can be worthwhile in terms of marketing the library and partnering with other campus departments. Their article provide advice for replicating the planning process for other library events and they show how easy and beneficial large-scale events can be within the academic library community.

Thanks to the column editors who worked especially hard for this issue; Andrew Colgoni (branding), Bridget Barry Thias (advocacy), and Kerry McKee (library campaigns). In addition, thanks to the guest column editors who stepped up to edit the additional article manuscripts from the different columns: Dawn (Nikki) Cannon Rech, Christopher Thiry, Daniel Vinson, Bonnie Cohen Lafazan, Jodie Borgerding, and Jonathan Dolce. For our next issue, we would like to welcome new Technology Column Editor Frank Aviles who officially joined the editorial board in August 2018.

I would especially like to thank our production team led by this issue's project manager Shira Atkinson and the team of copy editors and proofreaders; Elisa Coghlan, Holly Flynn, and Barbie Keiser who put the final issue together. A special shout out to Elisa Coghlan for helping me with perfecting the final layout!

I hope you enjoy the second issue of MLJ!

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