



ENGAGE | INNOVATE | TRANSFORM

FEDERAL DEPOSITORY LIBRARIES & GPO

FOCUSED DISCUSSION

Marketing

Wednesday, December 11

2:00 – 2:45 PM (Eastern Time)

FRAMING THE DISCUSSION

Affiliations among the FDLP community and beyond are relationships that are integral to the continued success of the FDLP and to increasing awareness of the FDLP libraries across the country. Marketing the FDLP has been and continues to be a key initiative of GPO's Library Services & Content Management (LSCM).

Marketing the FDLP is also integral to the continued success and growth of the FDLP. The American public needs to be continuously informed about the FDLP and the variety of resources and services available through it in order for patronage to continue and increase.

In the FDLP Forecast Study, these two topics were combined into one category, as there is a strong relationship between them. Affiliations are an excellent and cost-effective method of marketing the FDLP and increasing awareness of the Program throughout the country.

The Library Forecast data collected in affiliations questions indicated that most libraries self-reported that they are not engaging in affiliations with either the FDLP community or with non-FDLP libraries, groups, and organizations. 55% of libraries reported that they do not have formal or informal relationships with local non-FDLP libraries to provide Federal government information and 48% of libraries reported that non-FDLP libraries with which they have relationships are not marketing FDLP resources to their patrons.

Data collected in community marketing questions showed that community marketing is not prevalent in FDLP libraries with 59% of respondents reporting that they do not market their library's collections and services.

Participants in the discussion should familiarize themselves with current GPO/FDLP promotional materials available at: <http://beta.fdlp.gov/requirements-guidance/promotion>. Listening to the archived webinar (05/16/2013), [Promoting your Depository and the FDLP](#), also will be helpful.

EXPECTED OUTCOMES

- Continued development and refinement of the marketing efforts by GPO and FDLP member libraries.
- Augmentation of the FDLP Promotion Plan with the goal of continued and expanded use of Federal depository libraries.

DISCUSSION QUESTIONS

- When someone asks what you do as a Government Documents Librarian, how do you respond?
- How do you describe the FDLP to your library's stakeholders?
- Do you have an elevator speech about the FDLP or your depository library? (Poll)
- What are the best strategies to market the FDLP and its resources effectively to fellow library professionals and non-Government Information Librarians?
- How can the FDLP be successfully marketed to Library Directors, Deans, and other administrators—both current FDLP members and non-members?
- How can GPO's marketing efforts/tools be improved to be sufficiently flexible for use in a variety of environments and with various approaches?
- What is the essential message that needs to be told about the FDLP?
- With whom do we want to share this message?