



**Federal Depository Library Conference
And
Depository Library Council Meeting
October 19-22
Doubletree Hotel Crystal City
Arlington, VA**

10/22/03

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**“Depository Promotion:
Building for Successful Local
Events”**

**Paula R. Singleton
Government Documents /Reference
Xavier University of Louisiana**

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Product:

Federal Government Information!

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Marketing Definition:

- **“Marketing is getting the right goods and services to the right people at the right place at the right time at the right price with the right communication and promotion- marketing is a human activity directed at satisfying needs and wants through exchange processes”**
- **-- Philip Kotler**

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Marketing Plan:

- **1. Purpose of marketing.**
- **2. Determine what to promote.**
- **3. Define targeted audience.**
- **4. Choose type of outreach.**
- **5. Evaluate and measure the success of the plan.**

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Purpose for Marketing:

- **Is to provide the public with free permanent access to Federal Publications of public interest and educational value, regardless of format, in a timely manner, and also provide service to assist the public in using this material;**

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Determine what to promote

Access to product:

- Technology
- Physical location

Formats:

- Paper
- Electronic
- CD-ROM
- Microform
- Floppy/ VHS

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Define targeted audience

- **Who is the target audience?**
 - Faculty and staff
 - Students
 - Citizens of your congressional districts
- **What are the characteristics of this audience?**
 - Literacy level
 - Technology skill level

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Choose type of outreach

1. **Print**
2. **Letters**
3. **Poster**
4. **Exhibits**
5. **Voice**
6. **Do something fun!**

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1. **PRINT**

- highlight on your web site
- ad in library newsletter
- ad in campus newspaper
- ad in local newspaper
- story in HR newsletter
- bibliography/ pathfinders

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2. LETTERS

- promote certain titles
- promote certain agency
- promote certain personality
- promote certain period in history
- promote certain subject
- promote certain department

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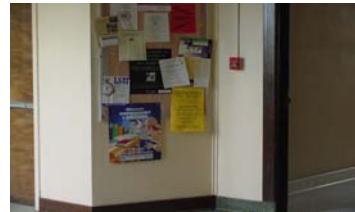
3. POSTERS

- for the main building
- for the library
- for the dining hall
- for another library
- for another institution

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....Dining Hall, Administration Building, Library, Student Union



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4. EXHIBITS

- in your library
- in another building
- in another institution
- at different events on campus

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A. Budget of United States



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Budget of the United States!



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B. America Remembers Sept. 11th

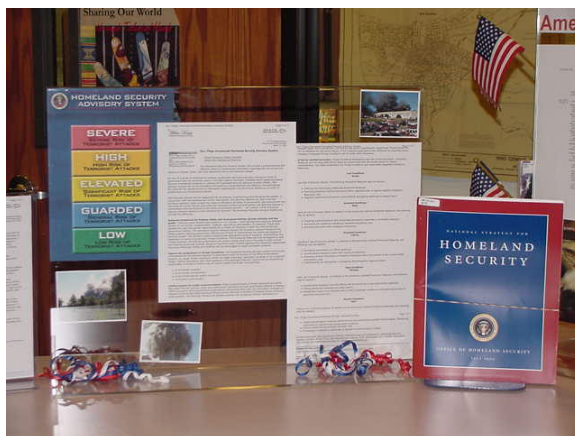


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C. Homeland Security



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D. Louisiana Politics



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Louisiana Politics



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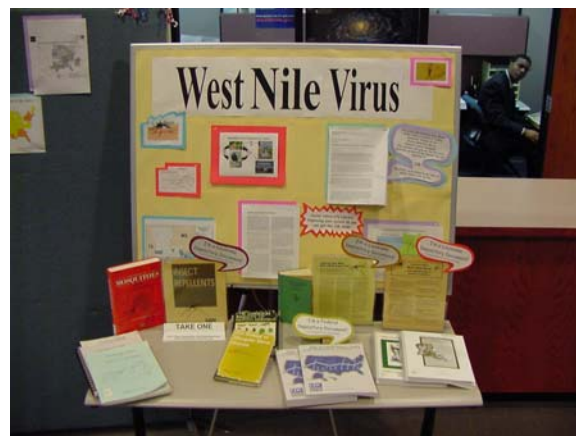
E. U.S. Environment Protection Agency U.S. Department of Energy



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F. West Nile Virus



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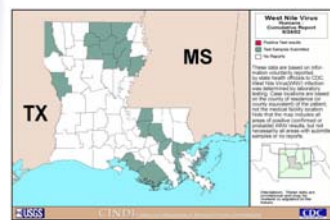
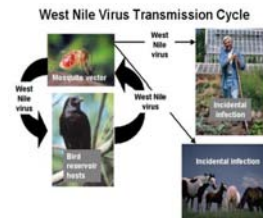
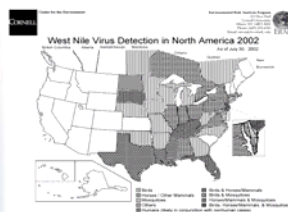
West Nile Virus



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Maps: West Nile Virus



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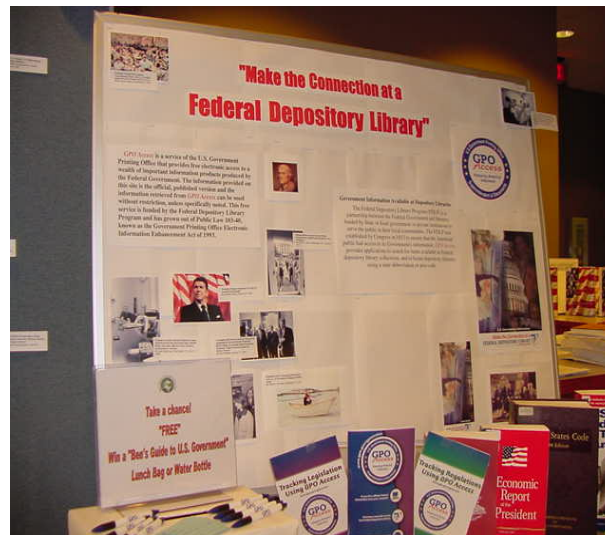
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G. Government Documents Awareness Week



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A vertical decorative bar on the left side of the slide, featuring a green and blue pixelated pattern with a purple triangle at the top.




A large poster titled "Government Documents Depository Awareness Week February 17th thru 21th, 2003". The poster is covered with numerous small photographs and text snippets, including images of military personnel, a satellite, and various government documents. The text on the poster includes "Government Documents Depository Awareness Week February 17th thru 21th, 2003" and "Participate Public Access".

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A vertical decorative bar on the left side of the slide, featuring a green and blue pixelated pattern with a purple triangle at the top.

Popular Title in Paper



A photograph of a table displaying several books and pamphlets. The books are arranged in a row, with some standing upright and others lying flat. The titles of the books include "Our Flag" and "North American Climate". A sign in the foreground reads "TAKE ONE". In the background, a map of the United States is visible on the wall.

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5. VOICE

- luncheon
- service club speaker
- speaker bureau
- training class
- class speaker
- admission office speaker list
- principal speaker list in your congressional school district.

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GPO Access Training Class



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Make the Connection with this FDL PSA radio spot!



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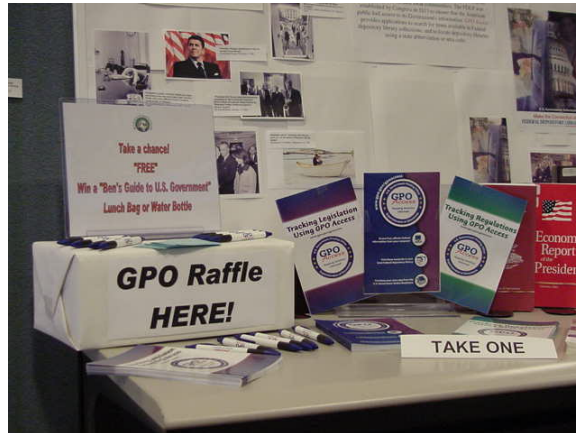
Do Something FUN!!!



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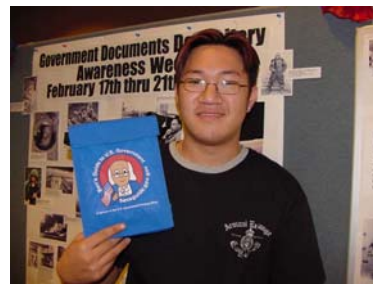
GPO Raffle Here!!!



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GPO Raffle Winners!!!



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Evaluate and measure the success of the plan

Statistics

Referral

Surveys

Comment box

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Manage your liability

- **One new member of the “X” department**
- **One exhibit**
- **One letter to an editor**
- **One Poster**

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THE END

GO!

GO!

GO!

GOV. DOC.

LIBRARIANS!

You Can Do It!!!!

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Effective Government Document Outreach

February 15, 2003

Suzanne Sears

Documents Excitement



Four P's to Effective Outreach

- Passion
- Promotion
- Pro-active Reference
- Presentation

Passion



HOORAY!

I am a Documents Librarian

- Know how important your job is in the foundation and existence of our democracy
- Love what you do and excellent customer service will be a result
- Be excited about what you do and others will want in on what you've got

Promotion

Increasing Public Awareness





Adding Bells and Whistles

- Requirement
 - *Federal Depository Library Manual*
Chapter 7
- Displays
- Free Materials
- Newsletters
- Newspaper Articles



Formal Promotion

- Newspaper articles
 - Freedom of Information Day March 16
 - Census 2000 and Facts for Features
- Add documents to other library promotional tools
 - Library wide displays
 - Library tours and staff orientation packets
- Borrow ideas from other departments or libraries
 - GODORT Handout Exchange
 - Government Documents Display Clearinghouse



Daily Promotional Ideas

- Be excited about your job
 - Enthusiasm is contagious
- Quality internal & external customer service
 - Word of mouth is a great way to promote the collection
- Collection maintenance
 - Keep the collection clean and relevant



Collection Maintenance

- Provide subject access through library's main catalog
- Keep shelves in order and documents in good condition
- Provide directional aids for documents not shelved with the regular collection
- Develop a documents web page to provide access to internet sources

Pro-active Reference



Internal Pro-active Customer Service

- Route shipping lists
- Examine titles when processing
- Scan sources of new titles
 - Catalog of U.S. Government Publications
 - New Products
 - Consumer Information Catalog
 - Subject Bibliographies
 - U.S. Government Subscriptions
- Email current news items and hot topics

External Pro-active Customer Service

- Monitor the news media
 - Current legislation, featured reports, hot topics
 - Feature related documents on a display and/or on the library web page
- New book display
- Bulletin Board
- Bibliographies
- Newsletters
- Handouts

Presentation





Document Programs

- Provide Training for Internal & External Customers
- Introduce the Variety of Information in Documents
- Create Excitement Over the Collection and Services



Training Ideas

- Staff tutorials
 - Quick tutorials on how you found the answer when a question is referred to you
- Tip sheets/pathfinders
- Staff and customer workshops
- Cross training staff

Final Tips and Tricks

- Take control of what you can and don't sweat the rest.
 - Your level of knowledge
 - Your level of enthusiasm
 - Your positive focus
- Be proud
- Become an integral part of your library and your community



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