

Our Effective Communications Committee (ECC) Targets Marketing, Branding, **and** Public Relations

M.J. Tooey, MLS, AHIP, FMLA
University of Maryland, Baltimore
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Challenges

- Busy library with lots going on – lots to promote
- Promotion was scattershot, uncoordinated, inconsistent – left to the “owner” of the event.



Final straw(s)

- 200th anniversary
- University branding and communication changes
- Input from strategic planning

We gathered together...

- Everyone in the library who was involved with communication in some way
- Inventory of how and where we placed and who did the placements.
- Data and evidence
- Appropriate strategic placements for 200th Anniversary

UMB Branding, Communications, Marketing

- Development of university “look” – conformity across the units, standards, Branding Committee/Study
- “Branding police”
- Impact on library



UNIVERSITY of MARYLAND

Health Sciences and
Human Services Library

HS/HSL strategic planning drove communications plan and library brand development...and ECC evolution

Expertise, Resources, Place

Evolution Of ECC

- Post 200th Anniversary
- Post strategic planning
- Smaller and focused
 - Assigned roles
 - Credible communicators/relationship driven
 - Standard/guidelines
- Monthly meetings

University Branding Efforts for HS/HSL

Well...

Success measures:

Segmentation and focused placements resulted in:

- Increased readership
- Increased attendance
- Increased awareness of HS/HSL



Lessons learned:

- Hard work
- Pay attention
- Failure
- “Push” mentality
- Analysis leads to improvement
 - audience evaluation
 - environmental factors – time of day, week or year; weather; other events; schedule
 - did we place appropriately?

Biggest Takeaways:

1. It is important to diversify marketing and PR efforts and messages to meet the appropriate audience.
2. No “one size fits all”
3. Develop, hone and own your brand

Thank you!