

## Introduction

Each of our libraries exist within unique environments that drive our activities. Across our organizations, we allocate resources based on local missions, visions, and strategic priorities. This results in different value propositions that we must communicate to our administrators, stakeholders, and peers.

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## Program

### ***What You Need To Know To Build Effective Marketing Strategy***

The presenter will introduce marketing principles that are crucial for any administrator wanting to ensure their library remains strong, successful, understood, and valued by all stakeholders. An administrator must be able to identify, measure, and strategically communicate how their library adds value for their stakeholders and institution.

During this program, participants will learn about the different foundational elements needed in order to develop an effective marketing and communication strategy. Libraries are in the midst of a revolutionary change. Your users are in control. They have gone from passive visitors to active consumers who demand services. They are ready to embrace the function of the library as long as it gives them genuine solutions. Building the foundation of your library begins with understanding:

- Who – Your users
- What – Reasons to believe in your library services
- How – Optimize your value proposition

In addition, the program will address how to look at your library as an overarching brand that has multiple offerings. Understanding the needs of your users in conjunction with the services offered will aid as a guide to understand appropriate opportunities for your library.

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## Program Schedule

The program will include three sessions:

1. A practical introduction to marketing basics essential for any library administrator.
  2. Four 10-minute [case studies](#) from our peers detailing successful marketing program at their institutions.
  3. Group activities providing the opportunity to ground the program's content in their local environment through guided peer discussion.
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## Expected Takeaway

The expected takeaway for program participants is a renewed understanding of the resources, and anticipated outcome of conducting a well-designed and executed marketing plan at their institution.

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## Speaker Bio

Stephanie Worrell is a brand strategist with over 25 years of experience building consumer brands. Her expertise comes from her career-spanning role as account manager for global design agency LPK where she led brand identity initiatives for a variety of companies including Proctor & Gamble, Heinz, Novartis and Ventura Foods. Today, she works as an independent brand strategy and design consultant in both the public and private sectors. Stephanie brings her own blend of insight, passion and humanity to the projects she leads. Her expertise includes marketing, branding, market research, product positioning and creative strategy. Known as a caring and collaborative partner, she applies her knowledge and experience to help her clients differentiate their brands and products from their competition.

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Stephanie is also a community advocate and has always given her time to support causes that support breast cancer, children and women. She spends her leisure time doting on her year old granddaughter and exploring the outdoor life in the great Northwest. Stephanie holds a Bachelor of Science in Graphic Design and Marketing from the University of Cincinnati's world-renowned School of Design, Architecture, Art, and Planning (DAAP).

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## Case Studies

- 1. *Collaborating Across the Institution to Promote the Library***  
Kristi Holmes  
Director, Galter Health Science Library, Northwestern University
  - 2. *Promoting "Space as a Service" at the University of Minnesota***  
Janice Jaguszewski  
Associate University Librarian, and Director  
Health Sciences Libraries, University of Minnesota
  - 3. *Marketing a New Digital Library at a Developing Medical School***  
Elizabeth Lorbeer  
Library Director, Western Michigan University School of Medicine
  - 4. *Effective Communications Committee (ECC) Targets Marketing, Branding, and Public Relations***  
M.J. Tooley  
Associate Vice President for Academic Affairs and Executive Director  
Health Sciences and Human Services Library, University of Maryland
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