



# THE MARKET

Inaugural Issue  
Fall 2002

*Ideas for marketing  
your library* NEWS

## HEALTHCARE HEROES

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Stumbling onto a way to market library services recently yielded me a certificate from our state hospital association, my story in their annual report, a hundred bucks, and lots of attention! Here's what happened:

It all started when the state hospital association announced a "Healthcare Heroes" contest in which healthcare workers were invited to "express in writing why they chose healthcare as a career and/or why they believe they made the right choice." This alone piqued my interest, because I always wonder whether people's ideas of healthcare workers include medical librarians.

When our CEO e-mailed all hospital staff that our institution is *full* of heroes—let's have some entries!—I decided I must be able to help out somehow. I sent a follow-up e-mail offering library assistance to any entrants who so desired. A couple of people took me up on it.

Meanwhile, having spoken up, I decided it behooved me to submit an entry myself. It only took a few minutes, and I was glad I took the time to put into writing how happy I am to be a hospital librarian. Imagine my surprise a few weeks later, when I received a call telling me I was one of the ten winners!

This honor delights me on two fronts. For one thing, I am pleased for the exposure for my hospital. It is a happy place, with a high rating in patient satisfaction, so it seems fitting that it is represented in a group of people who like their jobs. Also, I enjoy the notice given to medical librarianship! Awareness of library services will expand, not only in my own institution, where I was recognized with a large celebratory sign just outside the cafeteria, but among all who read the hospital association annual report, where my essay excerpt says it all:

"Whether it is searching via the computer for medical literature for a physician, selecting professional journals for subscription, helping a nursing student find research for a paper, or recommending a good website to a patient, I enjoy the challenge and the diversity of the work. And, underlying it all, of course, is the shared noble cause of all healthcare professionals: the good health of everyone in the community. Although I also value my time off, I mean it when I say I cannot think of a more challenging and rewarding way to spend my day than to go to work."

Because I have little time and much to do, my idea of marketing library services includes ease of implementation, fun, and promotion of my own unique skills and services. This opportunity met the requirements!

## THE MOVE TO THE COURTYARD

A MODEST PR EFFORT AT  
THE DANA MEDICAL LIBRARY

MARIANNE BURKE, MALS  
DIRECTOR, DANA MEDICAL LIBRARY  
UNIVERSITY OF VERMONT  
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In the autumn of 2001, the Dana Medical Library (DML) staff began to make specific plans to vacate its location of 25 years and move into a new temporary space. The move was to take place over Christmas/New Year break. The old building was to be demolished to make way for major building construction and expansion of the hospital (Fletcher Allen Health Care) and the University of Vermont College of Medicine (UVM). A new library is part of the overall construction expansion project but it will not be completed until 2005. The temporary library would be occupied for three to four years and be half the size of the old space.

The old building housing the library had been connected via a tunnel to the affiliated hospital, Fletcher Allen Health Care (FAHC). The tunnel access was permanently removed in October, several months before the building was to be torn down in January, and the College of Medicine had instituted new security measures in the building leading to the old library.

## THE PROBLEMS AND OPPORTUNITIES

There were four problems—at least. First, many faculty members

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*Move to the Courtyard* from page 1

and residents were angry about the loss of access to the library from the hospital via the tunnel. Second, others from the UVM science and nursing community were upset about loss of access to the building on evenings and weekends. Also, nearly half of the print collection had been moved to the offsite library storage annex. Patrons were disappointed in the loss of access and staff had not yet worked out all retrieval procedures fully. And finally, there was an overall lack of understanding by staff and patrons of what was happening and when.

On the positive side, there was a high degree of community interest in the UVM-FAHC construction project, called the Renaissance Project—Vermont’s version of the Big Dig. Construction of the temporary library was plainly visible. The library was soon to be in a dramatic four story domed space, a former outdoor courtyard, next to a highly trafficked corridor. Most important, Dana staff wanted to spread the word about the move and access issues, and was getting excited

about making the move a positive experience.

**WHAT WE DID**

We formed a Communications Team—separate from the more functional Move Transition Team. Made up of library faculty and staff, the Communications Team’s job was to get the word out about the construction, related access difficulties, and the move to the new library; create anticipation for our dramatic but somewhat makeshift new space in a former outdoor courtyard; and plan a grand opening event to mark the day.

**TELL THE LIBRARY STORY**

We needed to get our story together, developing procedures and policies for access to offsite collections, meet with security to improve evening and weekend access, and develop timetables and contingency plans in conjunction with changing construction timetables. The Transition Team did most of



*Above: A view of the courtyard that would become the library’s new home. Below: The new Dana Medical Library.*

the actual planning, but the Communications Team often had an idea of what people wanted to know, often spurring further decision making and planning.

**WHOM TO TELL AND HOW**

The Communications Team developed weekly bulletins for staff and sent out press releases and announcements under a “THIS WEEK at DANA” headline, which appeared on our website, and outside the (old) library door on large sheets of newsprint. We also had a staff version of THIS WEEK, which focused on the latest in new

**THE MARKET NEWS**

*The Market News* is an occasional newsletter of the North Atlantic Health Sciences Libraries (NAHSL) Marketing Committee.

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Contact the NAHSL Marketing Committee c/o Jill Livingston,  
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office layouts, moving schedules, and changes in library hours. At the site of the new library, we hung handmade posters on the large plate glass windows running the length of the space saying "Future Home of the Dana Library" and counting the days until the opening. Other signs carried friendly/humorous messages to the construction workers and pointed out the future location of the circulation desk and other functions. These signs were strictly unofficial, yet they were informational, as some people didn't know where the library was going to be, and generated a lot of comment.

We reviewed all e-mail lists of faculty, staff and students that we had, and made friendly contact with department administrators requesting that they forward information messages for us. Amazingly in this information age, there is no universal source of e-mail lists. We made contacts in the university and FAHC public relations offices, and sent press releases and other information to the university and hospital weekly news publications, as well as to the *Burlington Free Press*.

While sending out notices and information via e-mail was important for imparting information officially, we wanted to make a splash in the wider media. Press releases to the three media outlets did not on their own garner results. Our university public relations contacts proved most helpful in placing information in the news media, but it took a great deal of time—weeks of writing news releases and explaining the stories to the UVM PR person.

## THE PRESS

In the end, the "grand opening" event was the hook that got the story into the press. There was a four inch one column story in the FAHC "Sun," with a three-line headline and small graphic. The

UVM "View"—the widely read online weekly—had a story about the opening and the resolution of the access issues under the Events section. The *Burlington Free Press*, the daily newspaper, sent a photographer to the ceremony, and placed a large color photo at the top center of page one of the B section. This was a dramatic photo showing a student studying and the full height of the library dome and colorful air handling system.

While these three articles may seem like small return for a large investment of time, they resulted in more coverage and interest than the library had received in recent memory. The picture in the *Free Press* especially, generated com-

munity interest and familiarity, with many people in casual conversation expressing knowledge of the dome and the Dana Medical Library.

Overall, the press contacts and news efforts were only a part of the effort. The resolution and communication of access issues, and the communication of what was happening and when through our own e-mail and poster efforts, went a long way toward reducing tension and promoting anticipation of opening day. Communications Team Chair, Jeanene Light and the whole group felt positive about their effort, and the good will it generated. And now we have all those contacts for the next story.

## WEATHER REPORT

LEN LEVIN, MSLS, AHIP  
HEALTH SCIENCES LIBRARIAN  
PAUL E. WOODARD HEALTH SCIENCES LIBRARY  
NEW ENGLAND BAPTIST HOSPITAL  
BOSTON, MASSACHUSETTS

Soon after I arrived at New England Baptist Hospital in 1996, I began looking for ways to market my services to all employees within the hospital. My "special event" continues each day and is now into its fifth year.

In late 1996, I learned that the Safety Committee was looking for a place where employees could go once a year to watch a safety videotape and take a short test as part of their annual review. I volunteered to become that site and now, each employee of the hospital has to come into the library at least once a year to watch the videotape or to sign it out overnight.

Some employees only come once a year and do not use the library for other purposes. However, many, having seen the library for the first time, come to read newspapers or use the library computers, and some use the library to conduct research that is pertinent either to their job or their continuing education.

I knew that my marketing ventures were a success when I received a telephone call one cloudy and windy spring day. The caller, from our Fiscal Services division, asked me if I could tell her if it was raining in Dedham, a small bedroom community south of Boston. I looked at the weather radar on one of our local television station websites and told her that indeed, it looked as if it were raining in Dedham. She thanked me and told me that now she could approach her supervisor and ask to leave work early to pick up a son whose baseball practice must certainly have been canceled. Of all the ways that she might have found an answer to this question, she called the library. Success!

# ABC'S OF MARKETING THE LIBRARY\*

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OFF-DUTY LIBRARIAN EXTRAORDINAIRE  
MERIDEN, CONNECTICUT

Increasing economic pressures are placing more stress on staff and resources. As a result, more effort is being spent on strategic planning, mergers, marketing, and finance with **everything** subject to cost-benefit justification. In this environment, the value of libraries may be called into question. How should a library adapt? Market. How does a librarian market the library? Here are some steps to follow:

First you must take stock of the situation. This can be done using the **SWOT** analysis.

- What are the **S**trengths of the library?
- What are the **W**eaknesses of the library?
- What can the library **O**ffer?
- What forces are **T**hreatening the library's survival?

Next, you must decide who your customers are or the people you want as advocates. When dealing with libraries, there are two general types of customers. The first type, are those who may not have a direct interest in the library, but rather a greater interest in the company as a whole, such as the administrators. They will be advocates of the library only if they see it as contributing to the greater good of the institution. The others are those who have a personal need for the library, such as the medical staff and patients. The needs of and marketing strategies for each of the two are different, yet both must be taken into account.

Once you have decided whom you need to be marketing to, you can move on to the Four Ps.

- **Product** - Define the products and services currently offered, take inventory of what you offer—you may have even forgotten yourself. Decide if there is a market or need for these services. Eliminate the ones that are not being used to make time for new more useful offerings. Are people using the services you provide? Why or why not? Would they use the library more if they knew about the services, and/or if they were more accessible? What other products/services can you offer that are not currently available. SDIs, patient packages, computer skills training and database searching classes increase or refine what the library can do for its patrons and creates value and dependency.
- **Price** - Can the library increase fee revenue (Loansome Doc)? Are alternative funding sources such as grants or subcontracts available? Is the library running as efficiently as possible? And are there any new cost-effective services that add value? Ask your colleagues how they perform certain tasks to see if their way is more efficient and less expensive.
- **Place** - Unfortunately, not all medical libraries are well located within their institutions. Visibility can be a major problem. One idea is to become buddies with facilities maintenance and get the proper signage directing people to the library. Also, bulletin boards located in another area of the institution directing people to the library and its services are great tools for increasing visibility. Another idea is to bring the library to the customer using the Internet, e-mail, telephone, or even physically taking items from the library to others in the institution. If nurses request some information, bring it up to them on the floor, so that the other staff get to know you and become aware of what you can do for them.
- **Promotion** - Four Ps and a D
  - o **Paid Advertising** - Although most libraries have limited budgets, there are places where this could be used such as public service announcements, in-house communication departments, and fliers.
  - o **Sales Promotions** - These are used to get immediate response from customers. Ideas include a free trial literature search or a library logo bookmark or pen, a contest, customer recognition program or an annual reception for all staff members who published that year. Be a part of every hospital program or open house.
  - o **Public Relations** - This powerful tool with limited cash cost gives the library credibility and exposure. Sponsor educational programs such as having the RML come teach a CME training ses-

sion. Put together press packages and be available to the media. When medical information is needed for a news story make the media aware that you are available to help them, giving both you and the institution credit and exposure.

o **Personal Selling** - Staff must sell the library to its customers. Be positive and responsive to the patrons. Make them wonder how they could ever live without you.

o **Direct Marketing** - Include an information sheet in new patient packages, get on the agenda for new employee orientation, or provide an information sheet with free tour offers to new staff. Extend their time through your support; offer training and searching services.

Now that you know the steps, make it a priority to find the time to increase your visibility and promote your services. Adapting to the changing environment by developing new services or promotions and ways to deliver those services will help the library become an invaluable part of the institution.

*\*This article has been reprinted with permission from the author. It originally appeared in the NN/LM-NER's "New England Sounding Line", November-December 1999 vol. 9, no 4. At the time of the original publication, author Nancy Putnam was Outreach Coordinator for the NN/LM-NER at the UConn Health Center, Farmington, Connecticut.*

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## INTERNAL MARKETING FAIR AT METROWEST MEDICAL CENTER

RHODA MOSKOWITZ, MED  
MEDICAL LIBRARIAN  
METROWEST MEDICAL CENTER  
NATICK, MASSACHUSETTS

SANDRA CLEVESY, MLS  
DIRECTOR, LIBRARY SERVICES  
METROWEST MEDICAL CENTER  
FRAMINGHAM, MASSACHUSETTS

As part of an ongoing effort to deliver optimum customer service (internal and external), our hospital employees are brainstorming on unique ways to deliver their services. Departments were invited to participate in an internal marketing fair to publicize and explain how their department contributes to patient care delivery. Our medical library had been working on our Intranet web page and chose this event to publicize and showcase its many facets.

Here's what we did to attract booth visitors:

- Large color poster for the wall of our booth detailing how to achieve best practice with the help of our online library
- Tabletop posters emphasizing instant accessibility to medical information
- Computer with our Intranet site available for hands on exploration
- Contest – to encourage users to experience the full depth of our site we designed a contest that highlighted its major features. The grand prizewinner received a gift certificate to Barnes and Noble.

## MARKETING BY GETTING INVOLVED

EVELYN BRECK MORGEN, MLS  
ASSOCIATE DIRECTOR  
LYMAN MAYNARD STOWE LIBRARY  
UNIVERSITY OF CONNECTICUT HEALTH  
CENTER  
FARMINGTON, CONNECTICUT

Cosponsorship of events at your institution can strengthen your role as a team player, raise visibility for the library, and make the event more successful. For several years, the Lyman Maynard Stowe Library at the University of Connecticut Health Center has sponsored a "Friends of the Library" lecture with limited success. Despite lots of publicity, it was difficult to draw a big crowd. This year the library director, Ralph Arcari, suggested we cosponsor an event with the new women's health initiative here at the health center called "Celebrate Women." Because I sit on the Women's Health Committee, I was appointed to suggest this and help organize it.

The committee had decided to offer its first major lecture this fall. The topic of "Integrative Medicine: What It Is, How It Works" was chosen to appeal to a broad audience. Karen Prestwood, M.D., a respected physician here at the health center, is the keynote speaker. I offered to add the library's name to this event as a cosponsor, and to help with logistics and staffing the night of the event. Everyone was delighted. The committee feels the library will add additional credibility to the event, and people welcomed the support. We had our first planning meeting in August, and already have a large lecture room reserved and preliminary publicity in the Celebrate Women newsletter. The academic lobby is reserved for demonstrations of Shiatsu, Qi Gong, Aricular Therapy, Reiki, and chair massage. We'll offer a light supper and the

*Continued on page 7*

## INTERNAL AFFAIRS

KIMBERLY R. LAVOIE, MLS  
HEALTH SCIENCES LIBRARIAN  
ROGER WILLIAMS MEDICAL CENTER  
PROVIDENCE, RHODE ISLAND

Each July, new interns descend on the hospital ready to start their medical careers. One aspect of my marketing plan focuses on developing relationships with the new house staff. Remember, in a few years, these residents will become another librarian's physicians.

My first official contact with the interns is the orientation session. Just from attending the basic employee orientation, I knew my presentation needed to be different and informative. At the start of my Power Point presentation, I announce that there will be an exam at the end. Talk about an attention grabber—they think it's a joke. My presentation provides an orientation to the library with general information, services, policies, and collections. Yes, there really is an exam at the end of my presentation. I have a quiz with 15 questions that can be answered from information given in my lecture. I review the questions and answers with the interns. After completing the quiz, the interns get to enter their name into a raffle for a copy of *The Washington Manual of Medical Therapeutics*.

At the orientation session, each intern receives a two-pocket folder with library informational handouts (Guide, Journal List, Document Delivery Form, Literature Search Form, FAQs). At this time, I explain my lunch-and-learn sessions and provide a calendar of topics for the next two months. In addition, I give out promotional items, such as library logo pens, pencils, notepads, and library saver mints. Basically, these mints are a package of Lifesavers with the label changed to be the library's logo, telephone number, and web address. The labels state: Remember: The library can be a lifesaver during your residency.

During the summer months, I present a series of lunch-and-learn sessions to the house staff. Many of the pharmaceutical representatives that I assist with literature searches and articles on a daily basis provide the lunch and a raffle item, such as a medical textbook or a drug handbook. At these sessions, I have classes on:

- OVID Medline Searching
- PubMed Basics
- Evidence Based Medicine
- Electronic Journals
- Internet Searching

These sessions help not only the interns, but also serve as an annual refresher for the second and third year residents. Each session provides handouts and guides on the specific resource or topic area. Once exposed to these resources and specific search strategies, the house staff uses these resources with confidence and many come to the library for one-on-one sessions and advice.

Why do they come to the lunch-and-learn sessions? The answer: Free food and prizes. Sad to say, but true. Why do they come to the library? The answer: Great librarians and friendly, helpful, reliable service on a daily basis. Plus, the library saver mints!

## HERE'S THE SCOOP

JULIA WHELAN, MS  
SENIOR OUTREACH LIBRARIAN  
TREADWELL LIBRARY  
MASSACHUSETTS GENERAL HOSPITAL  
BOSTON, MASSACHUSETTS

Treadwell Library, the Health Sciences Library at Massachusetts General Hospital, recently organized a marketing event to publicize DIP, a digital collection of information for cancer patients. Announcements similar to the one below were published in two of the hospital newsletters. One of the newsletters is sent to nurses and another is distributed to the entire community.

"Here's the scoop...Join the Treadwell Library, the Cancer Resource Room and the Friends of the MGH Cancer Center in celebrating DIP, a digital collection of cancer patient information. DIP provides access to over 400 full-text articles, book chapters, pamphlets, and fact sheets. MGH nurses and physicians contributed many titles. Come see DIP, noon to 4 pm, Monday, May 6, in Treadwell Library and Tuesday, May 7, on the Bullfinch patio. Ice cream will be served."

Personalized invitations were mailed to the following groups: Friends of the Treadwell Library, Friends of the MGH Cancer Center, the Executive Committee of the MGH Cancer Center, administrators in the library's hospital organizational unit, and the upper echelons of the hospital administration. Small posters were displayed at the nursing stations of oncology floors, and in the main corridor display cases. Large posters were on easels in areas where we hoped to catch the foot traffic of nurses attending National Nurse's Week events.

On the day of the event, balloons decorated the railing leading to the library. We rented a wheeled ice cream pushcart to store ice cream cups as a festive visual centerpiece.

*Continued on page 7*

## GOT ART?

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LIAISON TO NURSING AND ALLIED HEALTH  
UNIVERSITY OF CONNECTICUT  
STORRS, CONNECTICUT

When new visitors come to the Homer Babbidge Library at the University of Connecticut, Storrs, one of the things that they are quick to comment on is the beautiful artwork in the library. We host two galleries for the display of temporary exhibits, and display permanent artwork throughout the rest of the building. Our current exhibits are “Portraits of Successful Connecticut Women” and “Truth in Advertising: The Billboard Art of June Bisantz Evans” (and yes, when I say billboards, I mean BILLBOARDS.)

The exhibits subjects are diverse, which always adds excitement to exhibit openings. Some exhibit openings are even celebrated with receptions. Past exhibits have covered children’s books, contemporary poetry, the Holocaust, and of course, the UConn Huskies basketball teams. We have also hosted science and medicine related displays, and we have had at least one physician-artist hold an exhibit here. He was thrilled to sell his first painting ever—to another physician for display in a waiting room.

Having the artwork not only makes the library an attractive place for people to visit and work in, but also, each time an exhibit changes, it is an invitation for visitors to return. We put a lot of work and care into arranging exhibits and we are aware of their success every time we see someone pausing to admire a display or comment on how much they like a painting. Our artwork adds to my enjoyment of working in the Babbidge Library and I’m sure it helps our visitors to form an attachment to the library too.

We have our own Exhibits Committee, which is responsible for arranging exhibits and soliciting art donations for permanent display. But, if this sounds like something you’d like to do, perhaps your institution has an art or exhibits committee that would be interested in using your library as a gallery space. Or, if the idea of displaying billboards on your walls frightens you, you can always stop by the Homer Babbidge Library the next time you’re in Connecticut to see what we have on display.



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### **The Scoop** from page 6

terpiece. Imprinted pens and card stock fliers were take-away publicity items. We also displayed information on becoming a contributing author for the database, and had sign-up forms available.

During the course of these two afternoons in May, we gave away more than 3,000 cups of ice cream. Since the events, web visits to the database have more than doubled. We are in the process of organizing training sessions for nurses and other clinicians.

### **Getting Involved** from page 5

lecture for \$6 to members of Celebrate Women, \$8 for nonmembers.

Because there are already more than 2,000 members in the free Celebrate Women program, I’m sure this will be well-attended, the library will be very visible, and everyone will win!

This is just one example. Look around your institution and see where the high-visibility programs and lectures are being held. Join committees who are planning these events. Offer to cosponsor any that are appropriate. The additional time spent on these projects can pay back big dividends for your library.

P.S. If you’d like to attend, this integrative medicine event will be held Thursday, October 10<sup>th</sup> from 6 to 8 p.m. in the academic lobby at UConn Health Center. Light supper and registration begins at 5:30 p.m. You can register by calling the Celebrate Women line at 860-679-8899, toll-free at 1-866-4-FEMALE, or by email at [celebrate@uchc.edu](mailto:celebrate@uchc.edu). Men are welcome, too! Details are on the website at <http://www.celebrate.uchc.edu>.

# WEBSITES AS MARKETING TOOLS

DANIEL DOLLAR, MLS  
REFERENCE & DIGITAL RESOURCES LIBRARIAN  
CUSHING/WHITNEY MEDICAL LIBRARY  
YALE UNIVERSITY  
NEW HAVEN, CONNECTICUT

The explosion of digital resources and online services, such as virtual reference and electronic document delivery, has made library web sites a primary service point. However, the web is more than just a vehicle to deliver information and services. It is an important marketing tool, projecting the library and its image via wired and wireless networks into the various departments of our parent institutions. At the Cushing/Whitney Medical Library, we are working to leverage this marketing advantage through content and design.

## CONTENT COUNTS

Of course, content is vital in creating traffic for a successful web presence. And our web site, like most other library sites, provides access to our online catalog, electronic resources (e-journals, e-books), and databases. But, we also use prime home page real estate for items that advertise the library and our services and resources. To that end, we have a main news feature that rotates on a weekly basis. The news feature uses a catchy image with brief text and links to resources or additional information. Some examples of feature news items are announcements about new digital resources, implementation of SFX linking software, and launch of a new online catalog system.

We also maintain an "Other Library News" sec-

tion for important links no longer posted as featured items, or other items of interest not necessarily about the library, such as NIH Clinical Alerts. A section of the home page called "Did You Know" provides our web users with helpful hints about existing library resources and announcements of new and revised library web pages. We also have a monthly library news listserv posting messages about major library news items and appropriate links. Along with registering for this service on our home page, you can search the listserv archives.

We are continually looking for ways to promote the library via our website. Library class attendance increased significantly after we began advertising the class times on the home page in addition to listings on our online class calendar. When Dr. J Craig Venter, who directed the privately funded human genome mapping project, spoke at the library this spring, we worked with our Information Technology department to have a

streaming video of his talk available through our home page.

## PRESENTATION: DESIGN AND BRANDING

An important element of successful marketing is presentation. We are currently working with a web designer as we redesign our website. Gone are the days of creating our own web page graphic designs. The professional look our site achieves promotes the resources and information we as librarians select and organize.

Branding the resources we provide access to works in tandem with the website's look and feel. We work with our vendors, with varying degrees of success, to have a Yale University logo with an accompanying message stating this is a library-purchased resource. The goal is that our users understand that the institution and its library are selecting and making these resources available for their use.

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Harvey Cushing  
John Hay Whitney Medical Library

School of Medicine | Calendars | Directories | Search

Yale University

WELCOME | BOOKS | JOURNALS | REFERENCE | EDUCATION | SUBJECTS

GENERAL INFORMATION | FREQUENTLY ASKED QUESTIONS (FAQ) | CURRENT EXHIBITS | LIBRARIES AND COLLECTIONS | REMOTE ACCESS & TECHNOLOGY

SEARCH:   
Go

**Major Resources:**  
[All Major Resources A-Z](#)  
**Orbis** (Library Catalog)  
**OID** (Medline, etc.)  
[BIOSIS](#)  
[Blackboard](#) (CourseInfo)  
[CINAHL](#)  
[Cochrane Library](#)  
[Community of Science](#)  
[Current Contents](#)  
[Current Protocols](#)  
[E-Books](#)  
[E-Journals](#)  
[Educational Software](#)  
Email: [Biomed](#) | [WebMail](#) | [Omega](#) | [Pantheon](#)  
[EBM Reviews](#)  
[Harrison's Online](#)  
[Journal Citation Reports](#)

**Other Library News:**

- [Electronic Document Delivery](#)
- [Clinical Medicine Resources](#)
- [Basic Science Resources](#)
- [ACS Surgery Trial](#)
- [AccessLange Beta Test](#)

**Information Room and Current Periodical Room are NOW OPEN**

New carpeting has been installed and the library is now fully open.

**Upcoming Library Classes**

- [EndNote](#) Thurs. 22, 3-4pm
- [All Classes](#)

Join Our Mailing List Receive monthly messages about new library services and information resources.

**Did You Know?**  
The Yale libraries provide access to the online version of the [Oxford English Dictionary](#).

*The Cushing/Whitney Medical Library home page as of August 26, 2002.*

## GIFTS, ROUNDS, TEACHING, AND CANDY: THE GERRISH - TRUE APPROACH

KATHY BRUNJES, MLIS  
REFERENCE LIBRARIAN  
CENTRAL MAINE MEDICAL CENTER  
GERRISH-TRUE HEALTH SCIENCES LIBRARY  
LEWISTON, MAINE

### MOUSE PADS, BOOKMARKS AND PENS; HOW TO SHAME- FULLY PROMOTE YOURSELF WITH "GIFTS"!

The library is part of new employee orientations (held once a month on the second Monday) at Central Maine Medical Center: The group of new employees are brought to the library where we conduct a tour, introduce staff and invite the new employees to use our services, "as often as possible." We tell new employees that this is their library, and we want them to feel comfortable in using our services and materials. Then, we hand them their gifts—included is our library brochure, which lists all our services and vital statistics; a bookmark that has the library e-mail address and hours; a pen that has the library name and phone number on it; and a mouse pad that has the library website imprinted on it. We cover

#### *Websites from page 8*

The final and most important message is that our website is a tool and resource that we as librarians use to meet the information needs of our users. At Yale, we are working to use our web presence to provide efficient, effective access to information, and promote the vital role the library continues to play in mediating access to the resources our community uses every day. The Cushing/Whitney Medical Library can be accessed online @ <http://www.med.yale.edu/library/>.

all our bases and ways to contact us by using the various "gifts."

### BE VISIBLE, DON'T BE SHY! OR, HOW TO SUCCEED WITHOUT HAVING TO TRY (TOO HARD!).

The health sciences reference librarian participates in the ICU/CCU clinical rounds. Twice a week, the reference librarian attends morning teaching rounds, where physicians, nurses, residents, medical students, nursing students, dietary, physical therapy, social services, and other ancillary services are represented. The physicians often ask for us to provide studies and/or research that support the teaching aspect of these rounds. We were invited to participate in the ICU/CCU rounds approximately one-and-a-half years ago by the director of critical care, and our visibility during these sessions has resulted in the CMMC librarians being invited to attend staff/departmental meetings, support group sessions and all in-house health fairs. It's been an exciting 18 months for us, and I believe we have developed a closer working relationship with both the nursing staff and the residents due to our assistance with their training and education. This year the library and librarians were honored by the senior residents at their graduation luncheon, and presented with a plaque thanking us for our contributions to their success.

### SO YOU SAY YOU ARE A TEACHER? WELL, SHOW ME THE APA FORMAT!

Three years ago, we had a tenuous relationship with the School of Nursing—they knew we were here, that we had computers and had the texts and journals they needed to fulfill their classroom requirements, but we barely knew who they were except during the research paper assignment of their training. We approached the faculty of the School of Nursing and asked if we could conduct two

classes, as part of their educational requirements for graduation. Freshmen would receive a mini-research assignment coordinated between the nursing faculty and the library. We formulated questions, asking nursing students to answer the questions using specific parts of the collection.

The reference librarian would "correct" the assignment, and forward it to the appropriate faculty member at the School of Nursing. No one fails the assignment, unless they completely disregard it, and don't attempt to do it! The reference librarian suggests different ways in which the question could be answered from the collection, thanks the student for participating, and gets to know the students on a one-on-one basis.

Students began to visit the library more often, and by their senior year, breeze through their senior research project, again with our help! We work with the nursing faculty to put together reference materials that will assist the nursing students in their senior project, and to help re-familiarize them with our services, hand them an assignment, which they can also use in their research project. This is a formal assignment! Senior students have to pass this in, in order to graduate. The reference librarian asks the students to use sections of the collection, and specific databases to answer the questions on the assignment. Again, the only way to fail this assignment is not to do it! And we provide the reference materials that will assist them in writing their formal papers, incorporating the library assignment into the end result. We are always invited to the graduation breakfast, and recognized for contributing to their educational endeavors.

### YOU LIKE ME, YOU REALLY DO, OR, WHERE'S THE CANDY DISH?

If all else fails, we market ourselves by using chocolate! We always  
*Continued on page 11*

# SOME HELPFUL BOOKS, ARTICLES AND WEBSITES

## BOOKS

Marketing: A How-to-Do-It Manual for Librarians by Suzanne Walters (1992)  
ISBN: 1-55570-095-0 – 103 pp  
Neal-Schuman Publishers, Inc.

Library Public Relations, Promotions, and Communications: A How-To-Do-It-Manual by Lisa A. Wolfe (1997)  
ISBN: 1-55570-266-X 209 pp  
Neal-Schuman Publishers, Inc.

Medical Library Association Guide to Managing Health Care Libraries  
By Ruth Holst, Editor; Sharon a Phillips, Associate Editor (2000)  
ISBN: 1-55570-397-6 390 pp  
*Chapter 4: Planning and Marketing by Beth A. Salzwedel and Ellen Wilson Green.*

## ARTICLES

Andeen, Sarah Reneker. "Selling the Library from the Reference Desk: Service Points as Advertisements." *The Reference Librarian* no. 73 (2001): 281-292.

Besant, Larry X. and Deborah Sharp. "Libraries Need Relationship Marketing." *Information Outlook* 4, no 3 (March 2000): 17-22.

Block, Marylaine. "The Secret of Library Marketing: Make Yourself Indispensable." *American Libraries* 32, no. 8 (September 2001): 48-50.

Dworkin, Kristine D. "Library Marketing: Eight Ways to Get Unconventionally Creative." *Online* 25, no. 1 (January/February 2001): 52-54.

Kendall, Sandra and Susan Massarella. "Prescription for Successful Marketing." *Computers in Libraries* 21, no. 8 (September 2001): 28-33 Online at <http://www.infotoday.com/cilmag/sep01/kendall&massarella.htm>.

Scully, Mariwayne. "Tips from Special Librarians on Cultivating Customer Relationships: Event Ideas." *Colorado Libraries* 27, no. 4 (Winter 2001): 35-36.

Webber, Sheila. "Marketing Library and Information Services." *Free Pint* no 99 (November 2001) Online at <http://www.freepint.com/issues/011101.htm>.

## WEBSITES

Creating Client Profiles in a Big Medical Library  
<http://www.infotoday.com/mls/jan99/story.htm>

Librarians, Get out from Behind your desks  
<http://www.aallnet.org/committee/pr/Articles/April1997.html>

MLS: Marketing Library Services  
<http://www.infotoday.com/mls/mls.htm>

Seven Good Reasons to Use a Special Library  
<http://www.sla.org/content/Value/professionalinfo/seven.cfm>

Marketing Tips Booklet for Information Professionals  
<http://ip.lexis-nexis.com/marketing/default.htm>

How to Market @ Your Library: Creating Your Five-Year Campaign  
<http://www.3m.com/market/security/library/whatsnew/webcast.html>

Building a Brand: Got Librarian?  
<http://www.infortoady.com/searcher/jul02/shamel.htm>

have a full wicker basket of assorted candy, predominately chocolate in nature. We can rely on hospital staff stopping and asking for an article or a literature search, while they are “just passing through.” We often find them stopping on their way through to browse the new titles on display outside the candy dish (!), check their e-mail on a computer, or remember that they have a patient who wanted information. The candy has brought everyone into the library at one time or another, from the CEO to students. It’s an easy way to get people into the library, and while there, they remember to look something up (or have us do it for them!). Once word gets around in a hospital that you have chocolate, you will never be lonely again! I love hearing this phrase: “let’s go the library and get some candy.” They love us, they really do!

**Do you have a marketing success story you would like to share with your colleagues?**

**Write it up for the next issue of *The Market News!***

**Contact**

**Jill Livingston**  
University of Connecticut  
Homer Babbidge Library  
Storrs, Connecticut  
[jill.livingston@uconn.edu](mailto:jill.livingston@uconn.edu)

## TIDBITS AND TRICKS

One small marketing strategy I use regularly is to put a brief blurb in the weekly in-house newsletter. I run an article listing some of the recent subjects on which patrons have requested searches. (One recent topic was that someone wanted to know what an artichoke looked like—yes, we are hicks up here in Maine!) I then urge everyone to contact the library for his or her research needs. We also have a free women’s organization called Club W!, which offers activities for women of our community (seminars, theater nights, all kinds of things). I mail to that group regularly to let them know the library is open to the public, as it is mostly women who do the consumer research requests I get.

The hospital has a monthly ad of our seminars and community events, which we run in the local paper. At the bottom of that ad is a small line that reminds people to call the library for consumer health information.

HAPPY COPLEY, MLS  
LIBRARIAN  
ST. MARY’S REGIONAL MEDICAL CENTER  
LEWISTON, MAINE

I have created a threefold brochure for our library. The sections include the library mission, the collection, services, staff, hours, and location. It is distributed to all physicians and departments. I also have a bulletin board in the lobby devoted to the library during October which is National Medical Librarians Month.

PATRICIA PADULA, MLIS  
LEE HEALTH SCIENCE LIBRARY  
LANDMARK MEDICAL CENTER  
WOONSOCKET, RHODE ISLAND

We set up a table in the hospital cafeteria with some journals, books, sample searches etc, and most important a staff person to discuss library services with anyone interested. We sent out a system-wide e-mail to alert people to the display ahead of time, and asked them to “Bring Your Appetite for Information” to the cafeteria that day. We did a small “menu” of services and we thought the theme worked out very well.

DIANE E. WALLACE, BS  
COORDINATOR OF LIBRARY SERVICES  
BROCKTON HOSPITAL MEDICAL LIBRARY  
BROCTON, MASSACHUSETTS

The health promotion department at Naval Ambulatory Care Center (NACC) has seven to eight bulletin boards throughout the Naval Base, and we put cover pictures of the consumer health books and videos for display along with the location of the library. The pictures are changed every month to go with the theme. Also, I publish all new arrivals into the library by listing books, videos, audio-digests, and the periodicals with a list of a few articles from each one, and send that out to Naval Health Care New England, which encompasses NACC, Newport; NACC, Groton CT; NACC, Portsmouth NH; a branch clinic in Brunswick, ME; and a small clinic in Boston Spa, NY.

WINIFRED JACOME  
DIRECTOR OF THE MEDICAL LIBRARY FOR  
NAVAL HEALTH CARE NEW ENGLAND  
NEWPORT, RHODE ISLAND

## TEN WAYS TO MARKET YOUR LIBRARY BEGINNING TOMORROW!

1. Explain exactly why you are better than the Internet.
2. Leave “library lingo” out of your publications.
3. Create a coffee corner where food and drink are allowed, or even provided.
4. Thank your patrons and ask them to return.
5. Visit with your patrons outside the library.
6. Keep the library name visible on every outgoing document.
7. Host “special events” in the library (e.g., Holiday craft fair).
8. Find out who doesn’t use the library and ask them why.
9. Set long term goals for the library and keep your administration informed.
10. Embrace, encourage and don’t be afraid of change.

## TEN MORE WAYS TO MARKET YOUR LIBRARY

Tell people about...

1. your wonderful new products,
2. your fabulous existing products,
3. the amazing places where they can access your products,
4. the remarkable hours when they can access your products,
5. the friendly service,
6. the convenient hours of service,
7. the expert services,
8. the enhanced services,
9. the excellent treats and special events, and
10. most important, the fantastic, knowledgeable, efficient and helpful **librarian(s)!**

**From the NAHSL Marketing Committee**