



University of Sussex Library: Marketing Strategy 2014 - 2018

Purpose

The purpose of this document is to provide a strategy covering all aspects of marketing for the University of Sussex Library. In this document we define marketing as:

“the continuous process of identifying stakeholders and determining their needs relating to library provision, then deciding how best to meet those needs through current resources and the development of innovative services.”

Introduction

Mission Statement

Our mission is to provide efficient, effective and intuitive Library services in support of the teaching and learning, research, enterprise and engagement objectives of the University as outlined in the University Strategic Plan 2013 - 2018 and to contribute to delivering an enhanced, customer-service focused student and staff experience.

Services offered

The Library has a wide range of services which support academic teaching, learning and research. These include:

- Information skills services
- Study space
- Collection content
- Special Collections

In line with these services, key goals in the Library Strategic Plan include:

- Student experience
- Learning and Teaching
- Research
- Open Access & Research Data Management



- Collection Management
- Technology Enhanced Learning
- Engagement
- Staff

Business Objectives (From Library Strategy)

The key principles which outline the approach we will take in delivering our mission and its associated objectives are:

Getting the basics right

We aim to ensure that all Library services are robust, resilient and customer focused at the point of delivery, and that our customers have confidence in our ability to support their requirements.

Continuous improvement

We will seek, through a process of self-analysis, benchmarking and external engagement, to improve the services we offer and provide appropriate support for activities in other departments across the institution.



Open Learning Space

Investing for the future

We will continue our investment in, and judicious management of, the research and educational resources, physical resources and staff resources, ensuring that these meet the needs and aspirations of the University.

Building and enhancing reputation

We will increase our participation in local, regional and national initiatives and seek to enhance the reputation of the University of the Library. We will actively pursue opportunities for external funding and project involvement.



Sussex Research Hive

Market

Place in the market (HE & University context)

The University is highly rated in research and is ranked in the top 20 in all three major UK league tables. Over 75% of our research activity is categorized as world-leading or internationally excellent (Research Excellence Framework 2014).

The University has invested heavily in its teaching and learning spaces and the Library reflects this investment, offering an innovative, flexible space aimed at meeting the needs of current and future students, researchers and staff.

Supporting diversity

We will strive to ensure that our collections and services are accessible for all and will support diversity, where doing so will make a positive difference.

Operating sustainability

We will proactively support the sustainability and social responsibility agenda of the University, and aim to reduce any negative effects of our operations on the environment. We will ensure that the total lifetime cost of services is understood and clearly articulated.

The Library Strategic Plan was developed to complement the stated strategic goals of the University. www.sussex.ac.uk/about

The above plan is valid until 2018 and in order to ensure synchronicity within them, this marketing strategy will assume the same end date.

Current strengths

- Professional skills of knowledgeable staff
- Library & archive collections
- Contemporary learning & study environment
- Extensive opening hours
- Researcher development program
- Research Hive
- Award winning teaching teams and individuals
- The Keep
- Collaboration with other units
- Skills Hub
- Innovation
- Careers and Employability
- Centre Library café

Economic climate & forecast

The implementation of this strategy needs to take into consideration the current global financial conditions. With this in mind, any implications for funding will be incorporated into the process of developing individual marketing objectives.

Seasonal influences on service delivery

As part of a HE institution, the Library is heavily affected by the academic year. It is the stated intention of the University to reshape the year to include two full semesters and a shorter exam 'term'. This will provide new opportunities for the delivery of our services and thus may affect the timing of any marketing objectives.

Collaborative working

The Library and the University are keen to explore initiatives for collaborative working. All marketing objectives targeted at University segments will include a core element of collaboration with areas representing those segments. In support of the University's stated objective of 'working with the best' and as outlined in the Library Strategic Plan, the Library will engage proactively with relevant stakeholders and professional bodies to develop and deliver shared and mutually beneficial services.

The University also works in partnership with The Keep, a state-of-the-art, ground-breaking, purpose-built archive repository. At The Keep the archive collections of East Sussex County Council, Brighton & Hove and the University's Special Collections are available under one roof.



The Keep archive repository

Available marketing opportunities / mediums to be explored

Publications: digital and print
Events e.g. exhibitions, awareness raising and seminars
External activities e.g. schools and college, visits and conferences
Market research
Social networks
Established committees
Merchandise
Networking
Media engagement

Target Audience

Identify the market

As a higher education provider, the University competes for students and staff with other UK and international universities. The position of the Library in league tables has improved over recent years.

Consultation mechanisms

The Library consults with all stakeholders and will continue to do so in the development of this document. This strategy assumes segments of potential audiences in order to enable us to target our communications. We will consult with:

University Press & Communications Group
Director of Student Recruitment
External Consultant
Library Consultative Group
Student Body
Library Forum
Library Staff

It is intended that most, if not all of the individual objectives will require consultation with the target groups. Such consultation may use existing groups such as Library Representatives, School Directors, USSU and LCG or may use other forums such as focus groups.

Product

What need are we aiming to satisfy with our product?

We are aiming to provide the best student experience, research process and learning and teaching support possible for our customers, as space and budget permit. Furthermore, we aim to ensure that our customers have a choice of space in which to use our resources, which meets their differing study requirements.

What do we have to offer?

The Library offers excellent study facilities for individuals and groups. Computer provision is highly competitive with other similarly sized universities and Wifi provision is of a high standard.

Our collections are comprehensive, and subject to regular review and update. We work extensively with our students and the academic community, to ensure that we make optimal resource provision for our customers.

Our highly skilled and professional staff are approachable and supportive. We are flexible and innovative in our provision, using a range of formats and delivery platforms to meet our customers' current and future needs. We are leaders in best practice in a number of key areas including teaching, research support, resource discovery, collection development and use of archival materials.



Mac computer in the Library



Key Messages

A number of key messages have been identified for inclusion in all our marketing:

- *The high quality of our teaching & training for all customers*
- *The high level of choice and variety in study space provision*
- *The comprehensive nature of our collections*
- *24/7 term time opening hours*
- *International reputation of Special Collections*
- *High degree of staff skills and expertise*
- *Dynamic collections supporting our teaching, learning & research priorities*

What areas has research identified as 'most wanted' by our users?

Areas of strength and weakness as perceived by those who use our services have been identified in a Library Survey 2016.

www.sussex.ac.uk.library/about

How will we measure our success?

Each objective identified within this strategy will include details of the corresponding mechanism for measuring the success of the outcome.

This is expected to directly impact on a number of our Key Performance Indicators as detailed in the Strategic Plan and in our individual departmental business plans.