Using library statistics
to inform, promote and advocate library services for new
generation users

D. Becker  H. Hartle
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➢ Statistics and marketing for
  ➢ Management
  ➢ Library staff
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Strategic plan
Market segmentation

- In line with University strategy
- Aligning segment characteristics with products
- Fundamental needs of users
- Design marketing plan
Presenting statistics

- Offering statistics in context
- Using graphical representations
- Factual and well-balanced
- Ensuring the statistics suit the audience
- Incorporate real-life examples
Statistics and marketing for management

- Portraying statistics from the user’s point of view
- Creating comparisons
- Projecting future trends
- Affects of inflation
- Putting the library in context
Involve CPUT management in library promotions and activities
Statistics and marketing for library staff

- Statistical database
- Training
- Marketing initiatives
Statistical database

- recording of annual statistics
- inputting of monthly statistics
- “official” library statistics
- access a variety of statistics in one place
- access to statistics via reports
### Training

**CPUT/Branch:** CPUCT  **Cycle:** 2012/02

**Time slot:** Day  **Training type:** Database training

<table>
<thead>
<tr>
<th>Faculty</th>
<th>Department</th>
<th>Year of study</th>
<th>Number of sessions</th>
<th>Number of trainees</th>
</tr>
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<tbody>
<tr>
<td>Business</td>
<td>Human resource management</td>
<td>1) Certificate</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>2) 1st year</td>
<td>4</td>
<td>95</td>
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<tr>
<td></td>
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<td>3) 2nd year</td>
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<td>4) 3rd year</td>
<td>2</td>
<td>44</td>
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<td>5) B.Tech</td>
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<td>6) Honours</td>
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<td></td>
<td></td>
<td>7) M&amp;D</td>
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Library staff as key role players in marketing
Circulation staff promoting FIFA world cup 2010
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Librarians celebrating Heritage day
Statistics and marketing for faculty

- Faculty review reports
- Knowledge sharing
- Engineering caucus
Faculty programme reviews
Faculty review statistics

<table>
<thead>
<tr>
<th>No of Items</th>
<th>Books</th>
<th>Audio-Visual</th>
<th>Periodicals</th>
<th>Usage</th>
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</thead>
<tbody>
<tr>
<td>CPUBL</td>
<td>2,263</td>
<td>2,366</td>
<td>46</td>
<td>49</td>
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<tr>
<td>CPUCT</td>
<td>2,016</td>
<td>2,042</td>
<td>18</td>
<td>20</td>
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<td>CPUT</td>
<td>4,509</td>
<td>4,642</td>
<td>67</td>
<td>74</td>
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Electrical engineering

621.3

Books

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<tr>
<th>Year</th>
<th>Percentage</th>
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<tr>
<td>No Date</td>
<td>15%</td>
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<tr>
<td>Pre-1980</td>
<td>28%</td>
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<tr>
<td>1980-1989</td>
<td>32%</td>
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<tr>
<td>1990-1999</td>
<td>17%</td>
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<tr>
<td>2000-2009</td>
<td>20%</td>
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<tr>
<td>2010+</td>
<td>1%</td>
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Faculty reviews - Library usage

Example of the number of items circulated per user type within the department
Process

- Report includes: department budget allocation, ILL, database usage, training statistics, etc.
- Librarians provide comment and insight
- Taken to University Quality Assurance Department for input
- Approved by Deans

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Knowledge sharing

Integrating technology into teaching and learning at CPUT

The Fundani Educational Technology Unit blog

Digital storytelling resources  Podcasting @ CPUT project  Clickers at CPUT  Previous workshops and events  2012 workshop series

About this blog
## Workshop description

<table>
<thead>
<tr>
<th>Month</th>
<th>Workshop Title</th>
<th>Date</th>
<th>Presenter(s)</th>
<th>Hosting Faculty</th>
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<tbody>
<tr>
<td>May</td>
<td>Using Pearson's mylabs to enhance student learning</td>
<td>19/5/2011</td>
<td>Pearsons</td>
<td>Applied Sciences</td>
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<tr>
<td>June</td>
<td>Rapid e-learning - a lecturer’s best friend</td>
<td>8/6/2011</td>
<td>Dr. JP Bosman (Stellenbosch)</td>
<td>Engineering</td>
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<td>July</td>
<td>Accessing teaching and learning resources through databases, OERs, e-books and electronic catalogues</td>
<td>28/7/2011</td>
<td>Ms Shanaaz Frier (CPUT)</td>
<td>Library</td>
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<tr>
<td>August</td>
<td>Digital stories for professional development in pre-service teacher education</td>
<td>18/8/2011</td>
<td>Dr. Janet Condy, Daniela Gachago, Dr. Eunice Ivala (CPUT)</td>
<td>Education</td>
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</tbody>
</table>
http://vimeo.com/164260120

Digital library workshop
by Daniela Gachago 1 year ago

Debbie's Becker workshop on Digital Libraries at CPUT.
Library staff involvement

- Faculty meetings
- Senate Teaching and Learning Committee
- Work group for evaluating Information Literacy integration into course structures
- Re-curriculation
- Plagiarism policy
Faculty of Engineering Annual Feedback 2011

By

Engineering Librarians
Statistics and marketing for students

- Student experiences
- Language
- ‘Graphic novel’ approach
- Academic literacy programme
- E-Resources fair
Student Experiences
Visible barriers @ CPUT

Language speakers:
isiXhosa (35.7%)
English (32.8%)
Afrikaans (19.6%)
Impact on Marketing approach

- Graphical representations
- Reducing of text
I am in the Library, but where should I start?
Impact on Marketing approach

- Graphical representations
- Reducing of text
- Wording simple and to the point
- Promoting literacy and computer literacy
I can do all my research at the Learning Commons, type and print my assignment, with staff to help!
Academic literacy programme

Academic literacy programme (Leesnet)
Initially for Afrikaans speaking education students
To be adapted for other language groups

GOALS

Develop reading comprehension
Improve reading speed
Develop tertiary level academic literacy

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Marketing Leesnet

- Collaboration between Library Marketing Unit and Wellington library staff
  - Arrange colloquium
  - Awareness campaign
  - Information kit
  - Panel discussion with experts
Electronic Resources Fair

FROM HOME... FOR FREE!

DID YOU KNOW?

YOUR LIBRARY has plenty of online tools to answer your questions—and you can use them whenever you want, even from home, in the middle of the night.
Librarians were available to guide students.
Atmosphere change, electric, animated, INTERESTED students
This type of marketing strategy proved successful in creating awareness.
In conclusion …

Future plans:
- focused market segment analysis
- focus group sessions for online trials
- using analysis tools to gain a realistic view of an accepted percentage of penetration within our overall university population
Thank you