

# Bringing the Library to the Student using an Online Marketing Tool

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“The only thing that you absolutely have to know, is the location of the library.” ALBERT EINSTEIN



**5,700 students** in College of Business. All students offered 1 hour face-2-face Library induction session in 1st year.

Student induction now moving from a **once off event** at the start of the academic year to a **year-long process**.



Digital Library information pack **Library Learning** developed by Library Services in collaboration with academic staff using the online marketing tool MailChimp.

Currently in **2nd year of pilot study**. The aim of the pack is to lend timely, tailored and subject oriented support to students and to complement face-2-face Library sessions.



Students receive **10 tailored mailouts** delivered over the course of the academic year and in line with the academic calendar.

Mailout content includes introductions to **Library Services & resources**. Links to online Library videos, guides and support services provided.

Blended Library induction required to support the established **Information and Digital Literacy programme** and allow for asynchronous learning.

The library needs to be where the student is.

**Five 1st Year Undergraduate Business courses included**

- BSc Marketing
- BSc Accounting & Finance
- BSc Economics & Finance
- BSc Human Resource Management
- Higher Cert in Business Studies

MailChimp provides us with **data on levels of student engagement** with mailouts.

A focus is placed on students with **zero or minimum** levels of engagement.

2015/16  
Average Open Rate  
**63.6%**

2016/17  
Average Open Rate  
**66.7%**

Names of students with low engagement rates are confidentially passed onto the academic staff. If needed, they can refer students on for further one-2-one support with Librarians.

Data shows that mailout engagement drops if students do not receive a face-2-face session with Library staff in a semester.



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DIT Library Services are using the online marketing tool *MailChimp* to engage and support first-year undergraduate students in the College of Business. Librarians have developed a digital information pack titled **Library Learning**. The information pack is used to support transition into third-level and allows the Library to deliver undergraduate induction as a process rather than a once off occurrence.

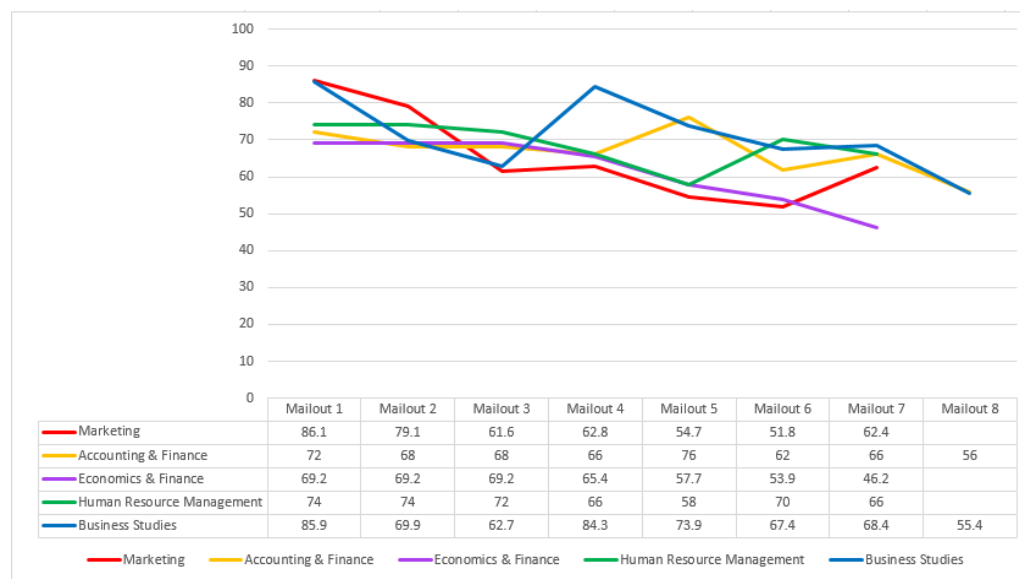
### Sample mailout schedule:

	Mailout Subject	Academic Calendar
<b>Semester 1</b>		
1	Welcome/Introduction to the Library	Week 1
2	In house exam support/reading list and assignment support	Week 6
3	Exam support	Week 13
<b>Semester 2</b>		
4	Welcome back to new semester / exam support	Week 1
5 *	Finding Scholarly articles	Week 4
6 *	Finding Market Research Information	Week 5
7 *	Plagiarism and Referencing	Week 8
8	Marketing Plan Assignment Support	Week 12
9	Review Week/Exam Support	Week 13
10	Goodbye & Summer Services	Week 14

**\*embedded sessions. Incorporated into Marketing Plan assignment. Sessions are delivered by librarians in collaboration with academic staff. Mailouts are sent out after class to reinforce information covered and to support asynchronous learning.**

### 2016/17 Average Mailout Engagement:

**Bsc Marketing.....65.5%**  
**BSc Accounting & Finance.....66.8%**  
**BSc Economics & Finance.....61.5%**  
**BSc Human Resource Management.....68.6%**  
**Higher Cert in Business Studies.....71%**



Student engagement with mailouts begins to drop if students only have a face-2-face session in one semester. Mailouts are not enough as a standalone engagement method but instead enhance and support the face-2-face Library sessions and allow for asynchronous learning while also promoting Library services and resources. The mailouts allow the Library to reach out to the students in a friendly and informal way, at a time that suits their academic schedule. Thus, allowing us to reach the student wherever they are.