Coloring inside the (Guide)Lines: New Goals, New Rules, New Marketing Challenges

Jamie Coniglio
Michelle Polchow
COLORING INSIDE THE (GUIDE)LINES: NEW GOALS, NEW RULES, NEW MARKETING CHALLENGES

University Libraries: Jamie Coniglio & Michelle Polchow
Bridging the Spectrum Symposium
Catholic University of America
February 20, 2015
BRAND PROFILE INTRODUCED

Campus news announcement

Internal reorganization

Libraries Marketing Team
A guide to messaging and visual identify
Images Have A Mason Look

http://gmu.smugmug.com/
Library Marketing

Marketing Project Calendar - check what's in the works

- Marketing Points to Ponder

- Library Standards
  - Under revision; standards are based on George Mason University Brand Profile (issued July 2014)

- Mason Libraries Marketing eRequest Form
  - must be completed and submitted in a timely manner to schedule brainstorming, design and layout, development, review, and production of basic marketing pieces.
  - Please check the Marketing Project Calendar for the most current schedule of what's in production.
  - Early is on time; on time is late. Plan what marketing items you need ahead of when you need them.
  - Know you will need something for an annual event (start of school; orientation; etc.) or series of events (exhibits for the semester, repeat events in an academic term, etc.)? Production is in relationship to other marketing requests, other job responsibilities, etc.
  - It is imperative that you plan ahead for your needed item(s) and request them early.
  - You will be contacted within 1-3 business days to obtain any needed information and confirm your production timeframe. Brainstorming concepts/ideas adds time to the process.
  - Spontaneous, last-minute pieces will be negotiated with requestor.

- Production & Lead Times
  - Production lead times are added to the time you’ve allotted to advertise.
    - All lead times are approximate. Production is done on Business Days.
    - Time Allocation Formula = your deadline for the item(s) plus the stated Lead Time plus 5 business days from your request submission date. Example:
      - You want to publicize something which occurs March 31.
      - Two weeks to advertise = March 17 start date (flyers, web, etc)
      - Two weeks to produce marketing pieces = March 3
      - Your request should be submitted ON or BEFORE February 25
  - Products & Lead Times
Marketing libraries is like marketing mayonnaise.

Ned Potter
EMERGENCE OF A TEAM

Identify and create core library messages based upon the University’s defined key messages, theme lines, and proof points (see GMUBP, July 2014).
A great university puts ideas into action. Want to start something?

Making a microcontroller to help people with speech difficulties.

A Force for Innovation
SOCIAL MEDIA
MULTIPLE GOALS AND LIMITED RESOURCES

Communicating library value
Employ marketing related job skills
Breathing new life into traditional metrics
Evidence that collaborates with the future direction of Mason


