6-2016

Support the Library, Support the University: Communicating the Value and Impact of the Library

Marilyn K. Moody
Portland State University, mkmwords@gmail.com

Let us know how access to this document benefits you.

Follow this and additional works at: https://pdxscholar.library.pdx.edu/ulib_fac

Part of the Library and Information Science Commons, and the Marketing Commons

Citation Details
Moody, Marilyn K., "Support the Library, Support the University: Communicating the Value and Impact of the Library" (2016). Library Faculty Publications and Presentations. 190.
https://pdxscholar.library.pdx.edu/ulib_fac/190

This Presentation is brought to you for free and open access. It has been accepted for inclusion in Library Faculty Publications and Presentations by an authorized administrator of PDXScholar. For more information, please contact pdxscholar@pdx.edu.
Support the Library, Support the University: Communicating the Value and Impact of the Library

Marilyn K. Moody
Dean, University Library
Portland State University

ALADN Conference
June 4, 2016

https://works.bepress.com/marilyn_moody/

Presentation abstract (75-100 words)
What is the value and impact of the library on the entire university, and how do you communicate it to others? How do you frame the conversation about library value with both external and internal audiences? Given the rapidly changing library and higher education environment, what are meaningful ways to discuss the value of libraries with donors and alumni whose own experiences as students may have been very different? What are some of the key messages about the value and impact of the library that engage and resonate and how can you identify and convey those messages for your own institution?

2-3 learning objectives/takeaways
After the presentation, audience members will be able to:
Understand and be able to better communicate the value of libraries to a wide range of external and internal audiences.
Identify, create, and use key messages about the value and impact of libraries at their own institutions.
Use examples, information, and data from the presentation to better connect and engage with donors and potential donors.
Communicating with Internal Audiences
Who is your internal audience?

- Provost
- President
- Deans
- Faculty
- Students
- Library Faculty and Staff
- Budget Committee
- Faculty Senate
- Admissions
- University Communications
- Development Officers and Advancement
Connecting to Campus: Higher Education Themes

- Economic Development
- Partnerships
- Technology Transfer
- Innovation
- Online Learning
- Student Success
- Teaching Excellence
- Research
- Community Engagement
- STEM Education
- Sustainability
- Global
Sample Recommendations from the Value of Academic Libraries Report

- Determine what libraries enable students, faculty, student affairs professionals, administrators, and staff to do
- Link libraries to improved student retention and graduation rates
- Demonstrate and develop library impact on student learning
- Track and increase library contributions to faculty research productivity
- Record library contributions to overall institutional reputation and prestige

Library Messaging to Internal Audiences

- Describe **impact and outcomes**
- Match the messaging to your university’s **mission, goals, values, and strategic** plans and initiatives
- Be **concise** and don’t use library jargon
- Use **stories and examples**
- Numbers and data are useful, but **put in context**
- Talk about the **university’s needs** and how the Library meets them
Sample Key PSU Library Messages:

- When you support the Library, you’re **supporting PSU**.
- A **unique collection** – representing PSU student and faculty scholarship and Portland’s diverse history, and providing the foundation for knowledge creation.
- The Library supports all students and faculty from **every department and program on campus** – in person, at the Library, and online, with journals, research articles, and other resources.
- A **place** – where students gather to search, study, learn, collaborate, and innovate.
Your “Elevator” Speech

- What are the key messages you want to convey about your library in the time it takes to ride an elevator (or walk from the parking lot)?
- What’s the key message in one sentence?
- What data or what story supports this message?
- Why is it important?
- Why would the listener connect to this message?

http://www.ala.org/advocacy/advleg/advocacyuniversity/frontline_advocacy/frontline_academic/goingdeeper/parkinglot
Question 1: Think of a priority or strategic goal for your campus. How would you communicate to your Provost the value of your Library in achieving this goal?
Student Success Resonates
Student Success Themes

Student Success
Student Retention and Graduation Rates
Higher Education Access
Affordability
Equity, Diversity, and Inclusion
Strategic Plan | Elevate Student Success

To maintain and enhance Portland State University’s position as Oregon’s top urban research and teaching university, and as the state’s most diverse campus, we face challenges and demands that require new solutions. We must be strategic in how we use our limited resources to support students from all backgrounds to succeed.

Item from Portland State University’s Strategic Plan: 2016-20. Let Knowledge Serve the City. Available at:
Moody, Marilyn K.; Alkhaledi, Shadi; Weinmann, Chelsey; Steppe, Kathleen M.; Emery, Jill; Pendell, Kimberly D.; Bettridge, Joel; Bjork, Karen; Ford, Emily; Schreck, Vincent; Erdogan, Berrin; Lafferriere, Gerardo; and Widenhorn, Ralf, "Reducing Student Costs: A Report on Textbooks and Course Materials" (2015). Reducing Student Costs Initiative. Paper 1. http://pdxscholar.library.pdx.edu/oaa_reports/1
Available at: http://library.pdx.edu/pdx-open-textbooks-save-psu-students-59000/
Question 2: What is an important way your library contributes to student success? How would you convey that message so your President is likely to repeat to others (including donors)?
At a Tipping Point: Education, Learning and Libraries: A Report to the OCLC Membership.
OCLC, 2014.

http://www.oclc.org/content/dam/oclc/reports/tipping-point/215133-tipping-point.pdf

At a Tipping Point: Education, Learning and Libraries: A Report to the OCLC Membership.
OCLC, 2014.
Available at: https://www.oclc.org/content/dam/oclc/reports/tipping-point/215133-tipping-point.pdf
Question 3: What message about the importance of the Library to parents and prospective students might you use on your campus? How would you use this message with donors?
Communicating with Alumni and Donors
Messaging: Value of Changing Library Spaces
“Extensive donor support is helping us to transform 5,000 square feet on the 3rd floor of the library into a flexible and technologically rich space that allows students to study individually or work in groups, whether reading a book or using their laptops.”

Students need and hope to find within the Library all kinds of individual and group library study space, including the quiet and reflective spaces we have on the 4th and 5th floors and the collaborative and technology enabled spaces such as this one.
Screenshot of PDXScholar. See http://pdxscholar.library.pdx.edu/
“A local resident told us, “I’m a Portland community member and happen to be a PSU alumni. Papers are often available for those who are in school or in research, but as an average citizen it is harder to see them. Having access to grad papers is fantastic.”

“Several works were downloaded that day—master’s theses and dissertations, an undergraduate honors thesis, photographs from University Archives and Special Collections, publications from PSU research centers and institutes, and faculty articles and papers—and they represent well the breadth of material in PDXScholar.”

“On Thursday, January 21, 2016, PDXScholar achieved a remarkable milestone: 1 million downloads.”
Messaging: Impact of Library Support for Community Engagement
“Corinne Rupp, a PSU Honors College student, curated the exhibit as part of her Honors thesis project, which also includes processing part of the Gretchen Kafoury Papers collection to make it available to researchers. PSU Library Special Collections is proud to present Corinne’s work in honor of Gretchen Kafoury’s life and achievements, and as a collaboration of local leadership, student research, and the Library’s unique collections”

Corinne said, “It has truly been an amazing experience; I feel like I have an intimate knowledge of Gretchen now from working with her documents for so long. She had such an amazing joy for life that really comes out in the things she saved and the writings we have.”
Messaging: Supporting the Library Supports Students

Bob Rawson
Bob donates to the Library because it “benefits all students, regardless of their major, regardless of their interests.”

“With the success of these first five textbooks and the support of generous donors, Robin and Robert Holmes, the PSU Library is pleased to announce a new round of funding for the development of open access textbooks by PSU faculty.”

From Provost Sona Andrews’ blog
Question 4: What is a message about Library impact and value you’d like to convey to donors and alumni? Do you have a story, example, or anecdote?
Thanks!

PSU FACULTY & STAFF ARE FEARLESS
#GIVINGTUESDAY
DEC. 1, 2015

Fearless Philanthropist
Marilyn Moody
Dewey University Library