PROCEEDINGS OF THE NATIONAL SEMINAR
on
REDEFINING THE ROLE OF LibRARIES IN THE DIGITAL ERA

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2011
MARKETING LIBRARY SERVICES IN ACADEMIC LIBRARIES: AN OVERVIEW
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Abstract
In presently the academic libraries are changing traditional library to modern library and offer more online resources for the customers. So the library professionals are playing a very big role and marketing the library services for increasing the customer usage in academic libraries. This paper to discuss the marketing library services in academic libraries.

Keywords: Academic Libraries, Marketing, Online Services

Introduction:
The academic libraries are offering various types of services for the customers like Students, Staff, Research Scholar, Technical Staff and others. Now a day's change of library services through print and electronic medium. Librarians must understand that it is essential to actively market their library services. Marketing is not just about developing and promoting new services and products but also about bringing awareness to clients of existing services and products and determining their appropriateness. So that this paper discusses about marketing library services in academic libraries.

Chapterisation:
This paper to deal with marketing library services in academic libraries and this paper includes 1) Library Collections 2) Digital cum Online Services 3) Need for Marketing 4) Marketing by Librarians 5) Future Library Services 6) Conclusion.

Library Collections:

Digital cum Web Based Services:
1. Remote Enquiry Services:
The customers are to enquiries through web form, often via a "Contact Us" link in the main menu in the website. In all academic library services observed there are link for submitting general enquiries and for contacting a librarian.

2. Catalogue on Web
All academic libraries have online public access catalogues (OPACs) to make users aware of their collections. An OPAC can be used by a customer of the library's public to search the catalogue database in order to see if the library holds a particular work on a particular subject and be informed of the location of those works.

3. Dedicated Web Sites
Academic libraries also have links to Internet resources, Web sites, electronic books and journals which are reserved for specific use. They are compiled by the librarians according to subjects.

4. FAQs Page
FAQs in library pages can have a beneficial impact on the traffic for the enquiry desk. Clearly laid out FAQs can reduce the amount of repetitive or straightforward operational questions.

5. Interactive Services
All academic libraries offered interactive services to their users. The services include loan status check and fines accrued, online renewal, new acquisition, charged books reservation, purchase suggestion, and inter-library loan request.

6. Resources Remotely Available
The libraries had provided links to subscribed databases such as MathSciNet, Web of Science, ACM Digital Library, AIDSearch, ProQuest, Ebscohost, Educational Resources Information Centre (ERIC), etc. Some of the services are restricted to the university community; they require the use of appropriate login names and passwords, for some databases.
7. E-Journal Access:
   The academic libraries are offering the E-journal access through direct subscription and Consortium. But most of the academic libraries are offer consortium based electronic journals through various consortiums like UGC-INFONET Consortium, UGC-N-LIST and AICTE-INDEST etc. The UGC-N-List Consortium for Arts, Science Colleges and Universities, and UGC – N – LIST offers more than 2000 full text electronic journals and 50000 electronic books through this Consortium. Very nominal fee for 12B Status Arts and Science Colleges and Universities.

8. NPTEL Facility:
   Government of India, Ministry of Human Resource Department and Indian Institute of Technology creates the National Programme for Technology Enhanced Learning (NPTEL).The NPTEL provides the online academic courses and video courses for the Engineering Colleges and Engineering Universities.

9. Online Reference Service:
   Using computer and allied materials to provide online reference service to customers anytime and anywhere.

10. Instant and Short Messaging Service:
    In college and universities are offering this services to sent messages for the purpose of results, admission related advertisements, Circulars etc.

11. Video Conferencing:
    Ph.D viva voice through video conferencing for the outstation candidates and foreign candidates by the universities and institutions. Foreign resource persons are made guest lectures and present papers in conferences through video conferencing.

12. Online Question Bank & Newspaper Clippings:
    The academic libraries are provides question banks and news paper clippings stored in various easily available formats through online.

13. Institutional Repository:
    Institutional Repository is the online collection of institutional assets of digital resources in respective and easily accessible formats in the academic libraries.

Need for Library Marketing:
   Library marketing is critical for any librarian order to spread the word about their library. The library has many products and services that it can market. Each library needs to identify what it wishes to market and how. Marketing plan needs to be developed and implemented with ongoing enhancement of the services and products. The academic libraries are need to marketing the services, because increase the customers and some suggestions for need of marketing as follows: 1) Find information & valuable resources about the market like library; 2) Determine the needs of Customers; 3) Identify and focus on potential Customers; 4) Design the most suitable resources for the market like library; 5) Provide consumers with information about the resources available in the library; 6) Make consumers aware of the existence of the resources in the library; 7) Introduce the new resources to potential customers; 9) Convince consumers to buy the product; 10) Persuade consumers to continue patronizing the library resources; 11) Create and enhance the image of the library compare with other departments; 12) Gain advantage over competitors.

Marketing by Librarians:
   Librarians and Information Professionals plays a vital role in academic libraries. The librarians also create the new customers through various ways by marketing library services for the benefit of the customers. So that the librarians are developed some best practices in the libraries for the customers as follows: 1) Computerization of library with standard software; 2) Inclusion of sufficient information about the library, in the college prospectus; 3) Compiling student / teacher statistics; 3) Displaying newspaper clippings and a clipping file; 4) Maintained periodically Career/Employment information services; 5) Internet facility to different user groups; 6) Information literacy programmes; 7) Suggestion Box; 8) Displaying New Arrivals 9) Conduct book exhibition on different occasions, 10) Organizing book talks; 11) Instituting Annual Best Use Award for students 12) Organizing competitions annually 13) Conduct user survey periodically 14) Making a of Path Finder to the library; 15) Keeping the library premises neat and clean; 16) Compiling a list of Current Serials/ catalogue of journals; 17) Updating and maintaining library website; 18) Maintaining useful statistics regarding the use of the library and displaying them on the library walls; 19) Compiling checklists on different subject/topics as a part of documentation service; 20) Library Committee formation / Distribution of useful handouts. Few suggestions for marketing the library services to the readers: 1) Create a library web page for the customers; 2) A web page is a good way of promoting library information services and resources; 3) Emails containing new library resources and tips, on finding information are of great value at the critical stage; 4) Use library wall space; 5) Librarians can meet customers to discuss and gather information about their needs as well as to promote the offered information services; 6) Links to "Help" services from all appropriate library web pages, where assistance may be needed.
Future Library Services:
Integrated Library System:

The academic libraries are offered the visualized searching, multi-media resources, and "on call" knowledge management tools.

Information available:

Collections will undergo dramatic transformations. They will be largely patron-selected, featuring multi-media resources and databases, many provided collaboratively through extensive consortia arrangements with other libraries and information providers.

Study space:

Space for work and study will be adaptable, with easily reconfigured physical and virtual spaces. Multi-media "smart-boards" will facilitate "conferencing" with contemporary — and global — scholars, students, scientists, researchers, artists, and intellectuals as well as digitally created personas from history and fiction, including science fiction. Portable devices and media delivery systems will allow the library to reach out to classrooms and other locals.

Information instruction:

Training and learning support, delivered both in person and through appliance-delivered (desktop, hand-held, and small-group) videoconferencing, will characterize learning commons and learning incubators, facilitating information literacy, media competency, and socio-technical fluency as the new core competencies. Personalized learning-support programs will utilize prefered modes of learning and, sensibly, as time and the situation allow to the customers.

Information Printouts:

Customer desired copies will be in color or, more frequently, in multi-media DVDs. Articles, videos, audios, and on-demand printing of articles and books will be commonplace. Additionally, displays of new academic titles in various formats will be coordinated with publishers and booksellers to enhance information currency, to market small-run monographs, and to generate revenues.

Computer access:

Wireless and laser-enhanced access for collapsible laptops and personal appliances will be present every time.

Financial:

The viable library will have developed dependable revenue streams to facilitate ongoing innovation and advancement.

Conclusion:

The recent developments in academic libraries is very essential for the customers like students, staff and research scholars etc. So that the library professionals are marketing the all library services like print and electronic medium etc. This paper concludes that marketing of library services in academic libraries for very useful and very important to the customers and increases the customers and library resources usage.

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