Marketing to Liaisons: Promoting Digital Scholarship through Internal Communication and Skill-Building Efforts

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“The Digital What Lab”?

Raynor Memorial Libraries: Main library at Marquette, a private, Jesuit high-research university with 8,400 undergrad and 3,200 graduate students

Digital Scholarship Lab: Emerged in 2016 out of an existing student- and instruction-focused digital-media center, aimed at expanding support for faculty in digital research

Challenge: Establishing the library as a recognized and trusted partner in faculty-led digital scholarship projects on campus
Marketing a New Service

**Marketing strategy:** Developing a plan for marketing is critical to the success of new library programs.

**External AND internal focus:** Multipronged marketing approach—one that involves not only external outreach to patrons but also internal outreach to staff.
Why Liaisons?

Internal audiences matter: Marketing efforts should account for not only faculty and students, but also people who influence engagement with the lab.

Pivotal connectors: Liaisons create and manage the library’s relationships with faculty and thus serve as crucial communication points.
## Thinking about Our Audiences

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<tr>
<th>Secondary</th>
<th>Desired Behaviors and Attitudes</th>
<th>Barriers</th>
<th>Information sources/channels</th>
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| Liaisons  | Are aware of the library’s DS services, expertise, and programming  
Are aware of the DS interests and needs of their faculty and able to match those interests with tools and expertise in the library  
Feel confident enough in their own DS knowledge to communicate with their faculty about the library’s DS services | Lack of time and bandwidth  
Uneasy with positioning themselves as fellow scholars and partners when working with faculty  
Unconvinced about the relevance of DS to their role as librarian  
Uncomfortable with learning new technologies | Library’s Research and Instructional Services departmental communications  
Library colleagues |
Connecting Liaisons to Marketing

**Building awareness:** To build faculty engagement with the lab, it was essential to develop liaisons’ familiarity with faculty digital-scholarship practices and the relevant expertise the lab can offer.

**Building confidence:** Several approaches were undertaken to help liaisons become more fluent in digital research methodologies and more aware of the lab’s value to faculty.
Skill-Building + Confidence Boosting

Digital Scholarship staff identified liaison Librarians’ opinions on skills and assets.

Liaison Librarians benefited from face-to-face instruction on Digital Scholarship Lab services, expertise, and programming efforts.

Summer instruction efforts culminated in a “sip + share”

As a result Liaison Librarians expressed greater confidence levels in promoting Digital Scholarship services to faculty, and became familiar with DS efforts within discipline.
Continued Communication

Frequent blog posts and RSS feed from the Digital Scholarship Lab created to keep liaison Librarians “in-the-loop”

DS Lab and RIS monthly “lightning talks”

When in doubt, CC’ing
Room for Improvements

Did not anticipate foundational impediments for liaison Librarians to participate in Digital Scholarship, i.e. positioning as a partner to faculty in projects or publications.

Constant communication and outreach was necessary to bridge the ‘gap’ between liaisons more actively engaged in the bootcamp, and those who did not see the relevance of the outreach efforts.

Need to address the disparate levels of Digital Scholarship engagement by discipline or college to make it relevant to all liaisons.
Future Considerations

New Marquette University CORE Curriculum provides opportunities for liaisons to promote Digital Scholarship projects and assignments.

New Library faculty - can set Digital Scholarship expectations for job duties and outreach initiatives.

Increase in online courses and majors provides marketing avenue for interactive individual or group projects.
Thank you!!

Questions? Comments?

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