
Why don't you write me.....a marketing plan

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University of Worcester

- Profile:
- Only HE institution in Herefordshire and Worcestershire.
- Organised into six academic institutes:
 - Institute of Science and the Environment
 - Institute of Humanities and Creative Arts
 - Worcester Business School
 - Institute of Education
 - Institute of Health and Society
 - Institute of Sport and Exercise Science
- Student population (2009-10): 9,545.
- 81% studying on an undergraduate course.
- 67% (over 21), 46% (over 25) of students are mature
- 70% are female
- Percentage of Students who have disabilities: 9.0%



Background to Marketing Strategy

- Response to NSS
- Desire to enhance profile
- Restructuring of Department
- Increasing use of Web 2.0 technologies

Value?

“ILS is a converged service and is responsible for Peirson Library and other learning resource spaces, ICT, classroom support and print and media services across the institution. A range of services is provided to staff and students of the University, including the provision of online resources and hard copy library material, photocopiers, IT support, printing, PC procurement, **systems for obtaining books and journals from other organisations via inter-library loans**, and access to general IT facilities for students.”

General statement, my highlight.



Audit: what we had

Direct contact with:
Staff
Researchers

Referral from Academic Liaison Librarians

Su Fagg

From: archie@ll.uk
Sent: 02 February 2012 11:39
To: ILL
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  University of Worcester

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1

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- Business cards, guides, bookmarks.



New materials

- Web 2.0 presence
- Physical presence: stall
- Rolling ppt for use: on stall
- on plasma screens
- in blog

Branding

- Stamp: use
- Identity



ILR Stall: For 1 week only!



Setting out our stall...



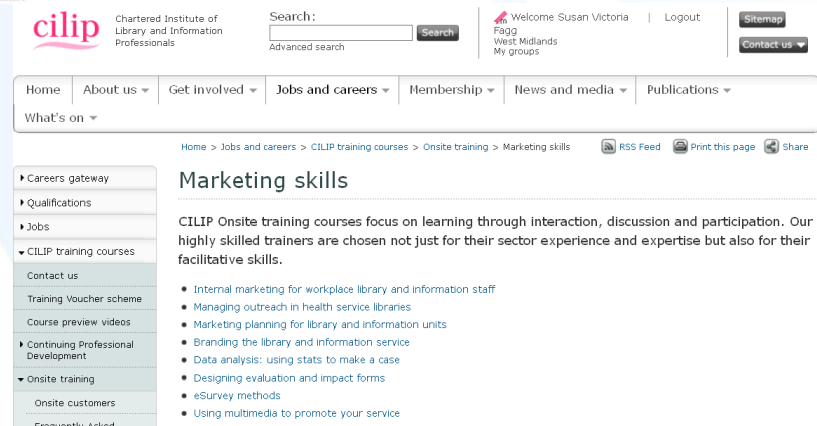
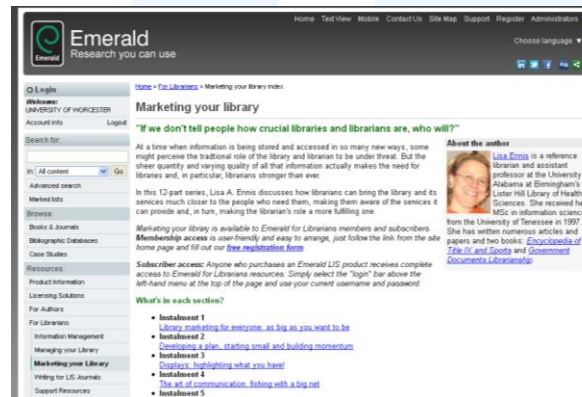
Online presence



- Plasma screen
- ILS Blog
- ILS webpage
- Twitter
- Facebook

Useful references

- Useful websites:
- CILIP
- Emerald
- Proquest
- See handout for further reading



Please keep in touch

- Contact details:

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