


Access Assessment and Marketing

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Moderators**

**Depository Library Council Issues
Session**

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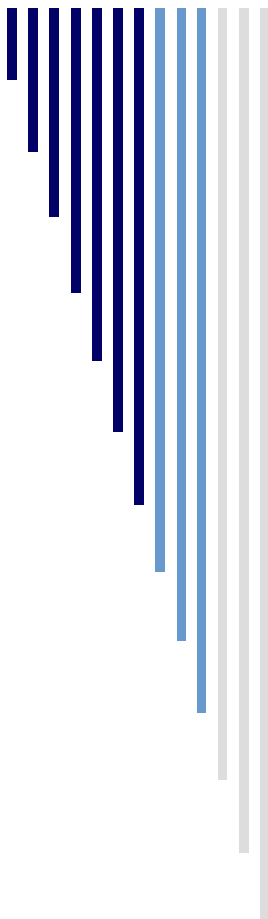




Access Assessment Question 1

Given limited resources, what are some effective ways of ascertaining conditions in our partner depository libraries, given Title 44 requirements? Possible options include use of the Biennial Survey, modified self-studies, etc.

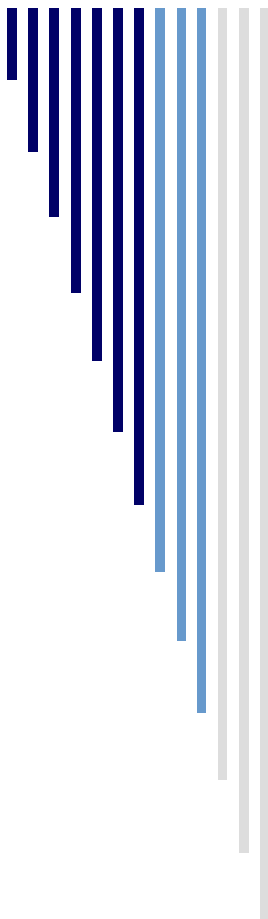




Access Assessment Question 2

How may GPO best identify, share, and promote depository management best practices to depository library staff and library administration?





Access Assessment

Question 3

How may GPO assess public access at depository libraries in an accurate and responsive manner? Public access includes bibliographic, physical building, Internet, and onsite computer access.





Access Assessment

Question 4

How may GPO best provide depository management and educational assistance, given limited resources, to maximize the benefit to all depository libraries?





Access Assessment Question 5

How may GPO better assist regional depository libraries as they provide assistance to their selective depositories?





Marketing Question 1

What is the most desirable marketing method for the FDLP?

- Printed literature
- Interactive marketing via Rich Media
- Radio / TV Ads





Marketing Question 2

What should the focus be on marketing efforts?

- Demonstrated expertise in locating content
- Electronic Access to content via cataloging records or unstructured search
- Access to tangible content





Marketing Question 3

Would it be helpful to utilize display booths at statewide events or library conferences?

What products or services should be highlighted in the booth/display?





Marketing Question 4

What are some innovative ways to create a marketing network of subject matter experts – to more effectively implement knowledge sharing?





Marketing Question 5

Will it be helpful to send little news blurbs and press releases to the major library and information science/Government/technology journals/magazines, more often, highlighting the benefits of the program and technologies to support the user community? GPO has sent them in the past, but they often are not used.





Marketing Question 6

Would it be helpful to develop a marketing program specifically to educate Congressional staff about the program?





Marketing Question 7

The last promotional campaign theme was done in 2001—2003; is it time to update it and what are some other ideas?





Think of something later?

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