

Promoting an Academic Library: Outreach Department at the University of Malta Library

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Introduction and structure

- University of Malta Library
- History of outreach activities at the Library
- Outreach Department
- Statistical data
- Some final words

University of Malta Library (1)

- One of two Academic Libraries in Malta
- Mission
- Caters for:
 - 11.500 students
 - 1.200 academics
 - support staff and public
- Structure:
 - Main library + 6 branch libraries

University of Malta Library (2)

- Vast array of services
- Structure:
 - 12(13) specialized departments
- Special collections
- Opening hours

History of outreach activities at the Library (1)

- 1950s–1960s
 - focus on the “how”
 - First attempts at marketing research
 - Library orientation + information brochures
- 1970s-1990s
 - building relationships with foreign libraries (LIBER)
- 1990s-2000
 - Liaison/outreach = one of the top priorities
 - faculty liaison officer’s scheme

History of outreach activities at the Library (2)

- 2000s-2012
 - Reference dep. – marketing of el. journal packages
 - Information literacy classes, database training & workshops
 - Branding & Marketing Committee
 - 2008; Fresher's week, creating leaflets, bookmarks, roll ups
 - Outreach Librarian
 - 2010; “to bridge the gap between the students and the Library, to promote the Library's numerous resources...”

Outreach Department (1)

- Created in 2012
- Three-man team
- Promoting the library services and providing assistance to users
- Holistic approach to marketing the Main Library and the branches

Outreach Department (2)

- Communication & Customer Care
 - Students, Researchers, Lecturers, Support Staff, Student organizations, NGOs
 - Phone, Email, Facebook
- Library website maintenance
 - Notices, updates, new sub-pages
- Social media
 - News and updates about Library activities
 - Daily posts
- Promotion and marketing
 - Databases e-mail marketing campaign

Outreach Department (3)

- Training workshops for students and academics
 - One-to-one vs. Group sessions
 - Information literacy
 - Aimed mainly at students at the Junior College
 - HyDi
 - Library search system that allows users access to all Library's resources (printed and electronic)
 - RefWorks
 - an online bibliographic management platform

Outreach Department (4)

- Training workshops for academics/researchers
 - One-to-one vs. Group sessions
 - Collaboration with the Open Science Department
 - OAR@UM
 - A practical session on how to upload papers onto the UM's Institutional Repository
 - Google Scholar User Profile
 - A practical session on how to set up and manage one's GSUP

Outreach Department (5)

- Activities during annual events
 - Fresher's Week
 - Promotional stand, competition for students
 - Discover university
 - Promotional stand
 - Open Access Week
 - Workshops and presentation for academics
 - Collaboration with the Open Science Department

Outreach Department (6)

- Workshops with foreign speakers
 - Collaboration with Conferences and Events Unit
 - Web of Science
 - Springer Nature
 - OpenAIRE
 - Emerald
 - IEEE
 - Reaxys

Outreach Department (7)

- Institutional Repository OAR@UM
 - Content management
 - Creating Communities, Sub-communities and Collections
 - Uploading items
 - Approving submissions
 - Communication and outward management
 - Registries – OpenDOAR, ROAR
 - OAI Service Providers – BASE, CORE, OpenAIRE

Outreach Department (8)

- Future goals and projects
 - New subscription emails
 - Academic package
 - Subject-oriented training workshops
 - Marketing of branch libraries
 - Library newsletter

Statistics (1)

Training workshops in 2017

Session	Bookings	Actual Attendance	No of Sessions
HyDi (Website booking)	134	61	11
Refworks (Website booking)	155	101	12
HyDi + RefWorks (Lecturers' booking)	2430	1896	126
One-to-One Sessions	60	58	54
Library Tours	860	733	74
OAR@UM Sessions	31	24	6
Google Scholar Sessions	8	8	2
Totals	3678	2881	285

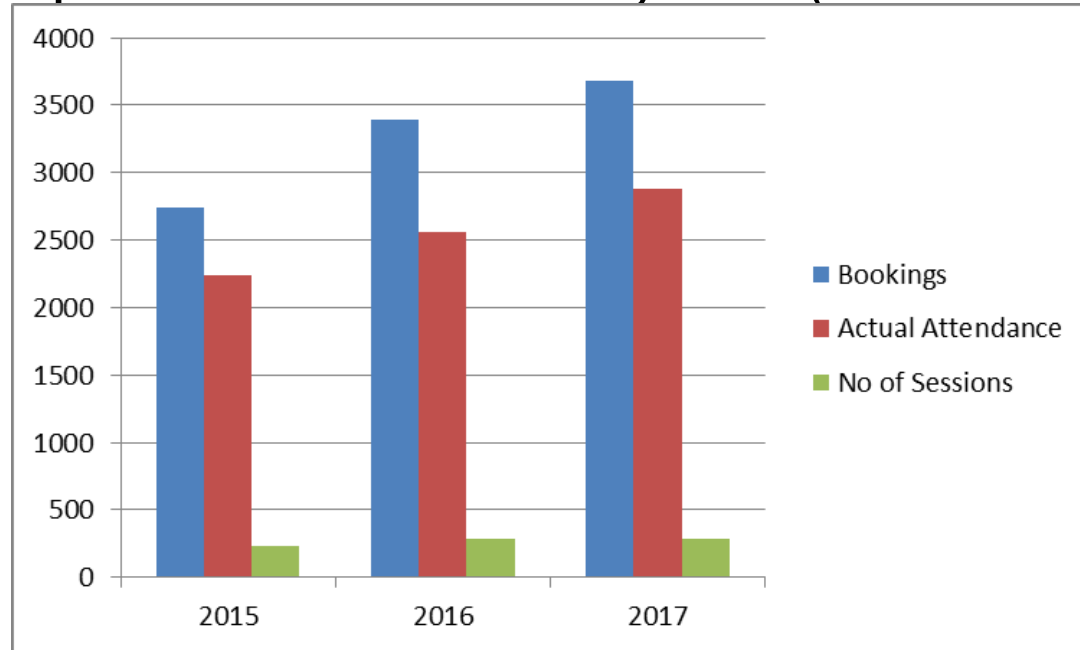
Statistics (2)

- Sessions conducted in last 3 years (2015-2017)

Session	2015	2016	2017
HyDi (Website booking)	12	10	11
RefWorks (Website booking)	12	10	12
HyDi + RefWorks (Lecturers' booking)	64	90	126
One-to-One Session	66	56	54
Library Tours	72	62	74
OAR@UM Sessions	11	9	6
Google Scholar Sessions	0	0	2
Totals	237	237	285

Statistics (3)

- Comparison of the last 3 years (2015 – 2017)



Some final words

- Marketing and customer care under one roof → building solid brand recognition
- The importance of communication
- Areas to improve
 - More social media (Twitter, Instagram, LinkedIn)
 - Compatibility with mobile devices
 - Budget



Thank you for your attention!

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